

GoPro

How to become a

Network Marketing Professional

Complete Transcripts

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Network Marketing Professional

Presented by
Eric Worre

Disc One: *“My Story”*

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Eric Worre:

Okay, okay! Oh, alright! Very enthusiastic crowd. How's everybody doing?

Amazing, amazing. Well, listen, we've got a great eight hours to spend together. We're going to spend some time together.

I hope you have some notes. I hope you have something to be able to capture this day. We are recording it for audiocassette. Audiocassette – boy, did I just age myself there.

Audio CD and for download online. And I will tell you – for all of the people who are listening in your automobile or listening on your iPod or listening on whatever device on your computer, or wherever you're listening – you're here in spirit. I'm glad that you're here.

I want to congratulate you for making the commitment to be able to get this program and to be able to invest in your learning, invest in your future, invest in the network marketing profession, the greatest profession in the history of the world. There's nothing better.

There's no better way to be able to go out there and make a living, to be able to go out there, have an impact. To be able to go out there, leave a legacy than what we have in our hands.

Today is about learning how to become a network marketing professional, and there's a difference between the posers, the amateurs, and the professionals. Now, we'll talk about that in part of this first program.

I'll tell you upfront. I'm not a big rah-rah guy. I'm not going to be getting everybody jumping on their chairs and putting chandeliers on their heads and you know, chanting the name of their company and any of that kind of stuff.

I'm a person that my style is, I'm not a big motivator. I think the best motivation comes from education. The best motivation comes from a good game plan.

If you had a road map and you believed it to be true, or a treasure map and you believed it to be true, you wouldn't need a lot of motivation to get through the treasure map.

But if you don't have the map and you get involved in this business – and the best way I've heard it described is you get involved – and we're happening to do this in San Francisco, California – but when you wake up in the morning, you see this fog.

When people join network marketing, there's this fog that they step into and they can just barely see. It doesn't inspire confidence, it inspires fear.

As they take a step, slowly the fog starts to lift. But my best wish is that they take a step in the right direction. That they don't take a step in the wrong direction.

Because as they take a step in the right direction, it gives them the ability to take the next step and the next step and the next step and the next step.

I will tell you – I'm going to say this upfront, and I'm going to say this a lot of times over the course of these eight hours – is I'm going to ask you to forgive yourself as we start the day. Because it's going to be a huge urge for you to be able to say, "Oh, my gosh, I... If I would've known that, I wouldn't have destroyed my warm market.

"If I would've known that, my organization would be three times bigger than it is today. If I would've had that key to success, oh my gosh! I am now furious at my up-line for not telling me what you're telling me right now!"

Understand all of us have gone through the same thing. So resist the urge and understand that you're here today for a reason today and ready to be able to move forward *today*, independent of anybody else to be able to create your future, okay?

So if you can adopt that, forgive yourself. Every time you're feeling like, "Oh..." and you start thinking about the people that you prospected, "How I'm going to try and reel them back in because I screwed it up?" Or, "I didn't get them started right," or "I approached somebody wrong or whatever?" Just forgive yourself and understand it's all part of the learning experience.

If you're brand new and you're listening to this, thank your luck stars that you have a decreased chance of going through the same pain. I say "decreased" because it's not 100%. Almost everybody who joins has some flash of brilliance at some moment in time, and that they think they're going to know how to do it better than the people who've already made millions.

They're going to say, "Yeah, I know they don't do that, but I'm just going to put my little wrinkle on it." Then six months later, they're going to be saying, "Oh my gosh. If I only hadn't had done that... Alright. I'm going to be able to figure it out."

So we do our best but understand all of this is part of our journey.

Now there are many, many different companies inside of the NetworkMarketingPro community. There's an estimated 80 different companies that participate and plug in

and communicate with each other in a very kind of a brotherly, sisterly way. Not to recruit each other, but just to have peers in our profession and all over the world too.

We have, you know... this will be translated into many, many different languages. In this room I think we estimated we had something like 17 different countries represented just in this room. So there's going to be a lot of jargon, translate jargon.

There's a lot of specific language that you use in your company that's going to be slightly different in another company. You know, what one group calls a "meeting," the other group will call a "briefing," and the other group will call a "mixer," and the other group will call a "party." So don't get hung up on that. The jargon is going to change.

I want you to focus on the concepts. The concepts will set you free. You can adapt to whatever jargon or translation in your part of the world in order to be able to make that happen.

One of my goals for this program is that you learn to become independent. That you learn to become independent in this business.

You are alone, no longer dependent on an up-line. You are no longer dependent on someone else to show up and make you become what you could become. You're no longer dependent, you are now independent.

You have the ability to grow your business. You're not counting on anyone else. You'll utilize other people as a resource, but you don't need them after this program. And I'll tell you, listening to this once, taking notes with it once will help you, but it's not the end.

When I started listening to Jim Rohn audiocassettes, the number one Jim Rohn audiocassette for me was Challenge to Succeed. It was a three hour audio program.

I'll tell you, I listened to that audio program a hundred times all the way through in my 20's. I've listened to it probably 300 times all the way through to be able to help it make something more of me and it has. And that's the same thing that's going to help here.

Spaced repetition. Being reminded, "Oh, yeah," being reminded, "Oh, yeah."

As you listen to this program once, you're going to get a benefit. When you listen to it again, you're going to hear things you didn't even hear the first time, partly because you're going to be listening. You know, you might not be as distracted. But the bigger reason is you're different the next time you listen to it.

Then you listen to it again, and again, and then you're different. Then you'll start using some of the words and then you'll start using some of the concepts and as you practice those, that will make you different again. Incorporating this into your DNA.

That make sense? Okay. So if you're with me, say, "I'm with me."

Audience: I'm with you.

Eric Worre: And it then it makes sense.

So goal number one is that you become independent. Goal number two is that you use this information to face your fears.

The number one block we have in networking marketing is fear. Fear of rejection, fear of doing something new, fear of being in a business for yourself, fear of going against the crowd. Fear.

Number three – that you get the leadership abilities and skills necessary to be able to not only get yourself started, but to be able to recruit. That's the biggest block – to get somebody in the business. A lot of people think that's the number one skill. It's not.

It is an important skill. It's a gateway skill. It'll get you in the game, but then we have to learn how to get duplication happening in the organization. It's a completely different skill.

Then we have to learn how to have leadership development happening inside of the organization. It's a completely different skill. So we're going to be talking about all those things.

As we start this, let me start by sharing a little bit of my story, because some of you might be saying, "Who is this guy?" and "Why does he think that he has answers?" and I'm going to share some of that with you.

I grew up in Minneapolis, Minnesota – United States, and I have a great family

I have a great mom and great dad and they're still together today. I have two brothers and two sisters and we grew up in a loving family. We never went without food. We never really got to eat what we wanted, but we never went without food.

My dad was a pastor and never took a salary as a pastor, so he was always buying and selling cars. You know, just scrambling to stay alive. We heated our house with wood in Minnesota. Which made me hate wood.

I'm not kidding. Every day after school, oh my gosh. We got to chop wood, we got to stack wood. We got to throw wood down the little battered window into the basement. Then we would have to stack it in the basement, and then we'd have to get up in the middle of the night and we'd have to throw it into the fire in order to be able to stay warm. And I just hated it so much.

I will tell you, the thing that I've used to describe my family, outside of "a loving family," is we are always looking to cut corners. If we could cut a corner, we were cutting it.

If there was a sale, the thing that would light our family up is a garage sale. If there was a sale at the store, oh my gosh. They'd go crazy.

There was a thing back at that time called Old Fashioned Bargain Days, which was downtown Minneapolis, and Dayton-Hudson's stores. They would just basically liquidate everything. Here we were, brought down by our parents, face squished against the glass, waiting for them to open the door so we could get, you know, a shirt for a dollar, right?

I remember hating that so much, this fact of hoping to get the scraps, the things that nobody else wants out of life, and then being happy about it. Because my family was proud of it. They'd say, "You like this tie? Got it for a dollar!" You know?"Twenty for a buck!" I was like, "Why do you... You don't need to say that! Why do you need to say that?" I hated that. "Don't say it! You know, just..."

If they say, "Like it?" say, "Thank you, but leave it there, for crying out loud. Help me out." Right?

Here's the visual picture I had in my mind – if you've seen these movies – where there's the king and the queen and the prince and the princesses and the whole royal court, and they're all around a huge banquet table and you could just see the table mounded with food. And they're enjoying this great thing.

Here's me and my family under the table, hoping for something to roll off the edge. Here's a chicken wing. "Chicken wing! I got a chicken wing!" "Don't talk too loud! They're up there!"

(Audience laughter)

There's a chicken wing! "How much did you get this chicken wing?" "I got it for free!" Yeah, but you had to sit under the table. That's how I felt.

I remember – I have one of my old high school buddies in the room – I remember back at that time that the pair, the item of clothing that was a must-have was Levi's Red Tab jeans. That was an absolute must and my father refused to buy them.

"Twenty dollars? Twenty dollars for a pair of blue jeans? Are you out of your mind?"

And I'll never forget. One day he comes to our house and he brought me ten pairs of Rustler irregulars. Which is an oxymoron.

To have irregular Rustler jeans, ten pair at four bucks a pair, I was like, "Dad, you just don't get it. You just do not get it. I've asked for it forever! Buy me one pair of Levi's Red Tab jeans and I will wear them out! I won't grow, I promise!"

"But instead you spend \$40 dollars on ten pairs of Rustler irregular jeans!" And we had one of the biggest events we ever had.

He said, "You're living in my house. You know, you don't have a job. You know, I'll put the clothes on you that I decide to put on you. You want to change it? Go change it." I wasn't ready to change it at that moment. So I sat and complained about it.

But that was kind of our upbringing, right? So people respond. You know, brothers and sisters can respond different in the same household. Have you noticed that? Some could take that experience and they say, for the rest of their lives, getting a deal is the way to go. It gets them excited.

Others could be like me, and say, "You know what? I don't want a deal. I want to pay fair price for whatever it is that I want. I want it when I want it, I don't want to wait until December to buy the car. I'm going to buy the car when I feel like buying the car. And I want the car I want, not the one that I could afford."

I learned through Jim Rohn. He finally gave me words with this that said, "If you'll become what it is that you're supposed to become, the greatest value in getting is not the getting. It's the becoming what you need to become in order to be able to get, to be able to pay fair price." He finally gave me words for that, to be able to say, "No."

See, a lot of people join network marketing and they want to get lucky. Really. So if you set a goal to make a million dollars a year in network marketing, and it is an attainable goal – it's a high goal, but it's an attainable goal – the million dollars isn't the reward.

It's you becoming a million dollar person that'll be the reward. You can get the millions over and over and over again, no matter what the circumstance. So back to my story.

I barely escape high school – C- average. I was one of the kids that made the top 75% of the class possible.

I failed shop class in the last semester. I had to do some negotiations in order to be able to get out. I think they got together, huddled together and said, "You know what? Do we really want him back? Let's go ahead and let him go."

I applied for college, a college that all of my friends were applying to. They all got accepted. Every one of them. I didn't, and I got my rejection letter the day of my high school graduation party.

I remember standing in the garage reading this letter and saying, "All my friends are going to go and I am not. Hmm. Alright. Well, let's see what I'm going to do."

So I went to a community college, which was if you had money you could go. You know, a little bit of money, you could go. If you didn't, they didn't look at your SAT scores or anything, they didn't look at your grade point average.

And I got in. "Woohoo, I got accepted!" Everyone gets accepted. Don't get too excited.

I did it actually to play football. My friend David and I, we both played football and I decided I was going to go play football if I worked out like crazy in the summer while I went to Normandale Community College to play football.

I signed up for my classes and lived in the basement of a friend's house and lived close to there and had a motorcycle that was an ancient brown, pinstriped motorcycle. In the winter of Minnesota I'd drive this thing the two miles to the community college and back, and went out for the team.

I made the team! Second string. I wanted to be line backer – that wasn't going to work when I saw those monsters that I was up against.

But I made the team as a second string center. I played that in high school, and which meant I went against the first string D fence every day in practice.

I'm telling you, the team that I was on was undefeated. They won their bowl game 49 to nothing at the end of the year, and they were full, full of all world ex-convicts.

It was like the longest yard, man.

There was one guy I had to go against. His name was Brinks House. He was 6'6", 255, all-American, and he'd been out of prison for six months, okay? I'm not kidding. And he thought I was the funniest thing ever. "This is fun, alright!"

One time he tackled me and the quarterback. Cracked two ribs. I was up like this. Bam! Cracked two ribs.

So I'm like two months in. I made the team, okay? I got a separated quadriceps muscle on my right hand side, I got a separated shoulder on my left hand side, and two cracked ribs.

You see these people that play through cracked ribs? I'm sorry, I don't know how they do that. They have major drugs because they did not have major drugs when I was there, you know, I was just trying to play with a flak jacket. Yeah right, flak jacket.

So at this point I'm sitting in the – like Rudy from the movie, you know? I'm sitting in the weight training room, this arm up like this wrapped, this thing all wrapped because I could barely breathe and my knee is swollen purple, and I'm thinking, "You know? I'm probably not going to go pro."

"This is awful." So since there was no other reason to go to college for me, I dropped out.

I have, just so you know, I have a 2.0 GPA, I have eight credits to my name. I started with 16 credits and I found out you could drop credits and they didn't even care, you just had to pay for it. I was like, "Sweet! This is great!"

So that's my official college resume.

So I go from there and I end up in a bunch of dead-end jobs. I'm, you know, I psych myself up and I tell myself this story. "You know? That's fine! College isn't for me! I'm going to go make my fortune in the world! I'm going to make my mark on the world! World, get out of my way. I'm going to tear this thing up."

I proceeded to have 18 jobs prior to getting involved in network marketing in four years. That's not easy to do.

I mean, if I set that as a goal for you, think about it! You have to find the job, you have to apply for the job, you have to get accepted to the job. You have to get a little training for the job, start work, get fired. Find the next job.

I did that 18 times for real. I was a dock boy at a boat rental business. I was a bag boy, I bagged groceries at Super Value Grocery store. I roofed houses until I almost died roofing houses.

Does anybody in here ever roof houses, put up roofs on houses? Anybody still do it? Not a single hand up the second time. You know why? You're going to die. Just given enough time, it's going to happen.

Any of those guys that raise your hand, just go ask him, "Hey, do you have any stories?" They're going, "Huh huh huh huh."

I have some stories. My Last Day Roofing. I'll tell you quickly.

I'm up on this roof, it's three stories up. This house is pitched pretty steep and I'm tearing it off and the three stories up. I'm up above the garage. It was a tuck-under garage, so there's two stories and then the under-the-garage thing.

So I'm tearing off the nails and I'm up on the top and it's really old, really smooth, hard wood. I'm tearing the nails out. Choo choo choo choo. I kind of get to the bottom and there's this rickety gutter, and I'm like, "Okay, I got to get back up," so I start crabbing my way backwards, you know?

I get about halfway and I start to slide. And I'm picking up steam and you don't yell when you're about to die. You don't yell.

That's just in the movies. You don't yell when it's really happening. So I'm crabbing up and I start sliding. "Oh my God, oh my God, oh my God! I'm sliding, I'm sliding! I'm going down!"

You know, a million things can go through your head in three seconds. One is, "Will the gutter hold me?" No, it won't. Two is, "Can I stop myself?" No, I won't. Three, "I'm thinking, I'm thinking..."

I had this hatchet from roofing the house in my hand. So I turn around and I just go, Boom! It went right through a knothole, because it would have bounced right off I think.

So it's right through the knothole and my legs are right here, hanging off the edge. And I'm holding on. Then you yell.

"Somebody, come save me!" So they pulled me up.

I went down and I sat down on the ground. Like my eyes are, you know, big as saucers in a coma, saying "You know what? For \$5 an hour, I don't know if this is really the place where I need to be. This might not be my future."

So that was my last day, roofing houses.

I cooked steaks at T-Wrights Restaurant. I was a bus boy at Perkins Restaurant, one of the most miserable places because you know what? My dad said, "Go get a job! I don't care, get a job! If they're hiring, get a job! Start working somewhere, get a job!"

So I got a job at Perkins Restaurant, which is kind of like a Denny's up in Minneapolis, and it was where everyone from church went every single time after church.

I was bussing tables and they scheduled me every single time after church, and it was the most... they're like, "Oh, Eric! How's it going?"

I got my brown smock on, I'm not hosting, I'm not pretending I'm somebody. I'm cleaning up dirty dishes. It was miserable, I hated it so much.

I sold the Cambridge Diet plan. There was a diet powder back in the day called the Cambridge Diet. Few of you might have heard this story.

My mom was selling it. They had these, you know. It was like a tin filled with powder. You would make these shakes and you'd eat those shakes instead of a meal and they were selling this Cambridge diet thing. My mom had a suitcase filled with these little diet tins.

So I'm sitting at home watching General Hospital. No money, all my friends are off at college, and I say, "You know what? I bet I could go sell this diet program."

We lived kind of on a rough side of the tracks, but we lived close to some fairly wealthy people. So I'd never sold anything in my life, never wanted to sell anything in my life.

I said, "Okay, I... You know what? I'm just going to... I'll put on my one little J. C. Penney's suit that I have, and I'm going to get in the family truckster," – the stationwagon, you know? With the wooden panels on the side? "And I'm going to take that Cambridge Diet and I'm going to knock on doors until I find somebody who wants to lose a few pounds. I'm just going to do it."

So I get in, put my little suit on, and I put my little Cambridge Diet program suitcase in the thing, in the car, and I drive to the nice neighborhood. Then I drive through the nice neighborhood. Then I drive back through the nice neighborhood.

I drive around and I don't like that house, we'll start with a different house. Well, this neighborhood looks a little sleepy, let's go over here. I drove for about an hour until I finally said, "This is stupid. I got to stop and at least do something." So I get out of the car and...

I'm going to... can I borrow your purse?

So I get out of the car and I got my little suitcase. There is this big driveway up to a house, and the driveway's probably, I don't know, it's 50 yards, 60 yards. It's a ways. So I'm halfway to the house, you know? Getting up my courage, figuring out, "Hi, I'm here, you know. Take pity on me, buy some stuff.

I've seen the pitch before, you know. "We're here from the inner city, we're here to sell pencils to raise money for, da da da da." You know what I mean? And I always buy every time. Ever since this incident, I buy every time.

So I'm driving, I'm walking. I'm halfway up to the door and around the corner comes a Doberman Pinscher. And he's just looking. His lips curl up over his teeth and I hear this low growl. He takes two more steps. I realize, "There's no leash."

So I'm like, "Okay, um..." I take one step back, and he is going full out. His hind legs are in front of his front legs. He never even barked, okay? I am running in my J. C. Penney suit to the stationwagon. "Please get me to the family truckster, anything! Help me survive!"

I get back. I grab for the door and I can't quite get it because he's jumping for my head. I take the briefcase and I swing it. Boom! I hit him full in the head, spun him around. I get the door open, he goes for my feet, the briefcase. Boom! I hit him again, he spins around.

I barely get in. Bam! And I close it. He's on the window going, "Arf arf arf! Arf arf arf arf!" I'm going, "Pant, pant, pant. Oh my God!"

So I joked for years that the Cambridge Diet plan saved my life, right? True story, true story.

I will tell you, what happened to me – what that did to me – do you think I went to the next house? "I'm done forever." Somebody says, "Sell something," I go, all I hear in my ears are, "Arf arf arf arf! Arf arf arf arf!" No, hide me somewhere inside your office!

That comes into play later on when I get introduced to network marketing. Believe me, psychic damage was created in my brain.

So I went home. I never even told anybody I left until years later, packed it back, you know, "Cambridge Diet? Whatever mom, love you." I mean, I crawled under the covers for a day, you know, turned the TV on and just turned my mind off.

From there, I was a host at the Roadhouse Restaurant. My job was to be there at six AM, write the specials up on the board, and then welcome people in for breakfast. Big problem with that. They opened at six AM, so because I am who I am, that's not a good time. So I didn't last very long there.

I won't give you all of them, but I was a waiter at Embers Restaurant. I got fired after I had eggs blow up in a lady's face. Do you want to hear that story? Real quick?

Audience: Yeah!

Eric Worre: I'm at the Embers Restaurant. It's like a Minnesota thing, okay? Again, it's like a Denny's.

I'm waiting on tables and this perfect little '80's couple comes in: big hair mom, big hair, little 7-year-old kid, and dad, perfectly combed hair dad. They're in there for their little breakfast. It's kind of after the breakfast rush.

We come in and, "Hey everybody! Can I take your order?" You know? They took their order and she says, "I want poached eggs firm." "Poached eggs, firm. Got it! I understand." "So, don't you understand? I really want poached eggs firm!"

I said, "Absolutely. You know what I do? I write it down here, I bring it back to the cook, and they see, 'Poached eggs, firm.' They cook it how they cook it. I bring it to you." That's what you do, right? So she says, "Okay, okay."

So I go back and I bring out their breakfast. "Here it is! Do..." Well, handing it off. She says, "Does this look firm to you? Does this look firm to you?" I'm like, "I don't eat poached eggs, but if that's not firm to you, I'd be happy to bring it back and have them take care of it."

So I bring it back to the cook, who I swear on my life had two huge hairs on the palm of his hand. Big, thick ones. They had to have gloves, special gloves on when he cooked because it just, the owners just thought it was the most freakish thing ever. I don't know why I told you that piece of it. It's probably not relevant, other than you don't want to have breakfast.

But I said, "She says it's not firm." He says, "Okay," and he cooks it a little while longer and I bring it back out. She's irritated now because everybody else is eating and she's

not into her breakfast, and she said, "This is still not firm. Does this look firm to you? Does this look firm to you?" And I'm like, "I..."

So I bring it back. "She says it's not firm." He says, "Fine. Put it in the microwave." Cranks it up. "Looks firm to me."

I bring it out. No sooner do I set it down in front of her and it explodes. Boom! Boom, boom, boom! Boom, boom, boom, boom! Like five times! There's hair hanging down her big '80's hair, there's eggs hanging, dripping.

So step one. The son, who can't laugh in front of his mom, falls sideways on the bench and slides under the table.

Step two. Dad can't hold it together.

Step three. I can't hold it together.

Step four. Eric's out of there, you know? It's like, "Hey, you know, this didn't work out."

So anyway. The things that happen in restaurants, most of them you don't want to know.

From there I went to become a janitor at a community center. I cleaned out garbage at a community center.

I was a currier for a shoe sales company until I crashed the car. True story. They couldn't keep me on because it raised the insurance. You know, for the whole company if they kept me on. But that was owned by my brother-in-law, so he opened up a shoe sale company so I went and sold shoes for a little while.

I went and became a peanut vendor at the Hubert H. Humphrey Metrodome. "Peanuts! Get your peanuts!" Got fired. True story, absolutely happened. "How do you get fired for selling peanuts?" Right?

I mean, two things happened. I sold peanuts and I sold cokes. The first one was the cokes, the Coke Incident.

I had a thing of coke and I'd walk up, you know. "Who wants coke? Coke? You want a coke?" la la la la. "Well, heck with you, I've got to go to the bathroom." How do you go to the bathroom if you got a thing of coke, right?

The way it is, you get a ticket and you have to bring back the ticket or the cash, or you owe them for the thing of coke. I had no money.

So I went in to the stall in the bathroom. I set the coke down, and all those dirt bags in the rest of the room grabbed my whole thing. Choo choo choo choo choo. I'm like, "Hey, hey, hey, hey! Put that coke back!"

The coke was gone, forty of them. I don't have any money. So I go to my manager and say, "Hey, I had to go to the bathroom. They stole all my coke!" They said, "Well, hey, that's your responsibility. You got to work it off, okay?" So that's step one.

Step two is I'm selling peanuts. "Peanuts! Get your peanuts!" I would throw the peanuts, and if you couldn't catch it, you get it for free. "Hey, here's your peanuts." Throw them around.

At a Twins game, I threw it and it bounced off the guy's hands – somebody hit him and it bounced off his hand. It hit a little old lady in the cheek.

It didn't hurt her. It was a little bag of peanuts and not like the huge bags like they have today. Smaller bag of peanuts. It hit her in the cheek but she was not pleased. And her husband was not pleased.

I went up and I said, "You know, hey, I'm sorry. He was a bad catch, he should've caught that bag of peanuts. Can I give you some free peanuts? I'm already in the hole with my boss, but can I give you some free peanuts or something?"

After talking for a few minutes they said, "Okay, you know, it's fine, it's fine." Well, I come back in the next time. My manager says, "Did you hit a little old lady in the face with peanuts?" I said, "Yeah, but I mean, it wasn't like... it didn't draw blood or anything, you know?"

He said, "Well, her husband's filed a lawsuit against the Hubert H. Humphrey Metraodome, just the food concession company and the Minnesota Twins. Part of the lawsuit is if they fire you they drop everything." I said, "Well, it was nice working with you."

I went across town where they did the Ice Capades and Disney on Ice, and I did the same thing there for about two weeks until they say, "We heard about you." For real.

I'm building a nice resume, though, huh? Nice resume.

From there, I managed a sun tanning business, Ultrabronz Sun Tanning business owned by my father and his partner.

I painted houses because they got into real estate, due to my house painting career. Then I sold residential real estate. That's the last thing I did before network marketing,

and it did so well. I only got the job because my dad and his partner owned the place and they needed somebody to show these houses and they had a bunch of houses.

My first year I made \$45,000 dollars. Not bad, right? Age 22, you know? Come on, not bad. 1987? Problem was, I only spent 60 and I didn't save anything for taxes. So this is January and I'm, you know...

Are you seeing a pattern here in my life? Up until this point? Is this person high up on your prospect list? Five dollar an hour guy, 20, you know? Eighteen jobs before he's 22? No college, no discipline, no experience/

But my dad's partner, one day, says, "You know, hey. Come take a look. We're going to go, lunch time, we're going to go to this guy Charlie's house and we're going to take a look at this video. He's got something we might be able to make some money with."

I hear "Money," but more than that I hear "Lunch." If I go with them, they usually buy. "Alright, I'm in. Lunch!" So we pile in the car and get away from the real estate office, we get there and we watch this videotape. I'm making fun of the videotape the whole time. I'm making fun of the product, I think this is the dumbest thing ever.

I'm acting all cool until they said, "You know, look. We're going to do this with or without you. We hope you do it with us, but if you don't do it, it's okay. You can go back to the office and keep selling." So I change my tune real quick because I didn't want to get left behind.

They're more powerful and successful than I was. If they're going to do something, maybe I could go along with them and benefit from it. And something happened, and this is an early lesson for your notes.

Something happened when I walked out the room. I walked out and we're getting ready to get in the car and I was about, I don't know, 15 feet in front of [John Joyce 0:02:25.4], who was my dad's partner at the time. John was talking to Charlie and John said, "You know, see that kid? I think he's going to do better than all of us in this business."

I heard it and I don't know if he did it on purpose. He says, still to this day, "I don't know if you wanted me to hear it, but I heard it. And I believed it."

I said, "Huh. If he is a millionaire, thinks that I've got something, maybe I can borrow that belief." I will tell you, that phrase that came out of his mouth kept me in the business for the first six months. Without that phrase, I'd have been gone.

If he would've said, "Yeah, I don't know about that kid. I hope this can be an answer for him." When I hit my tough time and you'll hit your tough time – I've hit my tough time – when that happened, I would have just bought that story instead of the one that said, "No, I believe he's the one. He's Neo. He's the one."

Before that movie, the Matrix, came out, I believed I was Neo. I was the one. I was developing, I still had my stuff, I hadn't stepped into myself yet, but I was that one.

My first month's check. This was with a company where, today's companies, the checks that you build are actually real checks, because you don't have big buy-ends and you don't have expensive qualifications typically today.

In the company that I got involved with, you had to do \$5,000 dollars in personal sales every month in order to get a check. So it was challenging, very challenging. But you could earn some money pretty quick because you bring a handful of people in, it can create some pretty good volume fast.

My first month's check was \$7,454 dollars and 73 cents. I still have a copy of it. My second month's check was \$12,244 dollars. Guess how much of it you think I spent? All of it! Every penny, man! "Because the next one's going to be huge, I'm sure! Look at, look at, you know? Draw those two on a map. It's going up, baby!"

I realized one really important thing, another lesson for your notes. From time to time, you might be in the right place at the right time. You might be there when a country opens up. You might be there when there's momentum and all you have to do is be busy.

You don't have to be good, and by being busy and being around other people and you're plugged into the right situation and timing, positioning, your income might take a lucky jump. But if you don't become as a person, whatever your income is, the income's going to come back to whatever you are.

So if you've had higher income in the past in network marketing and you haven't been able to get back to it, it's about you. It's not about the timing and positioning. It's the difference between amateurs and professionals. I was ranked amateur. I was really a poser for the first three months, because guess what my third month's check was?

If you go back to my jobs, my 18 jobs, my average job was about 90 days per job. My average income was about \$5 an hour.

So my third month's check was \$1,098.60 and I was furious. I was stuck. I didn't know what I could do because I'd walked away from real estate as soon as I got that first check. Soon as I knew the first check was coming, real estate was over.

So I got \$1,098 and I had my blame list ready to go. "My up-line said they're going to support me! They didn't do nothing! My down-line said they were going to work. Bunch of lazy liars. They say this product sells itself. That's not true! Meetings here are crap anyway. When was last time somebody trained me?"

I had my list and for 72 hours, I quit. "I quit. I'm done." Until I realized I had nowhere to go where I could make as much money as I could make going back to the thing that I was really angry at and facing it. I will tell you, for the next 30 days, that's what I did. I got out of bed angry. I went to build my network marketing business angry.

I tried to hide it, best I could, but I did it for 12 hours a day, hating it the entire time. Hating it. Mostly the anger was at me. I will tell you – I don't know if this has ever happened to you – but I kind of felt like this was my last chance, and that sounds silly to say at age 23. But I felt like maybe this is my last chance.

I've been given all these other chances, I've been given all these opportunities with a great family and I blew it. Great educational system and I blew it, and all these opportunities with jobs and I blew it. I was developing a rap sheet, not a resume. And I thought, "You know, maybe this is my last chance. This is a big test for me."

You know what was the greatest gift that ever happened to me? If somebody would've shown up and said, "I'll give you a job right now, today, for \$50,000 a year, but you have to work for me for the rest of your life at \$50,000 a year," I'd have taken it. I'd have taken it. I would be miserable today.

But thank God. The Garth Brooks' songs, "Some of God's greatest gifts are unanswered prayers?" Nobody showed up.

I don't tell this very often, but there was a time I was driving home to my parent's house because I had no money. I was embarrassed, I was behind on life, I was behind on my bills, I was behind on my promises and I was working hard. I was still working on my blame list.

I literally got so angry at God that we had it out. I don't know if you've ever done that, but I literally pulled over and screamed at God in the sky. I got out of the car. I don't know if you've ever been there. But I said, "You know what? I'm not living like this anymore! I'm tired! Will you give me a break? Please! Will you?"

You know what I think God did at that point? He or she just smiled, knowing that He'd already given me the [blame/plate? 0:06:11.7], that I was on the journey, but the discovery was happening inside of me. It wasn't going to be someone discovering me, someone. That it was a journey I had to take on my own in order to be able to get there.

That was, at that time, it didn't seem like a turning point because I just was still mad, still upset, got back in the car and drove down the road feeling like an idiot. But later I realized that was a turning point to be able to say, "God just said, 'I love you. But you got some stuff to figure out. I've given you a tool to do it. I've given you the best profession in the world to find yourself.

"Let's start the journey. Let go of the blame list. Let go of the [Inaudible 0:07:14.1]."

You know what? I realized in the first year I had three huge mental viruses in my head. Any of you know anything about computers? A virus in your computer can really mess with things, yeah? A one-one turns into a zero, and it can change everything.

Three viruses in my head. One was the blame virus. I was a professional at saying, "It's not me. It's not me. It's them, it's this, it's circumstances and it's the weather, it's the economy, it's my bosses, it's the educational system. They didn't do a very good job with me.

"It was my coaches, it was my friends, it was my family, how could you expect me to succeed with that family like this? I never had any real difficulties in my life, how could expect to succeed without having to have any real difficulty in my life?" I had my blame list.

I had to learn how to take responsibility for everything that happened to me and shape my life instead of blaming, because I found out there's no money in blaming. I needed money. So I took responsibility. That was the first virus.

The second virus – this is a big one – I wanted to get the results first, and then I'd work hard. "Give me the promotion and then watch my smoke. Give me the raise and then watch my attitude change. Give me a new rank. Once I have a new rank inside of my company, then I'll step into my leadership. Until then, I'll wait."

I worked at a boat rental business when I was a kid and I remember there was a guy who got like \$2.50 an hour, or I got like \$2.50 an hour. You know, he's paid us in cash, this guy, and \$2.50 an hour and I'd go clean up these boat rental businesses or these boats when they come in from people fishing.

There was a guy there that made \$4 an hour. And I yet to the boss and said, "You know, I've heard he makes \$4 an hour. How can I make \$4 an hour? I'd like to make \$4 an hour," which is a great question, by the way.

You know, "How can I get to that next rank? How can I make more than I'm making now? How can I get to the six figure level? How can I become the world's best inviter, the world's best recruiter? How can I do all of these different things?"

He smiled and he said, "Eric, here's what he does. He knows this, he knows this, he knows this, he does this, he does this, he does this, he does this, he takes care of this for me, I don't have to worry about that for me, and because of that, he's worth \$4 an hour."

I said, "Well, let me ask you a question. If I do the same things, will you pay me \$4 an hour?" Answer? "Absolutely."

So the next day, I get up, I'm there early. I'm the earliest guy there. And I'm working by the time the first person shows up, and everybody is like, "What happened to this guy?"

I'm bustling all day and I'm taking care of all kinds of stuff and I'm saying hi to all the customers and I'm doing everything. I mean, I am, I got it a dialed. The end of the day, I'm springing down the docks. Everything's pristine, parking lots picked up, the whole deal.

I go to the boss. "Well? How'd I do?" He said, "Eric, you did great. Everybody commented how great you did. Well done." I said, "Well? You told me if I did this and than I can get paid \$4 an hour." He said, "Eric, look. It was a great day.

"But you're going to have to show me that you can do that on a consistent basis before I'm going to be ready to make that move."

You know what? Internally, I said, "Oh yeah? You're trying to take advantage of me, huh? You're trying to hold me down, aren't you? You're trying to keep me under your foot, aren't you?"

"You're never going to let me get up there, are you? You just trying to get that extra buck and a half from me as long as you can, aren't you? Rich guy talking to a little kid, I see where I fit in this world."

Next day, I show up a few minutes late. I wait until somebody tells me what to do. I put in the minimums. I say, "You know what? If I'm getting paid \$2.50 an hour, that's what you're going to get – \$2.50 an hour. I showed him!"

Now, I've repeated that everywhere. "When you make me a manager, then I'll really pound it." "I know I'm a bus boy now, but when you make me a server, then I'll do it." You know? So the biggest lesson for me is I realized life doesn't work that way anywhere.

You got to come in, pay your dues. You got to work hard first, and then the universe will get out of it's way and it'll pay you. But in network marketing, people join and they immediately want an exact return of money for their time, and that's not how it works. You're going to have invest a lot of money.

You're going to be underpaid for quite a while, then you'll be fairly paid for a pretty short period of time, and then you're going to be overpaid. Today, I'm overpaid. There's no corporation in the world that would pay for me how much I make. For what I do, nobody. Nobody. If they did?

I've worked as a consultant for a company making a million dollars a year. It was the most miserable experience in my life. Because again, they have their foot on your neck the whole time versus, "Hey, you did that yesterday, what are you going to do tomorrow?" You know, la da da da da. Same kind of stuff.

For the freedoms that you get and the money that you get? It's unbelievable. So that was the second virus.

What's the third virus, the third virus? Oh, the hope-to-get-lucky virus. That was a big one for me. I would much rather get away with something than earn it. There's something in my DNA that got excited about cutting a corner and getting lucky and figuring something out. "I'd much rather sneak into a room like this than pay the \$50 dollars." To get into a room, just for the thrill of it.

I finally learned when you shift that and say, "I'd much rather earn everything than get away with anything. I would much rather be good enough to attract ten high level, high income, high earning people in my business, that I personally bring into my business, than to hope to luckily find one or two." That's a different mindset.

This was part of my becoming, you know? Those viruses and all of you have some viruses in your brain. You got to look at those and say, "What are the things that are holding me back and what can I do to change them?"

The hardest thing to do today was to try and get this, all that I'm going to share with you today, into eight hours. It was the hardest thing because really, it's a three day seminar is about what it is. It's about 30 hours with the content, but we're going to do our best. I've gotten in the last hour here. I've gotten half of the first session in.

My biggest thing that I wanted to say to you, as far as my story –and my story continues today – the biggest thing that I want to say to you is that your past does not equal your future.

That's true for the super successful in this room, and that's true for the people who haven't had success in this room. That's true for the people who are grinding it out in this profession.

Your past doesn't have to equal your future. Only by choice. If you decide to take it to another level, you can take it to another level. If you decide to reinvent yourself, you can reinvent yourself. Some people say, "Well, people can't change." I'm sorry, that's not true.

"Leaders are born, not made." I'm sorry, that's not true. If leaders were born, what happened to me then? My 18 jobs and my C- high school and my two credits – or four credits, or eight credits, whatever I have – in community college?

My blame list and my bad programming and all the things that I had to get through? How was I able to make this thing happen? Because people can change. People can grow, people can get better, people can do things different.

So I will say this to every audience listening to this. If you're brand new and never been involved in network marketing, your past doesn't have to equal your future. If you've never had success in your life at anything, your past doesn't have to equal your future.

If you've been in network marketing, and you've struggled and you haven't figured out how to crack the code, and you've been frustrated watching other people do it when you haven't done it to the level that you want to do it, your past doesn't have to equal your future.

When you have had success in your life, and you've desperately needed to get back there, and you're going, "You know what? I paid my dues." Your past doesn't equal your future either. You think you've paid the price? You're going to have to pay it again. This is a new skill set. It's a new skill set that you have to develop.

Too many people rely on their past if they've had success to be able to create success for them in the future. That's like hoping to get lucky. Isn't it better to develop the skills, so you don't need to get lucky?

Wouldn't that be better than if the world blew up, something happened with your company, something happened with your product? You still had the skills, and you

could very quickly replace whatever it is that you lost. That's what happened with me. My skills made a place for me. It wasn't timing and positioning, it was my skills set.

So what we're going to spend time talking about today are those skills. I'll also tell you this: I've made many, many millions of dollars in the network marketing profession, I'm actively building in it today. I say that because I'm not just one of the trainers telling you that, oh you know, what sounds good from the front of the room.

There are a million generic trainers out there saying what sounds good from the front of the room. The people who really build a business laugh at those people. Those people sell a lot of stuff, but they don't get a lot of respect from the people really building it. They prey on the fears of the people, the new people coming into the business, but they have no experience.

I'd want to learn from somebody who's doing it, and has done it, not 30 years ago either. I'd want to listen to somebody who's actually sponsored somebody in the last year, actually had recruited somebody in the last six months, that has gone to a presentation where there was no guests and nobody showed in the last 90 days.

I want to listen to that person versus somebody talking about what they did ten, 15 years ago. There's a difference.

I'm not the best at this, but what I think I am is one of the best collector of ideas inside of network marketing. What you see when you see NetworkingMarketingPro is just an idea that I collected and I passed on. An idea that I collected and I passed on and all of today is going to be about ideas, collected and passed on, and used to create a framework to help you become a professional.

I've learned that from being a low level distributor, a medium level distributor, a high level distributor, I've been a president of a company, I've been an owner of a company, I've been consultant to the profession. In even doing all that stuff, I will just tell you, the only way to go is to be a high-level income earner in network marketing. That's the only place to be.

You could offer me ownership in any company in the room and I would decline. I don't want it. There's nothing like the freedom of building your own dream. There's nothing like the freedom of building when you want, there's nothing like the freedom of creating real residual income.

We do have a better way. It's not just a slogan, it's a fact. We have to do better at telling other people. We have to do more about telling other people and part of that is getting our heads right.

What I want for the rest of this session is for you to become so powerful that the world naturally attracts to you. So confident that people are always asking for your advice, whether or not they're involved in your profession. So amazing and skilled, that people would pay for your time just to be able to have some of your ideas rub off.

What I hope more than anything is you steal all of my ideas. Take them all, give me credit one time and then keep them forever. That's the rule inside of network marketing, if you didn't know. That's the general rule. We give them credit once, and then after that then we keep it.

So really, what I want more than anything is I want all of you to be able to develop all this stuff, get an arsenal of information, build up your skill set, take your business and your life to a completely different level, and if you do, then you're ready to become a network marketing professional.

Thank you guys very much. I appreciate it.

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How to become a

Network Marketing Professional

Presented by
Eric Worre

Disc Two: *“Success Concepts”*

Eric Worre – TAC Global LLC
www.NetworkMarketingPro.com

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Eric Worre: Alright! now that I'm giving my... giving you my story and maybe some of the early lessons learned, what I want to spend some time on now is I want to give you some success concepts – some things that will help you that are vital for you to be able to get your mind in the right place in order to be able to achieve the success that you're looking for.

The first thing is, understanding why network marketing is a better way. Some people are involved in network marketing and still don't really totally have that into their DNA why it's a better way than what everybody else has out there.

Well, people don't realize we're living in a new economy. This isn't a down economy, it's a new economy. This isn't a recession or a depression, it's a new economy. The changes that have happened are fundamental and in most cases permanent. I'm going to let that sink in.

You think the job market's coming back? Not the one that you recognize. Think the skills you went to school with – or for – are going to serve you in this rapidly changing landscape? Maybe, but not in the way that you think that they're going to serve you.

There's basically four ways that people earn in this world. One is blue-collar work. "Blue-collar work," making things, doing things, fixing things. Blue-collar work. Crazy enough, doctors would be blue-collar work. Dentists would be blue-collar work; they're fixing things, doing things.

And there's a certain amount of satisfaction. It's not just people digging ditches. With the physical things, there's a certain amount of satisfaction in blue-collar work, doing something, making something look nicer than it would or did.

How many people in this room have ever done blue, blue-collar work? There's a certain amount of satisfaction there, but can you get wealthy there? It's very difficult to get wealthy, does it? Does your body tire there? Yeah. Is it sometimes dangerous there? There's a lot of danger.

So most people have had some level of blue-collar work. Nothing wrong with that, but to create wealth is what we're here to talk about. Can you get there with that? The answer is very, very challenging.

The second is corporate work: working for someone else. How many people have ever worked for someone else? You know what that's like.

Corporate work. This is the biggest landscape change in the history of the world that's happened in the last three years, and I will predict in the next five years you'll see the biggest change of all of our lifetimes.

What my friend Randy Gage says, "Safe is the new risky." What everybody thinks is safe is the new risky. It's the most frightening place to be, is working for someone else today.

Let me tell you first of all what's happening in the work place. I have been all over the world literally. Most countries of the world I've visited, and visited in the last two years. I will tell you what I see worldwide is the same thing that's happening here in the United States and North America.

Step number one is layoffs. This implied contract between employer and employee, "If you're loyal, if you put your head down, if you'll just do your job, we'll trade that for job security."

I talked with my friend Les Brown last week and he said there's no such thing as job security. Not anymore. Maybe your parents had it where they were. Maybe your parents' parents had it, maybe they didn't, maybe they had it for a little longer than is even offered today.

But the layoffs in the United States alone currently... As this program is being recorded, real unemployment is approximately 20%. Unemployment on... Unemployment roles is about ten percent, but there's people who have lost their benefits and moved in with their family.

There's people who have, are underemployed. They're part-time not by choice and they don't have benefits and they need to be full-time but they're not, so they're taking the part-time job. And people who are...

I mean, if you're 55 today, looking for a job in this economy, wow. What a miserable place to be. Put your whole life into somebody else, build somebody else's dream, and then when you turn around, now you have experience. They say, "We don't care about the experience because you want to get too much money."

One out of five, ladies and gentlemen, and you think that's about to change? Most of the jobs that were eliminated the last two years were permanently eliminated. Most of them. Technology. Outsourcing. Part-time work.

And the other big thing: how many – again, how many of you have worked inside a company? How many... When you worked there, there were people literally hiding inside that company.

That's ten percent of most companies have hiders, not only hiding but distracting other people from their work. Corporations have just had meetings about this and said, "Find the hiders. Let's make them extinct inside of our organization."

So the companies that used to have a hundred people, they said, "Let's see how we do with 80. Let's call it a temporary layoff and see how we do to 60." They're still having meetings right now about you, saying, "Can we do without them? Is there any way?"

So layoffs in my opinion are going to be a recurring phenomenon in our service-oriented world. They're going to find ways to do with less and less and less and because of the costs of health care, they're going to take people from full-time to part-time.

So that's phenomenon number one. Phenomenon number two inside the workplace is, asking you to work harder for less money. Income reductions, voluntary income reductions. You used to get paid \$50,000. They say,

"You know, look. We'd love you to keep your job. We think you're great here, but we need you to do it for \$45,000. Now if you don't agree, we understand, but there's a long line of people outside the door that's willing to do it. We'd rather have you than them but, you know, I was told by the guys upstairs if I don't do this, then it's me."

So income reduction and the second part of it is the biggest phenomenon – asking you to work harder for the same money. "Instead of 40 hours, we need you 45. We need you 50. We need you 55. Oh, how about overtime?" "What do you mean, overtime?"

This is survival time. You get to stay if you come longer. True or not true?

Audience: True.

Eric Worre: Everywhere.

The biggest phenomenon that's just starting to happen is number three, which is the entire world's shifting to a performance-based economy. At every level inside of every company.

They won't pay you by the week anymore or by the month or by the year. They're going to pay you – if you used to get \$50,000 a year – they're going to take you to \$12,000 a year and let you earn back the other \$38,000 if you hit performance benchmarks on a weekly or monthly basis. If you don't, you don't get the 50 back again.

Or they say, "Yeah, you're going to get your 50 if you hit these milestones for 12 consecutive months. We're going to pay you three thousand a month for each month that you hit the milestones. But if you miss one, that three thousand's gone. If you miss two, the three thousand, the six thousand's gone. So you got to hit the benchmarks."

Now, anybody who's worked in a sales environment where you've had performance-based pay... How many people in here have had performance-based pay? What happens when you hit your numbers?

The next year they raise the numbers, which what did they basically force you to do? Work harder for the same money again. What if you're a rock star and you perform two years in a row? Raise it again.

Get used to it, ladies and gentlemen. The people in this facility right here that are cleaning the rooms are very closely – if they're not already there – going to get paid by the room, not by the hour. It's not just people serving you your food in your restaurants.

Everybody's going to be on a unit-based, performance-based, in the entire world. Managers will be paid performance-based, based upon the people that serve them. It's going everywhere. Everywhere. Worldwide.

So if you're going to be in performance-based anyway, why would you go into that system versus this system? That system which is progressively going to put the screws to you if you decide to perform – put the screws to you, put the screws to you. Errhh.

Versus the one that celebrates you the more you perform and takes the limits off the more you perform and appreciates you more than you perform. And all you got to do is you got to drop this thing that my friend Les Brown calls "learned helplessness."

Our entire society has been trained and learned a pattern of helplessness. In other words, we have this need from birth to be told what to do, where to go, what to say, what to – how to perform, what skill to learn. "Okay, tell me to do it." You got to be able to shift away from that when somebody comes to you and says, "Red pill, blue pill."

Learned helplessness or freedom. You're going to have... Or if you say, "Well, no, if I come in network marketing I only get paid on what I perform." Yeah.

Tell me about your current situation right now. Seems to me it's the same and worse. This is pure without the politics. If you want to stay inside of a corporate model, you have one of two choices.

Choice number one is to perform, is to achieve, is to be all you can be. What has to happen the moment you make that decision? What do you have to become good at in order to be able to do that? The moment you do that, what happens?

You become a target inside of that organization. The moment you decide to perform, you become a target.

The person above you becomes threatened that you're coming after them. The person alongside you, they're looking for the same promotion, become threatened, and they start shooting at you.

The person below you start grabbing you by the ankles to hold you down, telling and whispering things about you at the water cooler every time you're out there trying to perform, right?

So if you have to perform, what goes with performance inside of a corporate structure? Politics. How many people love politics? Not a sign in the room. How many people would like to just walk away from politics and let performance handle everything?

Audience: Yeah!

Eric Worre: Wouldn't that be great? Well, then you can't work inside a company. You ignore politics inside a company and you'll become a statistic. You will not get the raise. You get your butt kicked out regardless of performance because you cannot outdo the politics of what people will do to you.

So inside of a company you have choice number one, is to perform.

Choice number two: hide. Hide! H – I – D – E. hide. Put your head down. Don't speak up in meetings. Don't offer your opinion until you validate what somebody else said and only if they have power.

Put your work in. Show up on time. Don't raise any eyebrows. Don't let your name show up in any meetings. Don't be remarkable. Get through it, get your pay, go home, wait for your two-week's vacation. That's your other choice.

You've ever seen the average cubicle? I like watching documentary television from time to time. It's interesting. If you take a look at the cubicle, what does the cubicle have?

It has a workspace, it has a chair, it usually has a plant to warm it up, it has a couple of toys, knick-knacks – you know, a little bobble-head, something to let people know that you're fun.

It has some photos of family. "This is why I'm doing this, this is why I'm doing this, this is why I'm doing this."

Then if you ever seen, like on the Discovery Channel when they do a jail cell, what does the typical jail cell have?

It has a workspace, has a chair, has some plants, has some photos...

Audience: Bars.

Eric Worre: You think, well, you think the bars are any different from the bars of the cubicle? Try and walk out when you're not supposed to.

Do that that more often than you're supposed to and see what happens. It's like club fed, is what it is. I mean, yeah, yeah, you can walk around a little bit, but you got to stay within some lines. If you go outside of those lines, you take breaks when other people don't take breaks. They're going to start talking about you and you don't want your name showing up in that board room. But show them the chopping block.

You go to lunch when we say, "Heck with you, I'm going when I feel like it." Well, heck with you, you're not working here any longer. True or not true?

Audience: True.

Eric Worre: Safe is the new risky.

Scariest place to put your futures in somebody else's hands in today's performance-based economy? Why? The only reason why is because of learned helplessness. You've been told by your parents and your friends and everybody else, "Get a job, get your benefits, get your 401K." How's that doing for you? Not so great.

We've got the greatest story in the history of the world and yet people in this room and people inside our profession apologize for it on a regular basis. "Yeah, this is something you could do on the side of your real job." "What? Hello?" You got to step into a different posture.

We are rescue people. You know what I do every day? I rescue people from desperate lives, whether or not they're willing to admit it to me in the first conversation. We've been taught that's dangerous. To admit your weakness is dangerous in the corporate world.

So when you talk to somebody, do you think they're going to admit, "Yeah, I hate my job and I want out of it so bad, I can't stand it!" No! They'll think that'll get back to their boss. They're not going to say that.

They're going to say, "Yeah, everything's going okay. Yeah, it's going all right," but you're going to have to develop a relationship for the wall to eventually fall down, and it will.

"I'm a high performer and I'm tired." "I'm a solid corporate worker and I'm scared. I'm not on the list today, but I could be tomorrow – I don't know." "I'm a small business owner and I'm freaking out with this economy and all the stuff that gets put on my head every single minute."

"I need somebody else to do the heavy lifting – please let somebody else do the heavy lifting and let me bring some leadership and passion. Please let that show up." Then you knock on their door and you give them a phone call. They don't know that you have the answer. You have to get through a few layers first, and we're going to talk about that.

But I want you to be solid that we do have the answer, we do have the better way. You have to be reminded with that every moment of every day for a while until it becomes a muscle, not just a service. It's not just a way to make a few extra dollars. It's freedom. This is an escape plan.

Third. Third way people make money in today's world is in sales. High-end sales. How many people in this room have made a living in sales? Okay.

Salespeople. Here's the challenge with salespeople. Two challenges. One is, they're a wild bunch and they're not responsible typically.

So they go out and they have one amazing month. They sell an unbelievable amount of cars or real estate or this or that and they just, you know, they have a huge month. You know what they do with that month?

They set their lifestyle right at that number. They buy the house that matches that number, they buy the cars that match that number, they put the kids in the schools that match that number, and now are they free or are they slaves?

Audience: Slaves.

Eric Worre: They have to go back, and what if the economy goes down? "Huhh! Work harder!" What if they're in real estate? They've had to make some big choices in the last five years. Real estate professionals are some of the sharpest people in the world.

"Mortgages, ugh." "What mortgages?" "Oh, we can do reverse mortgages." "Okay, that'll last a little while." "Let's figure out how to get all this stuff back that we threw out there." "Alright, that'll last for a little while." Not going to last for that long. But salespeople...

Again, if you're going to be performance-based, would you rather get paid one time or would you rather get paid – work hard for one year and get paid for ten? How'd you like to still be getting paid on the best year that you ever had? That'd be pretty good, right?

So many salespeople today in this world – everywhere in the world – are looking for a way to take their passion and plug it into a system that will continue to pay them, because you know what? Most salespeople that I know, they're tired too.

They're tired of being unemployed every morning, having to do it again. They're ready for something that they can plug into, really believe in! They got to believe that this is real, and it's not just a deal. It's not just a project. It's a real escape hatch.

Last area is traditional business ownership. Traditional business ownership.

How many people here have owned your traditional business, non-network marketing business? You all know what that's like. The leases and the overhead and dealing with the economy and employees and obligations and government issues. Expense, investment. Quickly show of hands again, that have done that? What was your investment approximately to start your business, if you don't mind me asking?

Audience: Couple hundred thousand.

Eric Worre: Couple hundred thousand?

Audience: Half a million.

Eric Worre: Half a million? Yes?

Audience: Five million.

Eric Worre: Five million?

Audience: A hundred fifty.

Eric Worre: A hundred fifty?

Audience: Forty.
Eric Worre: Forty?
Audience: Ten thousand.
Eric Worre: Ten thousand? Anybody else?
Audience: Eighty thousand.
Eric Worre: Eighty thousand? Yours, miss?
Audience: A hundred fifty.
Eric Worre: A hundred fifty?
Audience: Hundred.
Eric Worre: Hundred?
Audience: Ten thousand.
Eric Worre: Ten thousand, \$25,000?

Alright, you get some ideas. Yeah. Is that all it takes, and then after that you don't have to spend any more money?

"Oh, that's just the price of entry. That's for the right to spend more money." How many pipe... Most people in small business would like a return of their investment, not on their investment.

"Please just let me get it back. Please just let me get it back! I'd be thrilled if I could just get it back!" Right? That's the price of entry.

Then you know what? You took the thing that you were good at and you don't get to do it anymore because you have to be an accountant and a lawyer and a bookkeeper and a, you know, an employer of people and the marketing of your business and all this stuff.

Let's say you love making cookies. You don't get to make any cookies anymore! Everybody else does that while you try and do something that you have no skills at doing. Because you have no skills at doing it, very few businesses survive, but what if you had a business where all the heavy lifting was done for you?

Do you realize what we have, ladies and gentlemen? The infrastructure's done, the rules and regulations are done, the investments are done, the millions have been paid by somebody else, and you are in essence the owner of that infrastructure without having to spend a penny into it.

You realize that? Most don't.

"Oh well, yeah, the company, you know, that's, they're supposed to provide that." No! You know what a franchise will charge you for the access to infrastructure? They'll keep you broke forever!

How many people have had a franchise in this room? One. What kind of franchise was it?

Audience: A restaurant.

Eric Worre: Restaurant. How'd you do?

Audience: I bought a Subway.

Eric Worre: Okay.

I will tell you if you want to own a Subway shop, spend a half a million dollars and you might earn \$40,000 if you work there. "What if I own ten of them?" Well, then you got ten times the problem.

We have infrastructure where you can expand not only outside...

How many people had a business before? Show hands again. Show me your hands. How many had one in more than one city? How many had one in more than one state? One, two. How many had one in more than one country? None.

In this business, you can have more than one outside of your own city with new infrastructure. What would it have taken to start a new business, a branch of the business that you started, in another country? It's called bankruptcies, but basically how you describe it. Yeah?

Here you have an opportunity to build around the world; we have 17 different countries represented in this room. Some of you are, you know, two or three countries. Some of you are domestic. Some of you have different things. Lots of different opportunities.

But I will tell you the principle's the same: your ability to leverage a system that's already in place. You just bring your passion, but you're going to have to learn new stuff. Bring your passion, bring your fire, bring your coachability, bring your leadership.

You know what we do at the end of the day? We build a network. That needs to be everything that your focus is on. It's not about recruiting, it's not about selling, it's building a network. The network will make a place for everything that you want to do.

I'm going to teach you today how to do all that stuff. That's what gets me fired up, because leave in today...

Audience: Right!

Eric Worre: You got it. Yeah?

So I get fired up. Because there is no better way. I don't care what you say.

Now, if you're an artist and you're right now an artist at your profession and you love being an artist, you know what network marketing will let you do? Be an artist on your time.

If you're a teacher and you love being a teacher – and I'm not saying, you know, I know that they don't pay you what you're worth as an educator – but if you love being an educator, be an educator and let network marketing allow you to do it on your terms without the stress. See what I mean?

So I'm not saying that this has to be your absolute-all, end-all, be-all passion. It's a resource and it's a tool to be able to help you to do whatever it is you want to do. You want to start a hundred orphanages around the world? This can be a tool to help you do it.

You want to put your kids through college? You want to leave a legacy, a foundation so everybody in your family's taken care of when they hit hard times a hundred years from today? This can be a legacy to help you do it, you know?

So we have a better way, number one, for all those reasons I just described.

Second. There's different ways that you can approach this. There's three different ways. Posers. Posers. Amateurs. And professionals. Posers, amateurs, and professionals.

Posers come in hoping for something for nothing. Posers come in basically buying a lottery ticket. Posers come in and say, "I hope I get lucky." Posers come in – you know, when posers...

I will tell you most of us start as posers, and then we shift. Because I'll tell you the moment most of you joined this profession what happened in your head. Want me to show you exactly what happened? Here's what happened in your head.

"Hmm. I can think of three, four, five, six people that do this, too." "Oh, if I can sign my brother, he'd crush this." "My best friend, ohhh! They'd be amazing!" "Hmmm... Oh! There's that other person I know that did – oh, if they ripped this thing up, oh my gosh!"

"Okay, so where's the paperwork? Sign me up." "Give me the paperwork. I'm ready to go, I'm ready to go." Once that list becomes exciting enough in their head, then they go, "Okay, sign me up."

What are they saying when they say, "Sign me up"? "Please teach me a new profession." Are they saying that?

Audience: No.

Eric Worre: No! They're saying, "If I can hurry up and get these other couple people in, maybe I can kick back and make a bunch of money."

Ninety-five percent of the people who join our profession... We got to change that percentage – how we represent ourselves and how we're presenting our opportunity, something-for-nothing, free money, all that garbage.

All of us... You've fallen into that from time to time. Earlier this morning, maybe, when you talked to somebody. You got to resist that because it's not true, number one; people don't believe it, number two; it creates a bad reputation, number three.

Our hope is that we take those posers because those posers go out, they talk to those few people, the people go "Boo!" They say, "No." Because they said "No," they bought the story that says, "Well, this network marketing clearly doesn't work. I'm out of here. Thanks a lot for bringing me into this."

Then when somebody says, "Hey, have you ever heard about network marketing?" "Oh, I know everything about it. I've tried, I know everything there is to know." Translation: they joined something, they got a few products, they talked to four people, the people went, "Boo!"

That's their entire network marketing career for 90% that think they know what it is that we do. They have no clue what it is that we do.

Posers, group number one. Biggest group. Second group are the amateurs, saying, "You know what? I realize I have to get past being lucky and I've got to work on some skills."

You know, the amateurs are exactly that. They want to become professionals. They're in training to become network marketing professionals. They're learning some skills, they're...

You know, instead of a mental list, they make a written list. Instead of mental goals, they write down their goals. Instead of other people going to events, they come to events. Instead of just coming to the events, they're at the events, taking notes. You know, they're in an apprentice program.

Then there's the network marketing professionals. They're people that don't ever have to get lucky – you can drop them out of a parachute anywhere in the world and they'd very quickly have another network growing in that market of the world. No problem. Piece of cake. This is what we do.

My biggest hope, the biggest reason why I'm doing Network Marketing Pro in the first place, is it's up to us to re-brand the profession worldwide. When more network marketing professionals arrive, more well-trained amateurs are on the scene. The posers start to diminish and people realize that this is for real.

You're going to see a wave of people coming into network marketing like you've never seen. I believe the next ten years is the golden time of network marketing around the world because the rest of the marketplace – the rest of the workplace – is broken.

We're the only safe haven that exists in the tsunami that's wiping out the workplace in every single sector of the world. Yeah?

Alright. Hold on. Bear with me. I'm never, ever going to get done in eight hours. It's impossible, it's not going to happen, but I'll go as long as you guys are willing to go. Fair enough?

Audience: Yeah! Whoa!

Eric Worre: I have some things I got to cover. I got some things I got to cover before we get into the next session, okay? After two hours, I'm only an hour behind, which is the good news.

Okay.

Can I put this here? Do you mind?

Things I'm going to very quickly cover. Some of the success concepts that I'm going to cover in addition for you getting your head solid on what network marketing is, what it can provide for you, what it means to you. Things I want you to understand with this.

Three elements to the network marketing, your network marketing profession. There are the products or services, there's the financial opportunity, and then there's you. What that says is the bottom two are constants. They never change but when they change, everybody has the same opportunity.

So if somebody's succeeding selling your product or service and you're not, it's not the product or service's fault. If someone's succeeding and making more money than you in your profession and you're not making as much as them, it's not the financial opportunity's fault.

Do you have one compensation plan in your company for men and one for women?

Audience: No.

Eric Worre: No? One for African American, one for Caucasian? No? One for people in South America and one for people in North America, is that different? No. Now is that true in the real world? In the real world it's different.

Audience: Yeah.

Eric Worre: I'm telling you if you're over 60, your opportunities are different than if you're thirty. If you have a college education, your opportunities are different. If you grow up with the right family, your opportunities are different. All these different things that make the world unfair, network marketing makes fair. So you're the only variable. You're the only thing that makes a difference.

So if somebody's doing it, find out what they're doing and do it. If they're not doing it, well, then you got to examine what it is that you want. I mean, there should be somebody inside of your opportunity today that is making what you want to make as far as income, is living the lifestyle that you want to live. Find out what they're doing.

Just say you – once you meet most of these people, you realize they're not that sharp.

They're not! They're just people. You know, you can respect them, you can edify them, it's what you should in your culture but you don't need to think that they're so much better than you. If they can do it, you can do it.

So the big lesson here is take charge.

Take charge. Blame or responsibility – that's a choice. Blame or responsibility. What I want you to do is take responsibility. "It's my business." "Well, I'd like to say good bye to your up-line." What I'd like all of you to do after today is I'd like you to call your up-line. Or if they're in the room, turn to them.

Hold on, hold on. I would like you to say to them, "Thank you for the opportunity." You don't need to do it this second – hold on, hold on.

We could do it at the break.

"Thank you for the opportunity. I appreciate it. Me getting into business for myself was important. Thank you for introducing me to a company that you believe in and that I believe in, with products and services that we believe in.

"But I'll tell you when it comes to building from now on, I will use you as a resource and never as an excuse. I will use you as a tool, but never as a reason for me to succeed. You're there; from time to time I may call on you. If you're not available, that's okay, but I'm going to build my business from here. It starts from me." They become a resource and only a resource.

So many people have knocked themselves out of network marketing because "My up-line didn't say this," and "My up-line didn't do that." "You have a good up-line. Yours is great, mine sucks." "Blah blah blah blah blah."

You know what's been strange to me? Since my second year in the profession, my up-line became invisible. In my mind, since my second year in the profession, I was sponsored by the company. In my mind I was potentially recruited by the company. Then I have other resources I can tap into – other people – but I don't need it.

You know, the resource might be the system that your team promotes. That's a resource. It's not an excuse. It's not a limiting belief. It's a resource. Do you understand? I'm talking about growing up in the profession. I'm talking about going from amateur to professional. It's a mindset of saying,

"I got this. When hard times come, it's on me. I'm going to resist the blame buyerists completely. And even if someone treats me badly, if they disrespect me, if they hurt me, it's still my business. I'm going to move forward. I'm not going to let that be an excuse."

Even if they're in your down-line, up-line, anything else, be the leader and go. This is the biggest defining moment for most network marketing professionals, is the moment that they take charge and they're not part of someone else's dream and they become a builder of dreams. Take charge.

Next is your comfort zone. You're going to have to get uncomfortable if you want to get where you want to go. That's why they call it "growing pains." Understand this, and once you get this solid, guys, it gets easy because... Here's the thing.

Once you accept and take pride in the fact that you are going against the grain, when you take pride in the fact that you're not a follower, you are a leader.

When you take pride in the fact that 95% of the world disagrees with what they think it is that we do and you take pride in the fact that you're on the right side of that equation, you're not embarrassed by it. You're not worn down by the fact.

"Gosh, why don't people see this? Why don't they understand? I'm talking and they said, 'No!'" Right? You don't want everyone to say "Yes" because if everybody said "Yes," there'd be no money here for the professionals. They'd take it all.

If it was easiest in the world, the company would send out the information by the Internet. It would get to everybody. They'd all sign up. They'd pay no money to you. You know why you can get paid a million dollars a year here? Because it's hard.

Because we're in the business of getting people who used to buy into this learned helplessness mindset and getting them to a "take charge" mindset. That's what we do for a living every day, is we help people that used to be blind. We help them see. They're going to say,

"No, no, no, I'm not blind, I'm not blind, I'm not blind, I'm not blind! You're stupid, I'm not blind, you're stupid!" You can either get upset with that or just with patience slowly, slowly get them to see just a little glimpse. Then they go, "Ohhh! Ohh! Oh." Then as soon as they come in, they're going, "Why don't these other people see?"

"I don't understand! This is hard! It's hard! They said 'No!' I don't get it, they say they're too busy! Ahhh!"

Right? That's when a leader show up and says, "No, no, no! Here's where they are. Got to slowly help them."

We walk around every day, red pill, blue pill. The first conversation with Neo, he was not interested. Second conversation in the bar, he was not interested. What was it – the fourth or fifth conversation before we finally got to "Red pill, blue pill?"

He was like, "La la la la la la la la." They sent him a message and then they sent him a cell phone. Cool cell phone popped right out. Right? Then they tapped on his shoulder

in the bar and then they did all this stuff and they finally said, "Okay, you're ready. Red pill, blue pill." He took off the glasses and he saw the world for what it was.

There's some people that – movies are such a great lesson for all of us, but that's not – there's some people that even, when they take the glasses off, they go, "It's too ugly! I want the steak back! I don't want to remember nothing! And I want to be rich, and I want to be famous."

You're building your dream. This comfort zone's the biggest thing. 95% of the people are going the other way, you're going with a group completely opposite.

Our job? Reason why it's hard: you don't want it easy. If it's easy, you're not going to get paid any money. If it's hard, you get paid. Once you accept that, "Alright, fine. I got this. I'm not wishing for it to be easy any longer. I'm going to wish that I get more powerful so people can more quickly take off their blind eyes and see."

Reasons drive everything. Reasons drive everything.

Three questions. What do you want from your network marketing career?

Two. What do you want to give up?

Three. Who are you willing to associate with during the process? Who are you willing to spend time with during the process? What do you want, what are you willing to give up in order to get it, and who are you willing to associate with – spend time with – in the process?

Reasons drive everything. I don't know what your reasons are but they need to be powerful. They need to be emotional.

I talked about this; we did a webinar over the holiday season. We talked about going through the reasons. It might be to prove something to somebody else. It might be to take charge of your life. It might be to get out from having somebody have their foot on your neck all the time. It might be from people who said you couldn't do it.

It might be because you have unfinished business in this life and this life that you're living right now is not the life that you designed for yourself. It might be you've had successes in the past that you don't want as you move forward.

What you do want is you want to be climbing a new mountain, not sliding down an old one. You're not going to let that one success or those successes be the last big achievement. You're going to replay that hit for the rest of your life, or you're going to find a new mountain and go.

See what I mean? I don't know what your reasons are! You got to find them because when you're five out of 95 – when you're one out of 20 – the rest of the world sees a completely different world than you see.

When you walk out of this room, you see a different world. They see one world, you see a different world. Without strong reasons, they're going to convince you by whispering in your ear every day,

"Maybe you're wrong. Maybe you're wrong. Maybe you're wrong. Maybe you're wrong."
"How much you making? Maybe you're wrong." "When was your last sale? Maybe you're wrong." "I heard this person didn't make it. Maybe you're wrong. Maybe you're wrong."

If you get that 19 times out of 20, without the strong reasons you will believe them and you'll say, "I don't want to remember nothing. I just want this steak again. Put the blinders back on, please, so I can go back to the world and fit in. Let me live in this world. I'd rather live in this illusion than this reality." You'll buy the story.

Reasons. You got to spend some serious soul-searching in order for you to be able to say, "What are the reasons for me to make six figures a year? What are the reasons for me to make seven figures a year? What are the reasons? Why am I doing this?"

Because it can't just be about the money. It's got to be about something more important than that, because it won't hold you. If it's just about the money, one out of 20 – 19...

Take two rows of this and 19 of them are whispering in your ear one thing. One person's whispering in the other thing. Who's going to win over the course of a weekend? They're going to win, without strong reasons.

So the last question. I'm actually going to talk about this in the next session – at the beginning of the next session – because we're out of time with this one, but who are you willing to associate with?

The laws of association – we're going to talk about personal development later – those are the things that give you the strength in order to be able to take your posture to another level. Take your strength to another level where you become that one and not only you know it but everybody else knows it, okay?

So let's take a break. We'll be back in a few minutes.

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Eric Worre:

Alright! So in the last secession, we talked about why network marketing – why become a network marketing professional versus the other options that are available to you, the amateur option and the poser option.

Our job is to get people to understand what we do in network marketing. Some of them are still going to join as posers. Quickly move them into the amateur – into the apprentice ranks – and then move them into becoming a network marketing professional. We're going to talk about the expectation on how long that takes in a moment.

But at the end of the last secession, we talked about the three things that you need to focus on when it comes to reasons, your reasons for succeeding. The first was, what do you want out of this profession? Second is, what are you willing to give up in order to get it? Third is, who are you willing to associate with in the process?

Associations. The people you spend time with, the people you hang out with, the people that you listen to have such a *massive* impact on your success, you can't *even* describe it.

When you're fighting against the current – when you're one out of 20 – if those associations are leading you in a certain direction, there's nothing you can do! There's nothing you can do.

I could take Paco – Paco, stand up here – and one bad person in your associations. If we're walking this way and all I have to do is just the tiniest little nudge. All I have to do, and he is completely in "off-track."

That's all I have to do as one person. Now, if I took some of these football players over here and there was 19 of us, how long would it take? It would take one row and he'd be off track. I mean, just like right now. You know, fight against me hard as you can – hard as you can – come on!

Alright, Ace, I need help! Come on!

Alright, come here!

Audience: Okay, come on, Tony!

Eric Worre: Come on, Tony!

Audience: Come on, Tony!

Audience: Oh, bye, Paco.

Audience: You got a pro ball player in here!

Eric Worre: Now Tommy, stay here for a second. Those who were listening saw that I added one person to help me get Paco off track, then I added two and three. Tommy was *influential*.

Now, now let me do the same example; not as aggressive, but if Tommy is Paco's friend and Paco *wants* to get off track and Tommy is here walking with him as a friend, what can Tommy do? He can keep him on track.

Now that's just *one* influential person that could keep you on track. Yeah? What if you had 19 of those?

Audience: Yeah.

Eric Worre: And walking on both sides, helping you stay on track. What if you don't decide that that's important? Wow. What are your chances of fighting against that current?

You better be awfully influential. You better be Nelson Mandela. You better be Dr. Martin Luther King. You know what I mean? You better be Winston Churchill. Then people start to say, "Okay. It's awfully hard to be able to pick that path and stay on that path."

So associations are huge. So we use the basic rule of you're going to become the average of the five people you spend the most time with. Period. End of story. You can argue with that if you want, and it's not going to help you. You're going to become the five people you spend the most time with.

You want some *proof* of that statistic? Take the five people you spend the most time with right now. Take their income. Divide by five. Add up their income, divide by five, and see how you're doing. If you're not right in the middle, give it a little time. You're going to walk how they walk, talk how they talk, dress how they dress, do what they do.

Why? Because the power of influence that we described here in the center aisle is that big a deal. You're going to think how they think, read what they read, listen to what they listen to, watch what they watch, talk how they talk, learn what they learn, have habits that are similar to their habits.

If you hang out with a bunch of people, drink a lot of coffee, chances are excellent you're going to start drinking some coffee! If you hang out with people who smoke all day long, chances are excellent that you're going to develop a different habit.

If you hang out with people that get drunk every night, chances are excellent that that might lead you in a direction that doesn't have your best interests in mind.

So you got to examine your associations, especially when you're building your network marketing business. As you build it, you got to decide what it is that you're willing to do.

Now, some people will say, "Well, I'm okay with my five, because I'm the most successful of my five."

"I have an entourage. I have my followers." Yeah? "I'm *somebody*. They carry my briefcase. They say, 'You da man.'"

Right? Being at the top end of the five is the scariest place in the world to be. You might think that it feeds your ego, so you might think that that's the answer. Let me tell you why it's *frightening*. Because the other five *have* to pull you down and there's nothing you can do about it. Not a thing.

They will pull you down to a different average whether you recognize it or not. So you know where you want to be? At the bottom end of the five! How cool is that? Get to the bottom end of the five and there's no choice for them to pull you up. You'll get pulled up!

Now, there's three ways that you can examine your associations. I learned this from Jim Rohn; I'll pass it onto you. One is to limit your association with negative influence.

Limit your time that you spend with negative people, people who don't agree with what you're doing, people who aren't pushing you in the right direction, people who aren't helping you create a better future, people who are going to try – constantly try and get you off track, take you in a direction that isn't good for you.

Limit your time with them. Don't spend as much time as you did. Many of these are going to be *family members*. So you have to creatively get busy in other directions. It isn't advised to say, "I'm limiting my time with you." I wouldn't necessarily say that.

There's a few you might have to say that with, but not very many. Just say, "You know what? I'm really busy, sorry. Hopefully we can do this later. You know, I can't do two hours, but we can talk for a couple minutes on the phone. Love you, got to go! So busy, so busy!"

"Yeah, always busy. That's okay. Love you too. I know, I'm always busy, chasing the dream. See you later, got to go."

The second one is to disassociate. There's a few in your life... You really got a big choice in life to be what you can become or to try to drag people who don't want to go somewhere, somewhere.

It's awfully hard to disassociate, but when you're disassociating that, there's some people say, "Well, gosh, you know what? I don't want to leave somebody behind. We got a 'no person left behind' policy. We're not leaving anybody behind."

Well, I'm sorry, you have to accept some realities here. This *isn't* like the armed forces and "don't leave somebody behind" policy. Those are people who can't walk, those are the people who are dead in the military that you don't want to leave behind, that you

want to bring back for honor and respect for families. This is somebody that doesn't want to go.

If you're in the fourth grade, you graduate the fourth grade, and somebody doesn't want to go to the fifth, are you going to stay in the fourth or go to the fifth? Well, yeah, you'll go to the fifth. Now are you forgetting where you came from? When you go to the fifth grade?

Audience: Wow.

Eric Worre: No! They *chose* to stay. It's okay. Love them, wait for them, let them know, "Hey, fifth grade's great! It's really cool! It's not as scary as you thought!"

No, no, they just get bigger and bigger in their fourth-grade desks. Year after year, bigger and bigger and bigger in their little fourth-grade desk, repeating the same thing over and over, saying,

"Oh, look at that guy in the eleventh grade. Thinks he's too good for all of us. He's so arrogant, that eleventh-grader. Let's go have our milk and cookies, it's nap time."

Doing the same test that they've done for years, over and over. They know all the answers. Playing the same games that they've played every day, over and over. Eventually, you can have compassion and hope to guide them through a path because you did it too, but you *can't expect*.

Some people, you know what they'll do? Out of compassion for their friend, they'll stay in the fourth grade. "I'll stay here and I hope I can change his mind and we can go together." Stay too many years in the fourth grade, you'll become a fixture. You'll become part of the furniture. You'll be left behind by the current of life.

So, disassociation. One, because people don't want to go. Two, because they're... Some people are so negative and have such a high influence on you, you can't afford the time because they take your mind to another place in a moment. And I disassociated with some for a period of time until I had enough strength to have limited association with them.

Third is the most positive, and that's expanding your associations; getting around positive people. Getting around people who're like people in this room! People... That's why NetworkMarketingPro.com is valuable. When you're home by yourself, you can plug in and get reminded again one more time.

It could be one of your associations; it could be one of your friends. Jim Rohn was one of my associations – was I listen in my car over and over and over and over – and then eventually became to be actual real friends, you know? Get yourself surrounded by positive people.

I'll give you an example why it's so difficult. Sometimes, you have to do this on purpose. It's not easy to just be able to... You know, you're making ten dollars an hour. You want to get into a \$50-an-hour crowd? Well, you think you can just do that? You know why it's hard? Those \$50-an-hour people are trying to limit their association with *you*. They know what you're going to do to their average!

Here in the United States, the number one team – at least last year – Los Angeles Lakers. You know, you've got what? Who's their team? You've got Kobe Bryant.

Audience: Pau Gasol.

Eric Worre: Pau Gasol. A little taller.

Audience: Lamar Odom.

Eric Worre: Lamar Odom?

Audience: Andrew Bynum.

Eric Worre: Andrew Bynum? Okay. And let's say I was clever enough to talk them into letting me play.

Audience: Man, you could've.

Eric Worre: "I'm a nice guy! Let me play! I've never played, but I've got a lot of desire. I'm coach-able. I'm willing to... You know, come on! I can bring the white demographic. People – you know, they'll come and they'll watch just for the spectacle, it'll be good."

Now, let's just say for a moment – talking about what power of associations, the power of what happens to the group – what happens if they have a moment of weakness and Kobe says, "Aw, let him play! He's a friend of mine! Let him play!" Would the Lakers win a single game?

Audience: No. Maybe.

Eric Worre: Against... No. Against any NBA team?

Audience: No.

Eric Worre: Any *five-man* NBA team would be four because that's really what they'd be. They'd have to accept the results of letting me into that group if they did it.

So the successful people that you know have to accept the results of letting *you* in. So you know what you have to do? You've got to work on *you*, so you can say,

"I'm doing this and I'm doing this and I'm doing this. I'm coach-able and I'm teachable and I won't get in the way, but can I sit in on lunch?" "Can I buy you breakfast?" "If I do this and this and this, can I call you one time?" You earn your way slowly into a better group and a better group and a better group.

Like if I joined a local basketball team of 40-somethings in Minneapolis and then I worked my way up and worked my way up and worked my way up and worked my way up – I'm still not getting on this team. But at least I would be showing higher and higher teams that I had a level of commitment or whatever.

Do you see the example that I'm using? So make sure that you're working on you, and you're working to expand into a larger group of influence.

Two concepts I want for your mind – we're going to talk about this later when we talk about personal development – but the associations do two things. One is, they protect your mind from negative. Two is, they *feed* your mind with positive.

They protect your mind from bad habits, they feed your mind with good habits, they protect your mind from bad ways of thinking, and they feed your mind with good ways of thinking. That's what associations do.

So find a friend in the business and then find a way to get in a group and then find a way to get in another group, and you know what? There's some people inside of network marketing that want to stay in their *equivalent* fourth grade – in network marketing, in your down-line.

And it's okay for you to take a step. You're not leaving them behind, they're choosing to stay. Love them, encourage them, let them catch up when they're ready to catch up, but work your way into another group, another group, another group.

The mastermind group is the most powerful thing you could ever imagine – finding a way to get around half a dozen powerful people and bring them value.

Let's talk about getting started. Getting started right. Getting started right.

I want to treat everyone in this room as if you're brand new and I want you to pretend like you're brand new. How many in this room have been in the profession longer than one year? Two years? Three years? Four years? Five years? Okay.

One thing if you want to get to the next level – and I know most of the people that have raised their hand for longer than five years, they want to get to the next level – is... Finish this phrase for me: familiarity breeds...

Audience: Contempt.

Eric Worre: Contempt. Which means what you get used to, you take for granted. What you get used to, you start picking away and taking shots at. One of the things you have to do is refresh your mind and understand...

You know, if you get to know your up-line, after five years you know every flaw that they have. You can take shots and it's easy to take shots and you're not the same friend that you were at the beginning. Everybody knows everything about each other and it gets a little stale; it gets a little old.

You got to refresh your mind and put on the clothes like you just got started again and edify the people that are useful to you as resources – like you did at the very beginning – and tell the story about your product and service that's your just same old – same old to you now. It's not, to the prospect. You know what I mean? You got to *refresh* everything.

So in this exercise, what I want you to do is *refresh* yourself in network marketing as if you're brand new. This discipline is all about getting connected physically, financially, and emotionally. Getting connected not only to the professional network marketing, but your company, your product, your service – physically, financially, and emotionally.

And I've got four sections for this. The first is get connected. Underneath that, products or services. You need to use all of the products and services. You need to acclimate yourself to all the products and services. You need to not just pick and chose. You need to just immerse yourself in the product experience.

If you haven't used your service for a while, you need to just find an excuse to use it. If you haven't used your product for a while, you need to go out there and use it more. I mean, really not just one or two, but on a regular basis to be able to rebuild your belief in what it is that you offer.

As a brand new person, the number one thing that I want them to do is I want them to have a product or service experience – and as deeply as I can with them get them connected with it, get them to understand.

They don't need to be – learn every detail of it, but they need to experience it and they need to have some general knowledge of it. They need to have a product or service experience. *Quickly*. Really important.

Next, you need to find out what tools are available to you. What tools are available to you? What are the most successful people in your organization using when it comes to tools? Communication tools. Information tools. Prospecting tools.

There's many, many different kinds so I'm not going to dive in real specific, but lots of different delivery vehicles. But these are like information delivery vehicles that are *useful* to you in order to be able to build a business. Get... Make yourself aware of those, find out what they are, get yourself – get your hands on some of them.

Some of you might be in companies that don't have any tools, you know, because you're virtual or you're this or you're that. My strong encouragement is if they don't have it, make it if the company will allow you to do so.

Because third-party tools are just the fundamental of what it is that we do when it comes to the next two hours that we're going to be talking about, which is finding people to talk to and talking to them. You're going to need to have third-party tools.

What calls are available to you? Are there conference calls available to you? Are there training calls available to you? Are there webinars available to you? Are there, is there access to information that's more real time, available to you? Find out what that is. Literally when you have your calendar – pull out your calendar – say "Okay," and you start filling in your calendar with the available resources.

Next is training. Now, I want to put one note to the side of training. Learn all you can *while* you're doing it – *while* you're out there taking action. Many people engage in avoidance behavior, which means they want to learn everything first and then they're going to take action. It's natural – happens to a lot of people.

Ninety percent of the learning is going to happen in the *doing*. That's when you're going to learn. You do it and then you learn and then you do it and then you learn and then you do it and then you learn. Along the way, you're engaged in,

"What are the training resources available? What are the CDs that I could put in my car and listen to? What training is available inside my company that will help me go to the next level? Is there a local training event? Is there a 'getting started' training that I need to attend?" Just put it in your calendar and schedule it.

Network Marketing Pro, in my opinion, my humble opinion... When I said, "Most of the learning is by doing," I had no clue what I was doing a year ago. I had lots of information but no idea. I just decided I was going to start, and we started March 11th and then off we go.

Then you learn. "Okay, here's what works, and here's the length of time that works best for people, and here's the topics that are important to people." We just learn as we go. And you know what? That's going to continue for the next 40 years. We'll just... Instead of a couple hundred videos, we'll have 10,000 as a resource from every voice in the profession for forever.

But how do you do it? You start. You just start. You know, and you figure it out. "Okay, that didn't work so well." Do something different. "Okay, that didn't work so well." Do something different and make some little adjustments as you go.

The... This resource, the Network Marketing Tro – Pro resource, for my organization I'm asking them to watch it every day because it creates the muscle, it creates the discipline. It reminds them from another voice because they can get sick of their up-line's voice saying, you know,

"Do this, do this, do this, do this, blah, blah, blah." "You talk all time. Love to hear the sound of your own voice, don't you?"

You know, you guys have never thought that, right? Sometimes you hear somebody else saying something that they might be saying and you go, "Okay, I can hear it from you. Couldn't hear it from him, but I can hear it from you. Alright, I'll do it." You know what I mean? Just that reminder, five days a week.

You Know, if you've been... How many have seen all – every show? Wow! Good for you! The rest of you need to get yourself caught up. You know what I mean?

It'll help, it'll help; I promise. It'll help if you just go back and start. Start with the greatest hits and move your way forward. It'll help.

Okay. The other thing that you put in your calendar is events. *Events*. *Events* drive our business like no other. You could think it's technology; it's not. It's events. Local events, regional events, national events, in some cases international events. You need to book for whatever the next major event is.

I know that there's a few of you that sent me emails that says, "Well our company doesn't really do events." Start events and tell your story, because that changes people's belief structure when they see it. Start some events and just say,

"Hey, we want you to come in and see what our story is, and we're going to tell you our story." Then build a bigger event that people drive or fly into, and then build a bigger one than that and then people come into from all over the country. You'll be the biggest in your whole company, I promise. I promise.

Some of the best students that I've trained on how to become network marketing professionals have created event cultures *beyond* your imagination. They've overcome every obstacle in order to be able to make that happen.

But get in your calendar – here are the events – and get yourself scheduled for a destination event, somewhere where you have to leave your hometown and get rid of the distractions and go somewhere in order to be able to learn, okay?

So that's step one. Get connected. Just get the stuff, you know? Just plug in all the wires into the speakers! Tick, tick, tick, tick. Get connected.

Second. Setting expectations. Setting expectations. Wow. Our biggest problem in network marketing is what I'm about to describe to you: setting expectations.

Most people join as posers or amateurs?

Audience: Posers.

Eric Worre: Posers. So setting an expectation to a poser is hard, isn't it?

Audience: Yes.

Eric Worre: Because their expectation is, "I'm going to get rich or die trying."

Right? "I'm going to either hit this thing *big* or I'm headed home. Low price of entry, I came in, I'm going to do this thing, and we'll see what happens." That's the poser's mantra. "Let's see what happens. I'm going to try this. I'm going to do it. Not about any skill. I'm going to see what happens."

So the first part of setting expectations – and this is the most important 15 minutes you could spend with a brand-new person in their entire career. Most people don't do this. They're so happy to have a sign-up, they run home and they're high-fiving everybody.

"Whoohoo! Got one! Whoohoo, whoohoo, whoohoo!" And that person's still sitting there with a terrible expectation stuck in their brain.

So the first is the 1-3-5-7 formula. 1-3-5-7. If I'm talking to Hannah, I'm saying, "Hannah, listen. Here's how this works. It's going to take you about a year to become functional and profitable in this profession, part-time. Ninety-nine percent of the people in the business are part-time."

Functional and profitable in a year. Rich in a year? No. Functional and profitable. There's an occasional exception: somebody accelerates for a minute, a little bit faster. Don't buy into the exception; let's talk about the rule.

"It's going to take you three years, Hannah. Part-time, ten to 15 hours a week – committed, working hard – to make a fulltime income. Three years on average. It's going to take you about five years to become a high-end income earner. And it'll take you about seven years to become world class.

"Doesn't mean you're not done learning; we're all learning, but it's going to take about seven years to become world class. You want to go – want to make big money? It's about a five-year plan of very devoted work. It's going to take you three years to go full time."

So some of you have said, "Well, you don't *understand*. I'm fulltime now because I lost my job." "I'm fulltime now because my business fell, you know, went under." "I'm full... Ooh. What does this mean? Because I don't have no three years."

What this means is you're going to have to be employed by someone else in the meantime while you're building your future. It's devastating for a person to throw the "Hail Mary pass" and say, "I'm going to try and make that three-year curve in six months because I have to." Devastating!

And I know it's hard, it's brutal, and we all hate our jobs, and nobody wants to do that work any while – any longer, but you're going to have to do a little while longer if you want to be healthy in the meantime. You don't want to be a desperate person trying to build your organization and expect something that is *not* reasonable.

"I want to have a fulltime income in my first month." You know, inside of you guys' company, if somebody does that they become the "super salesperson."

The super salesperson lasts for about three months, four months, five months, six months. They get tired of being super salesperson, they didn't learn how to build an organization, and because they didn't know how to build an organization, they got the other side of the coin to look at.

Audience: Right.

Eric Worre: Then they say, "Well, maybe this isn't for me," because they had to go for the "Hail Mary pass" too quick and only do the direct sales piece and not do a network marketing growth piece.

True or not true?

Audience: Yes.

Eric Worre: Yeah, absolutely! So I'm telling you, if *you* will tell this to the whole world, you're going to be okay. If you *avoid* this conversation you're going to be unhappy, because everybody's expectations aren't going to be able to be met, and if they're not met, they leave. If they're met, they stay.

1-3-5-7. Here's the format, but you know what? You're going to be seven years older anyway; you'll be world-class at something. What are you world-class at right now?

Some people say you're a world-class something and something, but...

So what do I tell people that have had hard times? You know what? You just got to find a way to create some money to come into the household. You're going to work this thing part-time, working your ten, 15, 20 hours a week. If you *really* got to make something happen – you've got a hole, not just... If you got a hole to dig out of, you know what?

You're going to have to negotiate with family, work 40 hours at the job that you hate, and you have to work 40 hours on your dream. You have to work 80 hours a week in order to be able to dig yourself out of a hole and build a future. Sorry! The faster you recognize that, the better.

Let me give you one more piece of advice, for anybody that know... How many people know somebody that are in financial difficulty at the moment?

Did you like the little shift, "how many know somebody"?

Audience: Yeah.

Eric Worre: Here's my biggest advice. In the new economy, *get small. Get small immediately. Small. Tiny. Itty-bitty.*

You can't afford that house, get out of it. Walk away. Do whatever you got to do, but don't wait for things to change and dig a deeper hole, sitting in that house you're not suppose to be in. Or stay in the house and move in another three families.

I'm not kidding! *Get small!* Get rid of the car that you can't afford to drive. If the kids are in a school that you guys can't afford, you got to put them into a school that's the best

school that you can afford. You got to get tiny because tiny is the only thing that gives you options.

The world is in an epidemic of staying large while their income is going small, and you know what's coming? *This year there's going to be about 50% more foreclosures than last year.*

Audience: Wow.

Eric Worre: Because they're holding on to a false reality. It's gone! It's over! *Get tiny!* Bundle in! "Well, what am I going to do with all my stuff?"

Solve that problem. Get tiny. Make your monthly bills so small that you can, with a reasonable job, take care of that while you build your future, instead of having to have everything go to this *monster* that just keeps chewing and chewing and chewing and giving you no equity in return on a monthly basis. Get *tiny*, okay?

So if you have somebody you're bringing in – they've got difficulties, you're counseling to them – get small! And get small fast. You can't do it fast enough. "Well, I'm waiting for this. I'm thinking I might get this job."

Well, if you get it, then we'll have other choices, but in the meantime dump it, sell it, get rid of it, walk away from it. There's no shame in it; *the whole world is going to be forced to do it soon.* Not by choice. By force. You think next year's going to be as bad as it gets? No! I promise you it's not.

There's so much denial in this world today. There's so much bloated... The average American has \$20,000 in credit card debt at 18% on average. Okay? They have houses they can't afford, cars they can't afford, educational systems that they can't afford and they can't hold onto them any longer because one in five are unemployed or underemployed.

Do the math. Get tiny. Let it go, let the cards fall to the floor. There's no shame in correcting your life to the situation of your life. So to you, to anybody that you know – anybody that you bring in – that would be my counseling also.

Understand that this is a real business. A real business. Price of entry's small, price of exit is small. Most of the time the price of exit is because expectations were way out of whack.

Here's what I like to say. "You know what you're going to have to do, Ron? *Work your face off.*"

"You're going to have to work your face off. This is no free lunch. You're going to be learning a new skill. You're going to be doing it with the distractions of your daily life.

"You're going to be doing all this stuff, but you know what? It's not free, but it's take-able. It's gettable: you can go get it, but you're going to have to get it. Nobody's going to hand it to you.

"You're not going to worry about getting lucky, we're just going to focus on getting good. We're going to develop our skills. A year from today, you're going to be profitable. Three years from today, you could say good-bye to your boss if you want to. In the meantime, it's going to be uncomfortable while we do it. And that's okay, Ron."

Here's what's more uncomfortable: staying in a situation that you hate, and being less than what you have the capability of being and doing it for the next ten years. You know?

You know what people like more than anything else? It's that we tell them that they're going to have to work their face off. They go, "Well, thank you! Because the whole world's telling me I'm going to lose all the weight I need in 15 minutes.

"I'm going to be able to be rich and powerful and successful in two seconds. You know, give us seven days and we'll turn around your this and..." No! I may be the only seminar in the world that says, "Yeah, it's going to be seven years for you to learn what I learned. That's what it is, sorry."

It's going to take you a year to get profitable from today if you're just starting. You're going to be a year older anyway. Think about what happened in the last year; I mean, it was just a blink! It was a blur! It's been almost ten years since 9/11!

Think you can be world-class plus some, since then. Or go through the motions. It's your choice. You're going to have to work your face off. You're going to have to make something happen.

Let me show you the phases of growth in this business. Because of expectations, it's very important you let people know that this is going to happen.

Phase number one, people get excited. "Whoohoo! So exciting. I'm going to be rich, I found it!" This is the "can't sleep" phase. "I found it! This is the answer. I can't believe everybody else doesn't see this. This is super exciting!" And then they hit the self-doubt phase. Self-doubt. "I wonder if I made a mistake? My spouse is looking at me funny."

"My friends are saying, 'You did what?' My parents are saying, 'Please...'. People that I thought were going to come in said, 'No.'" And here's how you know that somebody is in self-doubt phase. They start giving you excuses. They stop calling you; you have to call them. They stop showing up at meetings. They're in self-doubt.

Most people quit here. Right here. That's where most people quit. They have this excitement, self-doubt, "I knew it wasn't going to happen," and they quit.

Big decision time: fight or quit. Fight or quit. Some quit, depending on how you set the expectations. Some fight, depending on how *you* set the expectations. You understand it's an expectation game?

You want to keep more people in your business, set the expectations right, and it's going to be fine. You want to continue to have the churn that you have? Huge people coming and leaving, and coming and leaving, and coming and leaving?

It's because you set expectations poorly. You set them up to fail. You showed them these examples of these big checks and this big stuff and all this stuff, and when they didn't get big anything, they're done! So if they bite, you go back up.

You're still going to have other setbacks. Somebody in their down-line quits. "Oh!" Then you rebuild, then somebody treated him poorly, ignored him at a meeting, or whatever.

"I don't get any respect. I hate my up-line." You know what I mean? Whatever it happens to be. Then it just, you know, slowly goes up and slowly goes up and nothing goes up in a straight line. You're going to have lots of temporary setbacks. But if you set the expectations, say,

"Look, 1-3-5-7. We're going to work hard. This isn't to replace your fulltime thing this second because it's a long-term real business that we're building. We're going to be doing it with *passion*, not with huge investment."

In that first year, you want them to be able to have – make enough money to use the products, attend events, and get some tools, basically, and have that self-funded. That's about it. They might get more than that but if they do, it's a bonus, and then they start earning. Then it goes beyond that and they can get themselves to another level.

If you mention to a brand new person that this is *going to happen*, will that help?

Audience: Yes.

Eric Worre: If I talk to Bryant here and I say, "Bryant, I want you to know how... Well, first of all, how confident are you about building your business?" "It's going to happen." "Fabulous. Here's what I want you to know, Bryant.

"There's going to be a day – it might come in a day, it might come in a week, it might come in a month – when everything in the world is going to come down on your head.

"You're going to question every single decision that you've made by joining this thing, and you're going to wonder if you're the biggest fool in the world. It's coming. And if it hasn't come yet, Bryant, it's coming. I promise."

It is coming, because it's come for everyone in this room. How many people in this room has that day come? Every hand. It's all come. But if I let Bryant *know* that it's coming, when it comes, he goes, "*That's* what he was talking about! I thought for *sure* that wasn't going to come," but you know what? Sure enough, here it is.

Then the second question to Bryant. This is *important*. "When that day comes, Bryant, how do you want me to respond with you? Keep pushing you through it. Okay. We have a deal."

So now when the day comes and I call, he's going to take the call. When the day comes and there's a meeting, he's going to come to the meeting, and he's going to look me in the eye and he's going to say, "Tell me one more time: why are we doing this?"

"Tell me one more time that it's for real. Tell me one more time that we have a future, because you told me I was going to hit this point and I never thought I was going to hit it. I hit it! And I didn't want to get out of bed!"

Now I'm excited, now that we've had this conversation. But if I don't have that conversation with him – now I'm calling him – he's saying,

"Oh, he just feels – he's feeling like he's going to lose a little bit of money from me not coming in to, you know, not continuing to build. He doesn't really care about me, he just doesn't want to lose that little piece of his business." That's what goes on in Bryant's mind.

But if I've inoculated him, I've let him know that this is going to happen. It's an emotional business. Now it's an easy conversation.

Now, if you let people know 1-3-5-7, if you let people know it's a real business, if you let people know you're going to have to work your faces off, if you let people know that there's going to be ups and downs, if you let people know, like it or not, that this is an *emotional* business... *Emotional*, for all you logical brained people. You're like, "Oh crap! Emotions!"

"Can't you just put this in a formula? Doesn't this fit it in a spreadsheet? I put it in a spreadsheet; it looks beautiful when I put it in there."

"Can't it just stay there?" No. It's a relationship business: it's highly emotional. "It will hold a mirror up to you, Bryant, every day and it will test you. Every day, and it... There's a reason why it's the ultimate personal development incubator. Because it will smooth all of those rough edges just from the practice of being in the business, of being in this profession.

"Some people are comfortable with that, some people are *not* – they'd much rather hide in an office for 20 years and repeat the same activity that they repeated 20 years ago and just get paid – you know, hide out. They don't want to develop themselves.

"Some people, their personal development is too extreme, but if you let them know it's emotional – this is an emotional business – our biggest challenges, Bryant, will be emotional. They won't be structural."

If I let him know that, I'm in good shape. Okay? Got it?

How many think if you did that with every single person that has ever joined your business, that that little thing right there would've made an impact in your ending results?

Audience: Yes.

Eric Worre: Huge, right? Alright!

Okay, I have two more things. We talked about getting connected and we talked about setting expectations. Is this good stuff?

Audience: Yeah!

Eric Worre: Yeah, man, we're just warming up!

Audience: Whoo hoo!

Eric Worre: Got so much more coming.

Number three. This is an interesting one. I call it "Make Yourself Known." Make yourself known. This is what I want every brand new person in my business to do: *make themselves known*.

Step one. *Proclaim* yourself to the world. Tell the world in every form you possibly can, "I have joined something new. I am so excited, I can't stand it. And I'm taking charge of my future because I'm not as happy as I should be. I'm not as fulfilled as I should be. Here's why I've decided."

You don't need to give them details, you don't need to try and prospect them through that proclamation. Just make the proclamation at the family reunion. "I just want you to know I'm happier than I've ever been because I'm taking charge of my life. I'm sure you'll all be proud of me because I'm going to do it." Leave it at that.

Make the proclamation to your friends. Make the proclamation to your family. "I will not be stopped. I've got a 1-3-5-7-year plan, and watch my smoke. I'm going to need all the support you guys are willing to give me – emotional, physical, everything – because I'm going to need it."

Proclaim yourself to the world. Don't tiptoe in, because "Man, if I can tiptoe out, then maybe nobody noticed I joined." Proclaim yourself, number one.

Number two. Introduce yourself. Network. Meet everybody that's involved with your company in your local market. Don't wait for them. Introduce yourself. Go into the local meeting and shake hands with every single person in that room and tell them your story.

"Here's why I joined. I joined because of this, I joined because of that, I joined because of this. What's your story?" Gather their story. Introduce yourself. Right? To everybody! Call up – call your up-line leaders and just say,

"I just wanted to introduce myself. I don't want to take a lot of your time. I wanted you to know that I'm involved, I'm involved here in Detroit, Michigan and I'm going to take it to another level. You're going to hear my name. I don't want to take your time, but I did want to say 'Thank you' and 'Hello,' and look for me down the road. I'm going to try to earn your time as time goes by."

You know how much a leader wants to hear that call?

Audience: Yeah!

Eric Worre: They're like, "We got one."

"We got one! We got one! Oh, my gosh! We got one!"

Introduce yourself to everybody. If you can, get to the home office of the company. Introduce yourself to everybody there, get to know them all. Get to know the people in customer service. If you talk to somebody, get their name. Then send a little note to the company saying,

"Hey, I got – I had incredible service from such and such a person!" You know what one letter like that does inside of an organization? It sends a ripple like you can't imagine. It gets plastered on walls. It gets permanently framed inside of cubicles. It gets... It makes a huge difference.

You can be a friend to somebody inside that company that's working hard, so you can have your business. Telling you! Send a letter to the CEO of your company. "I just wanted to introduce myself. I'm not worth your time at the moment, but I will be. Here are my plans. I want to let you know that I'm here. I'm very gratefully yours."

Do it! I promise you he'll read it. I promise you he'll copy the office staff. And if you say, "I'm part of such and such's organization," I promise you he'll send a copy to that such and such organization. You know what the CEO's thinking? "I got one!"

"I got one!"

Introduce yourself, get connected. Make people aware that you exist. Make friends. When you meet somebody – they're in another city – make friends so you can make that call. Make friends in customer service, so when there's a problem that's a unusual problem, you have somebody that you can call.

Make friends. Connect, if for no other reason than just to build your brand and to set you up as, "You know what? I'm somebody." Starts in this room! If there's somebody in this room you don't know, shake their hand. Don't recruit them; be nice.

Shake their hand. Shake their hand and just, you know, share stories. "Here's my story, here's your story, here's why I'm in network marketing. Why are you in network marketing?" Just gather the stories and make friends and work on becoming known through introduction.

Too many people are saying, "Nah, I'm not going to say nothing. I'm just going to wait for them to come to me when I perform so much."

Right? That attitude makes people never want to come to you even if you do perform. I've known lots of big performers that had that posture, and no one came to them, and then they left the business because they didn't feel like they were getting enough respect.

True or not true?

Audience: True.

Eric Worre: So be a connector in the universe. Get out there! Make something happen.

Third is, develop your stories. Develop your *stories*. This is the best way to proclaim yourself and make yourself known, is to develop your stories. Understand the power of your stories.

I'm a *huge* fan of stories. My friend Dan McCormick's here – hey, Dan. Dan's a *fanatic* on stories! Dan only makes two, three million dollars a year in network marketing – no big deal, ho-hum – but guess what he'll tell you? Story's everything. Story's *everything*. Amateurs give facts, professionals tell stories.

If you see the interviews on Network Marketing Pro for Dan McCormick, I actually ran a contest to see who could count how many stories were in his interview. We couldn't get it right! There was no way to do it!

We finally had to do a drawing because some people had 140 stories, some people had 20 stories, some people had 60 stories, and they were all right! They were all... I mean, you tried to look through and there was just no way, because how he speaks – he speaks in *story*.

"Let me tell you about this person, let me tell you about that, let me tell you when I tried this, let me tell you about this. This book that I read, it did this to me! And then this person handed me this." I mean, it's just part of his DNA.

And all network marketing professionals... It's part of their *DNA*. Listen to them the next time that they talk. They're not giving you *data, facts*; they're telling you stories.

So start that, developing that muscle now. Which means your product story. You have to develop *your product story*. Whatever your product or service is, create the experience and then tell people the story as quickly as you can. Then tell your up-line and tell the CEO and tell all the different people,

"Here's my product story. You won't believe this!" Tell the world when you meet somebody, "I got to tell you my product story. You won't believe it. This happened and

this happened and this happened and this happened. Oh, my gosh!" Learn. Just start there, because that's where everybody can start.

Yeah?

Audience: [Inaudible]

Eric Worre: Tell your product story. Tell your – getting your – “why you're involved in this business” story. “Let me tell you why I decided to do this. I was doing this, I was doing this, I was unhappy with that. I was not appreciated. I was this, I was that.” Whatever. “So, I decided to take charge of my life and I found a vehicle to make that happen.”

“Why you got involved” story – that's got to be like, ready to go. And it's got to be tight, it's got to be well told, it's got to transfer belief.

I did an interview with Les Brown – you'll see it in about three weeks on Network Marketing Pro – and all it is, is talking about telling your story and how to tell your story. It is *brilliant*. Make sure that you watch that, because he goes into the psychology of story and how you bring people in and make your story their story. How they can just accept and step into it and relate.

So your “why you got involved story,” your product story; if there's a heavy amount of direct sales or retail involved in your story, what is your “selling the product” story?

“I talked to this person and, you know, you won't believe I talked to ten people. This amount of people said, ‘Yes.’ These people said, ‘Later,’ then they called me back, and here's what happened with that. I made X by just sharing my product! It was unbelievable!”

Or the “first customer you've ever had” story. “I went to him, I was scared to death, I didn't know how to say anything, but they still liked it!” Or “They used it and here's what happened to them. It's unbelievable!” Learn to tell that story.

Your rank advancement story. “It took me X-number of days or weeks or months to get to X rank and here's how I did it.” There's all kinds of stories there. There's the quick growth story. There was the “I started, nothing happened for a while, and then I got serious, and then it took off for me” story.

There's, “I started, I was involved for *four years* and nothing happened. And then I decided to get serious, and it took off for me,” story. There's, “I got involved, I got my income to a certain level, and it stayed there for the last four years. I decided enough was enough and then I did this, this, and this, and it took me to the next level,” story.

All of these are designed to do what? Set expectations, help people realize, “Oh my gosh! It's not just me. I can do this. If they can do that, I can do it. If they can do it, I can do it.

"If they had that product story, I could have that product story! I know people who have that symptom. I know people who have that need. I know people need to lose weight. I know people who, you know, need my service." Whatever it happens to be.

"Well, gosh! Maybe if I just tell some stories..." But I'll tell you, don't worry about – don't focus on retailing and don't focus on recruiting. Just focus on telling stories and you'll be *fine*. *Tell stories, tell stories, tell stories*. Good stories, bad stories, funny stories! Just don't make them *long* stories.

Learn how to tell them quickly. Get the point across.

Your event story. "I just joined and you know what? I decided for things to change. I needed to change and it wasn't just words." I'm borrowing that from Dan McCormick. Those are *not* just words, people! For things to change, you got to change. For things to get better, you got to get better, and those aren't just words! It's for real!

"So you know what I decided? I don't have the money, but I'm going to be at that next event on the other side of the country, and I don't know how I'm going to do it, but I'm going to do it. That's my story: I've decided I've got to change. Something has to break, so I'm going to do it."

That's your "overcoming my adversity" story. "And I'm going to be at the big event because I want to be something different."

You got to be able to tell those stories. Don't keep them inside. I know how much heaven and earth had to be moved for you to be at this event. I know. For most of you... I mean, there's people from all over all parts of the world – 17 countries in this room. What you had to do in order to be able to get here – *tell the story*.

"Here's why I did it, and here's what you could do." If we had time, we'd have you tell the story so people get an example. But you've got to feel it inside you, don't you? What you need to do?

Alright. Your "overcoming objections" stories. "Build building belief in the company" story. "You know, I was doing this just for myself, but then when the company did this or when I experienced that or when I met this person, then all my whole belief structure changed about the company, I decided. When I went to the home office, here's what happened and here's what happened to my belief."

You understand? "When I understood the compensation plan, you know, the only time I understood is when I got paid."

"Let me tell you what happened. I got this and I got this and I got this. Oh, my gosh!"

Your first 30-day story, your first 60-day story, your first 90-day story – tell them the stories over and over and over. That's what's going to get a person started right. You don't wait until some big thing happens for a brand new person to start telling a story.

You know when you start the "why did you join?" story? You talk with them a little bit about that, because guess what? They're going to need to tell that to every prospect they run into.

"Let me tell you what happened to me. I was sick and tired of the situation. I decided I want to change. I wanted to be able to do something different with my life, and my profession there wasn't going in the right direction.

"So I looked at all the options available, and you know what? I found one to be able to give me a path over the next 1-3-5-7 years to be able to create freedom. That's why I want to talk to you." Isn't that different than saying, "Hey, I want to talk to you about a business?" Tell your story. Let people absorb it.

Now, the next topic that we're going to cover is how to find unlimited people to talk to. Unlimited people to talk to.

It's going to be a very, very important hour, but for to finish off this hour, the "getting started right," all about "getting connected." Get the person connected to the product, services, tools, calls, trainings, events.

Set proper expectations. The number one most unfulfilled commitment in Network Marketing is helping a person set expectations – proper expectations and still enthusiastic and exciting expectations – but setting expectations.

Make yourself known. A little secret weapon I'll slide in there. The rock stars do that, the amateurs don't. If you take people and you get them to do that, they will accelerate their learning curve literally by 50% to 100% faster if they'll go proclaim themselves – make themselves known.

The last thing I'm going to give you – before we take our break, and then we'll be back and cover how to find unlimited people to talk to – is goals. I just want to talk one thing about goals for getting a person started.

A lot of people go, in my opinion, too deep on goals when a person gets started right away. And even in some of the books. "Okay. Set your goals." A person doesn't know. They came in; they're looking for direction, they're not looking for "sit there for three days and stare at the wall."

You know, when I set my goals, it takes me a month at the end of every year to set my goals for the next year. It really does. I mean, not 40 hours a week, but I mean, I have to think about it for a month – all the different years of my life, and what do I want.

The last thing you want to do is paralyze a brand new person with a huge list of goals and too long-term. So the main focus with this is focus on short-term: 90 days max.

The only exception to that would be an event that was maybe 120 days out, a company convention or something. You could put that on their list but outside of that, it's, "What

can we do today to move you closer to your dreams? What can we do this week? What's our plan this month?"

Focus 90 days max. We'll get them to personal development. Don't worry about that. We'll get them to get positive environments and associations, all that stuff. But right now, it's focused on getting all people...

The biggest thing to get a person started right – we'll talk about this later – is give them one little victory. Just one. Get them "a" customer. Get them "another" recruit. Get them somebody in their down-line. Get them to be recognized by somebody at an event. Get them to be introduced to some other people – just a little victory. Just connect them in a way emotionally and then we can take them to the next step.

So on goals, don't go too deep – in my opinion – at the very beginning. There's plenty of time to readjust your goals at every step along the way.

But at the very beginning, there's a lot of fear. They need a few simple steps that they can take and they can win. They can get a little victory and then they gather enough excitement and enthusiasm to be able to go to the next level. Okay?

So let's take a break.

GoPro

How to become a

Network Marketing Professional

Presented by

Eric Worre

Disc Four: *“Power Prospecting: Finding People to Talk To”*

Eric Worre – TAC Global LLC
www.NetworkMarketingPro.com

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Eric Worre: Alright! Well, we're back from break.

Now we want to talk about one of the biggest fears, one of the biggest limiting beliefs in all of network marketing. That limiting belief is, "I wonder if I know anyone? Do I know anybody?"

That's the thing that starts or stops somebody from joining network marketing. "Do I know anybody?" That's the big limiting belief. That's the scary thing because if people feel like they know people that might do this, then they join. If they don't, then they don't.

A lot of people think, "You know, I just don't know anybody." It's the craziest limiting belief I've ever seen.

Gene, just so you know, with your camera there, I'm going to be sitting right on your lap with it when I come that way. We might have to slide it that way or maybe put it in front or something. Just know because I'm going to be coming down there in one second.

Finding people to talk to. Let me give you what the three different kinds of people...

What are the three different kinds of people inside of our business? The first group are the posers – posers. The second group are the amateurs. Third group are the professionals.

Here's what the posers do. We already talked about this. They make a mental list of three, four, or five that we'll probably do this for sure. Then their whole business is based upon the response of those three, four, or five.

If they're lucky enough to get one of them, then they can extend their life for a very short period of time. Maybe they'll give them enough to make another mental list of three or four. Some of the posers were able to move into amateur ranks.

The more we help set expectations properly for everybody that comes in, it will really, dramatically... right now, I don't know what the percentages are, but I would say the people who join our business are probably 2% professionals.

What I mean by that is maybe they have experience. They've done something before, they have some belief, they have some skills. They come in. Probably 10% in the amateur ranks are saying, "You know, I really want to learn something." Which means like 88% come in as posers.

You want to know the biggest challenge we have as a network marketing profession? It's that 88%.

Now, what can we do as a group with that 88%? Educate them. Set proper expectations. Don't mislead them.

Make sure that we're representing our opportunity, our products, services, appropriately with enthusiasm. That we represent the financial opportunities – one, three, five, or seven instead of overnight riches and wealth.

If there is an exception in your group, be quick to remind everybody else. "That's cool, that's great, but let's make sure that the one, three, five, seven are in place so we don't kill each other by comparing our results with somebody else's results."

So our biggest job, your biggest job, is to take the poser percentage of the 88% and drive it down. Fill up that bucket with apprentices, amateurs, people who are engaged in the process of learning. Okay? Number one job.

If you didn't have... if you didn't focus on anything else, focus on that. If we brought in the expectation, and we got more people at least in the apprenticeship program, then our chances of moving some into the professional ranks are great. But if we stay with the 88%, that means we have to live and die on the 12%.

So, you wonder why 90% of people who join network marketing leave network marketing. Is it network marketing? No.

For example, if we were going to do a test to study the effect of a drug being created by some pharmaceutical company and we had 100 people in that test, and we have pills for all 100 of them: "We want you to take one pill a day for 90 days, and we got... some are sugar pills, some are whatever.

"We're going to figure out the double blind testing, and we're going to figure out the results and the effectiveness of this pill."

Ninety percent of the 100 never take the pill. If ninety percent of the 100 never take the pill, only 10%, can you say that that pill is 90% ineffective?

Audience: No.

Eric Worre: Ninety percent failure rate? But yet that's what people do when they talk about network marketing. Ninety percent came in and left. "Well, yeah, they never came in. So yeah, they placed an order, but that doesn't mean they're learning a skill."

So when people say, "Well, I hear most people fail at that." I say, "No. Most people that engage don't." Most people that come in with a lot, like a lottery ticket, do. We're not

those people. See what I'm saying? I'm trying to get your head straight with this because it can mess with you, right?

"I had 500 people join my group and I've got 50 people left. What happened?" Well, what happened was people came in as posers, and then they left as exactly what they are.

What you have left is that 12%. Some are pros and some are amateurs, and you know what? Our job? Drive down the posers, fill up the group with apprentice people. Make sense?

So posers make a list. A mental list. Thank you.

Either they say, "Yes" or they say "No." Amateurs? Here's the thing for you amateurs. You apprentice people – my friends in this audience!

The thing that scares most amateurs is, "I'm going to run out. I'm going to make my list and I'm going to run out!" I will tell you, until I learned this skill, I actually really did run out. It took me three years to run out. I ran out.

Everybody in the universe knew what I was doing. I talked to them seven times, I mean I called old teachers from high school. I mean, I've done it all, man. Everything that you haven't done – and I ran out.

What happens with an amateur is... here's what happens. They make their list and they're excited. Let's say their list contains 100 names. They make their list. Okay.

This box in their view is their business. That's the full potential of what they have available to them. That is it. It's a finite thing. It's in this box, it is what it is, right? You see, "Oh, somebody else has higher quality contacts. That's why they're doing better. Their box is better than my box.

"You know, they've had success before. Their box is better than my box. You know, they're influential. Theirs is better than mine."

But here's what happens. They talk to the first person and they say "No." They talk to the second person. They talk to the third person, they talk to the fourth person, they talk to the fifth person. This box starts to drain.

As it goes down, their anxiety goes up. "Oh my gosh! You know? I got a few people to join, but I was so bad I scared them away. I grabbed them and said, 'We're going to make a fortune together!' and they went 'Ahh!' and they ran away." You know what I mean?

Remember some of those first people you were so overly aggressive with, so overly enthusiastic with that they just got a little bit freaked out? They say, "Well, I screwed that one up, but now my box is damaged!

"I lost that chunk and they went and told all of their friends so I can't call their friends anymore." Oh, my gosh! Down you go. Choo, choo, choo, choo, choo, choo. You move down this list and down this list. You've got 20% left, 20 left.

You've gone through 80. Breathing shallow. "I wonder if this is for me? I've talked to everyone I know. What am I going to do? I've signed up a few and they quit, and I signed up a few more, and they quit.

"You know, they say that there's three pearls out of every 100 oysters. All my pearls must be in the bottom because I haven't found any yet. I've been shucking these things. Can't find them."

You might have found the pearl and you just weren't there at the time in order to be able to really help them see what they needed to see because you're brand new, right? You're brand new. You don't know.

Take some time to develop some posture. Take some time to do this without creating collateral damage which we talk about – collateral damage, emotional damage to your circle. We can talk to you about how to correct some of that.

Then you just go, "Oop, boop boop boop, boop, boop!" Gone. "Oh crap – it's gone. My list is gone, my business is gone."

That's what amateurs think, okay? That's the amateur philosophy.

Now what professionals do is completely different. "Where's my notes... it's over here? Is it up here? It's up here."

What professionals do is they make a written list, and then they decide to never stop adding to the list. I'm going to teach you how to do that, how to never stop adding to the list in a way that's comfortable too.

You ever hear the book, Swim With the Sharks (Without Being Eaten Alive)? Harvey Mackay? Well, Harvey Mackay is a friend of mine. I did an interview with him last week. You'll see it up next week. It was so fascinating.

At the age of 18, his father sat him down and said, "Harvey, from today and for the rest of your life, every person that you come into contact with, you're going to get their

contact information, and you're going to find a creative way to stay in touch." He's done that for the last 60 years. He's the most connected individual I know by far.

These aren't Facebook friends. These are real connections. These aren't Twitter buddies. They're real connections.

His list – his Rolodex today – his real list of contacts that he can reach out to for anything in the world is about 13,000. Twelve thousand something... Twelve thousand eight hundred of real human beings that he's found a way to stay in touch with over the years.

I'm one of those. I'm one of the 12,000, or whatever.

Now, that is what professionals do. Professionals. They make a list. One list.

Step one to making this list. I'm going to give you a bunch of steps on how to build a list and how to never run out.

So number one. You're going to build your list. Every person you can think, and I'm going to ask everybody in this room... I know you've been in for a while. I know you've done this. Some of you have different levels of history. Make a new list. Make a new one. Start fresh.

The only people that don't go on the list are people that are in your business. Everyone else goes in your list. Everyone, everyone. Do you understand what I meant when I said everyone? Every one.

If they're negative, put them on your list. If you hate them, put them on your list. If they're your best friend, put them on the list. If they said, "Never network marketing! Don't ever bring it up!" put them on your list. If they're 98 years old, put them on your list. If they're five, put them on your list. I'm dead serious!

Why? You know why? Here's why. As you empty your mind out on paper, it will make room for more ideas to come. When you write down, "My nephew, da da da da da," you go "Oh!" The little circle around nephew Jason is going to have other people that you're connected with and it's going to trigger your mind.

All these six degrees of separation are going to become apparent to you. You're going to start filling it out and filling it out. You're going to think about everything, every organization you've ever been in. Every group you've been a part of, everything that you've ever done.

Make a list. It should be comprehensive. It should be in depth. It should – here's what I want tell you – it's going to end up being hundreds and hundreds and hundreds of people.

But what you want to do when you're getting somebody started, don't make them wait for the hundreds and hundreds and hundreds and before they create a game plan.

Get them started with the first ten and the next ten, and let's get some things going. While we're doing this, we're going to keep adding. This is a living, breathing thing.

My best advice is to get a journal just for your lists. Just fill it. Use a journal. You can do electronic stuff if you want. You can use your Outlook. You could use your whatever – you know, contact management software that you have.

If you have a journal that was with you at all times and you just kept adding names to the list and kept adding names to the list, and you always had that there, you could transfer it to some electronic thing at some point.

Add and add and add and develop the muscle every day. "We're going to add to this list. We're going to think about it. Who knows this person?"

Here's the trick in your mind. Think about your parents, for example, if they happen to be still alive or if they're not still alive. Then now, who do your parents know? Think about that group.

Then think about who do those people know and think about that group. It's a different group than who you know, even though you still know them. Does that make sense?

I'm not saying what we're going to do with this list yet. We're going to talk to them in the next session. This is just building a list, building your database, building your influence. You're going to make a list and you are not going to pre-judge, no matter what.

Two. You're constantly expanding the list. This is an active, what I call, an active candidate list. "Active" meaning constantly growing. "Active" meaning a work in progress. "Active" meaning it never ends. It continues to expand.

Let me talk to you about social media. There have been more mistakes in social media and network marketing in the past two years than any other profession.

A lot of our friends have done a good job giving us a black eye, going out there and talking to perfect strangers and sending them messages and posting stuff on their walls and spamming them and doing all of this stuff that they've been doing. Blasting email lists.

That is not how to win friends and influence people at all. But is Facebook a useful tool to find people that you have connections with? Is Twitter a useful tool to communicate with other people in the world? Whatever it is. I'm using these as examples.

I promise you very shortly, people are going to look back at this audio program and say, "When did they record this? Facebook? Are you kidding me? That's like MySpace, you know?" It's just moved on.

These social media tools have given us ways to find people. You can type in a name and you can find a lot of people quickly – contact information, what they're into, interests, hobbies. All that stuff.

But never, ever use the medium itself to try and recruit or to prospect. Never, ever, ever! It's a way to connect only. Don't think that because you have 5,000 friends on Facebook, you have 5,000 on your list. You don't. Stop it.

I asked a question a few days ago. "How many people on your Facebook friend list have you ever talked to on the phone?" That's your list.

Can you go in there? Look at their interests. Look what they're up to. Look what they're posting, what they're doing, and then get them on the phone. Talk to them about something.

As you have a conversation with another real human being, can you add them to the list and think about a time at some point in the future when you can come back, and have a conversation about building a future? Answer is yes. But don't do it through the Facebook messaging and don't do it through SMS or Skype or anything else.

Get them on the phone. Have a real conversation with another human being. Differentiate yourself from the rest of the shortcut kings and queens in this world that think social media is going to give them a short cut to the future. Anybody who tells you that is selling you something. They've got some system they're going to sell you.

"Attraction marketing." Please.

I'll show you attraction marketing. Become something attractive and then talk to people in real life and with some genuine sincerity after you've built a relationship. Talk to them about what might be an option for them. Have some respect.

"Hi, nice to meet you! I've got this great opportunity. Go to my website and here, use my code." Stop it! It's so gross. It's the grossest thing ever.

People do it to me. They go to the Network Marketing Pro fan page, and they do it to me. I'm like, "You clowns, stop it!"

I've tried to figure out a way to ban them. I can't figure out how to ban them. There's got to be an app for that somewhere down there.

But social media? Can social media help you grow your list? Yeah. Can you go to ClassMates.com and find everybody you ever went to school with? Yeah.

Can you go to Facebook and type in just about any name and pretty much find a way to make a connection and then have a phone conversation, find out what's going on?

Try not to prospect them in the first conversation. Just connect. Pull a little tickler, to say, "You know, a month from now or two months from now, I'm going to call so and so back and see, you know what? We were talking about this."

Let me talk to you about something else. You know, keep it off the platform. Is it a useful tool? Wow! Unbelievably useful tool. It's helped me connect with more people faster and easier than any other method that I've ever had, but then it comes to real conversation. Social media.

Number four, raising awareness.

I will tell you this – most of you have met people that are not on your list today. Not necessarily today, but I'm saying in this room, I'm saying in the hallway, in the cab, when you're having lunch.

The person who brought you your food, the bell man, the door man, where you got your gas. All kinds of places. The professional raises their awareness and they get the contact information when that happens.

The amateurs are just going through their day, "La la la la la. What people? What people? I don't see any people."

The professional says, "You know what? You're sharp! Do you have an email address or something? There's something I might want to chat with you about later."

You know, if it's men and women, women or men, you want to be careful. It's not a "come on." I'm not here to try and hit on you. You know what I mean? Make sure people feel safe.

But give them a compliment and ask for an email address. That's, to me, many times much easier than asking for a phone number to make a first connection. People like that little bit of a barrier to be able to do that

How hard would it be to raise your awareness and add two people a day to your list? Now are two people a day to your list going to happen automatically? Nope. But if you do two people a day – that's 300 people a year – I almost never prospect somebody the first time I have an interaction with them. Almost never. Some people do.

The amateurs? "I've got to tell you about my product! You've got to try the ch, ch ch... you know you've got to try this thing! You know? Here's my thing!" You know, they dump the stuff. "Here's my tool, you know? Please, wear this home!"

You know? They go crazy! They meet somebody at the health club and they quickly become known as *that* person. Just make friends.

Get their information. Put them in your list and then you'll come up to a situation where you control the environment. The environment isn't controlling you. You can say, "You know what? I remember seeing you and I remember being impressed by you, and there's something I want to chat with you about."

You know? We can have control of the situation, right?

Two a day, every day. Two a day, add to your list. Two a day. Grow your list by raising your awareness to the people you're already meeting.

Number five. Network on purpose.

Here's what professionals do. They network on purpose.

The other thing that was really powerful to me about the Harvey Mackay interview was he said at age 21, his dad sat him down and said, "You know, look son. From today forward I want to see 25% of your life dedicated to volunteerism. Twenty-five percent of your life, starting today at age 21." He said, "Okay."

He started and he joined the chamber of commerce. He helped with the cancer awareness program, and he rang the bell outside of downtown Minneapolis where it's 20 below for the Salvation Army.

He did the food shelves and he did the food drives and he did the Thanksgiving things and he just started. He's done that until today. The Mall of America is built because of him. The Metrodome is built because of him. I mean, he's done so much for the University. It's unbelievable.

He's raised so many millions and at age 78, at 20 below zero Fahrenheit, he's standing out in downtown Minneapolis ringing the bell for the Salvation Army. Not just giving money – giving time.

Now I asked him, "Now, what was your biggest benefit from this? Because gosh, what did that do to build your network?" He said, "Well, it did a lot to build my network, but it makes me feel good. That's my legacy. My legacy is why I did it, but yes, did it help my business? Sure. I didn't do it to help my business, but it helped my business because I got to know everybody."

The other thing he did was he networked on purpose. He got to know all the bankers in town at age 21. He went and met with them, had lunch with them. All the bankers, the attorneys, the pastors, the business owners.

He networked all these different people on purpose with nothing, nothing to ask for. Just to network. He got to know everybody. So when he did need to make a call, it was an easy call. He was that kid that networked around. Networking on purpose.

Adding to your list, whether it's giving back benevolence, getting involved in your community. That will have a positive impact on your business.

I'm not saying do it for that, but I'm saying you'll find great joy in doing it and then you'll also say, "Oh, this didn't hurt my business at all. If I took 25% of my life and I gave it to volunteerism... it didn't hurt my business at all—it helped it."

So really interesting. It was inspiring to me because you know, I've got my giving goals but I didn't have my time goals when it came to volunteerism. I thought that was really interesting, and I also found it interesting to see how the networking on purpose mattered. Getting to know people mattered.

So those are five things.

Here's the big thing. See how all these names got crossed off on the list? The only time somebody's name get's crossed off on the list, is if they join. That's the only time.

Amateurs, say... amateurs give this "All-or-Nothing" presentation. Some will, some won't. "So, what next? You don't join, you're dirt on the bottom of my shoe. I heard about people like you. I'm done with people like you. You people have lost your dreams. Goodbye!

"Stay part of the mindless hordes that populate this world." You laugh. You laugh, but its pretty close. Maybe not those words but it's the feeling that they got.

It's like, "What do you mean? You know, my timing wasn't right. You know, I just got this new job or I just had this thing happen or whatever. I just started a business, I borrowed money from everybody in my family. Dude, back off! My timing wasn't right."

They give this "All-or-Nothing" approach. "Either join or you're dirt."

Professionals don't do that. Do they? No. What professionals do, they know a "No" isn't "No," it's "Not now!"

No matter how it's said, all the "No" is, is a "Not now!" So, if I go talk to Ron and he says, "You know what? It's not my thing." We go through whatever objections as to why it's not his thing, whatever. It's a real "No" to me, it's a "Not now." "Alright, Ron I'll stay in touch with you. I'll let you know how it's going." He's going to say, "Okay." I put a little thing in my list. "Stay in touch with Ron."

Make a few notes. Because there are people that are going to show up in your company that you knew that said "No" to you, and three months later, their whole world changed and they became open to an opportunity.

They showed up in somebody else's down-line and there's nothing worse in the world than seeing somebody you know walk across stage as a high income earner in somebody else's down-line. It is brutal. It's no fun at all. You're counting all those lost dollars. So I'd rather save you that pain.

Understand, find a way to stay in touch. Find a way to stay in touch. Find a way to stay in touch.

Some of the most powerful people that are inside of our professions, professionals today, said "No" for two, three, four, five years after hearing about it every three months or so for that period of time. I'm not saying, "Waste a lot of time." Stay in touch. Find out what's going on with their situation. But never take them off your list, ever.

The negative people? I'm going to talk to you about them in the next session.

But the negative people? I love having fun with negative people.

In your mind, find the most... make a list of the most negative people, the most negative person you know. Come up with that name, put that secretly on your pad someplace. Then decide you're going to prospect that person and say to them, "Look you're the most negative person I know."

"And I mean that as a compliment. I'm involved in a business and if anybody could pick this thing apart, it would be you"

"I want to give you the facts. I want to introduce you to some people, and I want to see if you could shred this thing. I want to see if you can tear it apart. I want to see if you could poke it full of holes. If anybody can, it's you.

"What do you say?" Their eyes will get this big. "Yeah, bring it to me! Roar!"

I have a secret about negative people. I'll tell you a secret about negative people. You know what the secret is? They had their heart broken at some point.

They got their hopes up and then they got their hopes fallen right out from underneath them. So you've got to make sure that you don't let toxic people into your life, but I will tell you the negative toxic people mostly had their hearts broken. They want to hope again.

They don't like living in that space. It just became part of their brand as a defense mechanism against life. It's not their real soul. So maybe shift the way you look at them a little bit to help them go from here to here. Okay?

So from now on, nobody goes off your list unless they join. It's just a "Not now." I want to hear your "20 years from today," story. "I talked to them for 20 years.

"And then they finally joined and they are my number one distributor now." Wouldn't that be cool? They're going to be 20 years older anyway. Right? Alright! Is this good stuff? Alright, good.

Let's talk about the prospecting mindset. We're going to talk about specifics of what to say to people, but first we've got to get your heads right. This is the biggest thing. People get really messed up thinking about this process of prospecting.

The first is posture. Your posture, how you carry yourself, how you show up, what you have.

Why do you think I talked earlier so hard about what we have in the network marketing profession? Why it's so amazing compared to what anybody else has in the world? Because I wanted to tool around in your head a little bit and get you to stand a little straighter.

I wanted you to recognize that the person that has the title at the job is not the free person. You are. The person that's a business owner is not someone who is a pillar of the community. They're in bondage to the burdens of that business. I want you to see them for how they're really living.

"Oh, but you don't understand! They have a big house." You know what they have? A big mortgage. They're probably a bit behind on it. They've got big mouths to feed.

You look at the person in sales. "Well, they're a superstar sales person." You know, da da da da. They're in bondage to that sales cycle and the lifestyle that they've created. They can't get out of it and their ego won't let them and they're stuck. We can help them.

The blue collar person who is going to get tired? He says, "No, No, I'm good. I like what I do. No, no, I'm fine, I'm fine."

For you to really see what you have versus what they have. Now, if you buy into becoming a professional, an apprentice becoming a professional, then you can really sell a dream to them. If you don't, and you're in the "Hope-to-get-Lucky" camp, then you know, they're going to see that coming.

So posture is number one. You have the gift.

Write this in the first person in your notes: "I have the gift. They might not recognize it right now and that's okay. They might not recognize the gift at this moment, but that's my job. That's why I get paid the big dollars. It is to take people who are blind and help them see. That's what I do. That's my business."

So the posture is you have the gift. What I see most people doing is they go out and apologize. "I know its network marketing, but I want you to, you know, really check this thing out."

They beg. "Please, just look at it, please! Will you just look at it? Please? Come on, you're my friend. Please look at it. Please? Just try the product, just try it! Come on, how can it hurt to try the product? Please? Just try the product? Do it for me? Come on. Please? Please? Please? Please? Please? Please?"

"Nobody's tried it at all! You just hold your hand out and I can drop a little on your hand."

You know what I mean? Think it's not happening? It's happening. Especially from the posers.

The posers are desperate to get somebody involved in their business because if they don't, they're out. They know they're on their way out and they lost their \$400. They don't want to do that, so they want to quickly transfer the \$400 to somebody else before they leave.

You have the gift. People are searching like never before in the history of the world for real answers to their cash flow challenges, and their lifestyle and their freedom. They don't feel free today. They're cynical because they've heard this all before. "Don't you tell me this stuff. Don't you get my hopes up."

Our job is to say, "You know what? I understand where you're at. But that's why I'm here – to get your hopes up one more time. To let you see a different vision for your future, one more time. That's what we do every day."

Right? Every day, we're getting in people's face and saying, "No, no, no. That's an illusion. This is reality and the reality's better. Let's show you how we can get you there. It's going to be hard while we do it and it's going to be a transition and it's not going to be easy, but I've got something here."

Part of the posture is acting as a consultant. If you were acting as a consultant – let's say if I hired James to be a life consultant for me, okay?

Then I said, "James, here's all my issues. I got this and I got this and I got this. And this problem and this problem and this is out of balance and here's what's going on with everything else."

He sat back and I said, "James, what do I do?" How you would answer that question and how you would talk with me, is how you would need to talk to a prospect.

Do you feel that difference at all? Acting as a consultant? As a coach? As a friend? "So well, you may want to try this and you may want to try that. And this clearly isn't serving you over here. This isn't helping your life you know? So let's take a step down this road and let's take a step down that road and maybe we should examine this?"

So, if I'm talking to Paco – and Paco?

I know what's going on with Paco. He tells me about his life. My consulting to him is to say, "Paco, let's just look at this together. Here's what I looked at. Here's what I know what you're looking at. Let's take a look at what could possibly be an alternative to help you get the same kind of freedom that you're looking for but without the drama of what you're dealing with right now."

It's different than saying, "You know, hey, do keep your career options open." You know, it's different than coming up with some canned pitch. "Would you like to get rich?" I'm not acting as a consultant. I'm acting as predator.

Most people, in prospecting their posture, the world is prey – they are predator. The prey feel it and when the prey feel it, they go "Oh, no! Not me, buddy!"

"You know, get somebody else into your program. I'm not feeling it." Okay? So, posture is you have the gift.

Protecting from collateral damage.

To get away from the "No-Friends-Left" club. This is a big part where I talked about earlier. You're going to need to forgive yourself if you've done this already.

If your market's a little scarred here and they're your list, there are big scars of people you're scared to call again because you went out with enthusiasm. Messed it up. That's okay. It's part of your journey.

You're going to add two people a day. You're going to have what? Three hundred people a year. Five hundred people to 600 people a year you're going to be adding to your list every year anyway.

You're going to learn, grow, and there will be time when you can come back. If they didn't join your business they stay on the list. Some got a little crispy and it might take a year before you can get back there. It's okay.

Some you can get back to you right away and say, "You know what? I screwed up. I'm sorry. I went to this training, I was doing it all wrong. I did it with a good heart, but I was doing it all wrong. Give me one more chance because I think you deserve to at least know really what this is all about. Fair?"

So protecting from collateral damage.

Mostly posture is the one thing and family is going to mess with your posture more than anybody else. Your friends are going to mess with your posture. "Don't you give me that posture, I know who you are! Don't you talk to your mother like that."

You know what I mean? So they're going to mess with you a little bit on your posture.

The collateral damage, I think, is one of the big reasons people don't want to join network marketing, beyond the poser, amateur, and professional categories.

"What if I bring some people... You know. I join, I bring some people in and then it doesn't work out for them? What happens to the neighborhood cookout?"

True? That's an issue, right? The issue is you want to make sure that you have a consultant posture, that you're finding out what people really want. We have to drive down the poser ratio dramatically in your friends and family.

You can literally say by setting expectations, if you set the expectations properly, you're going to be okay.

I would even say set them a little harder with your close friends and family. Say, "Look, if you're really going to do this ten or 15 hours a week, it's probably not a good idea as much as I'd like to have you. If you only have a mental list of three, four, five people that might do that too, it's probably not a good idea. You know, I would rather you not join."

If you set the expectations properly, and we drive down the poser ratio, collateral damage goes away. Because now we got a one, three, five, or seven year time frame. It's not one, three, five, or seven days. It's one, three, five, or seven years.

We can show them a longer term path. It becomes part of everybody's life. It's not about the hype of having it fly through the church. Or fly through the neighborhood, or fly through the office inappropriately. We just need to make sure we keep it professional.

We keep it appropriate. We keep it in its own box and we set proper expectations. You see, if you did that with every person that you brought in, what would that do to the collateral damage issue?

Also, make sure that you're acting in someone else's best interests. I don't know what the buy-end for your company is, or any of that kind of stuff. If you feel like something is inappropriate for someone, and you're pushing them to do something that's inappropriate for them to do, just don't do it.

Long term, it's not going to give you the benefit that you need. That's going away largely in most companies around the world. But I'll tell you it still exists in some companies around the world. Just act in people's best interests and be a long term friend.

So the collateral damage issue really is expectations, expectations. Expectations like crazy and keeping a solid posture. Part of that posture is you as an apprentice becoming a professional.

Letting them know, "You know what? People are going to come and people are going to go. But I'm going to be here." Then living up to that. Don't be that person that said, "What's... What are they doing now? What's Ron doing now?" "Oh no, he's not doing that thing anymore."

Ah. With a message that goes to that person is, "Well next time somebody talks to me like that, they might only last 90 days, so then I'll be stuck by myself and how am I going to build a business?"

Next category. Under the prospecting mind set is understand this is a sorting business, not a convincing business. We're not here to twist anybody's arms. No pressure, no drama, no arm twisting.

The great example I've heard – some of you probably have heard it, it's made it's rounds around the network marketing profession – is there are three kinds of people. Red apples, green apples, and rotten apples. Yeah? Red, green, and rotten apples.

Red means it's ripe, they're ready to go. You've got to search to find them. Green ones means they're not ripe yet They're not ready to go. Rotten means it's not good for this. They've got too much brain damage from life.

They've bought somebody else's story and they've just decided that, "I'd rather live with that story than go through the pain of living something new." So focus.

Understand the biggest thing that you have to get solid with is out of 100 people, most of them aren't available to you right now, as much as you want it.

"Gosh, I don't understand! Why don't people see?" Because they don't, and if they all did, you wouldn't make any money. So be glad that they don't all see it.

Does that sound crazy? Be glad that the world doesn't understand network marketing because if they all did and they all joined, it would be over for us. They wouldn't pay us the millions. Companies wouldn't have to.

The fact that people are stuck in the matrix is what makes the opportunity work for us. Most aren't available.

Once you accept the fact that 70 out of 100 at least are not available to you right now on your list, even the ones you think for sure are going to do this. Then you've got to go, "Okay, out of the next ten people I talk to, I've got to get rid of seven.

Keep them on the list. "But I've got to get rid of seven. Then I'm going to take the three to the next level and we'll see if they want to be posers, amateurs, or pros and we'll see." Try and drive down the poser ratio and off we go. Thirty have a chance of being a prospect. You know, somebody that might work in this business max.

Now those ratios might be different for your products. I'm just talking about business builders. Now, there are products that are open for everybody of course, and you can continue to go down that road.

If haven't seen the Nathan Ricks interview on NetworkMarketingPro – it's the first one I ever did – go back and watch that. He's earned \$40 million in 20 years. One of the things he talked about, which I really liked, was the clock dial.

This clock dial. The clock dial looks something like this. You've got high noon. Three o'clock.

Something has changed in your life and you're the only one who knows about it. Something has changed at your job and you're the only one who knows. Nobody else in the world knows. Your family doesn't even know. Everything looks the same, but other than you? No. Something's changed. Okay? That's group number one.

Six o'clock. Now other people know. Now it's throughout the rest of the company. Now your family knows. Now everybody's panicking a little bit. You still have your job, you're still driving the car, you're still at the house, and you haven't let go.

You haven't got small yet. You haven't let go of all the trappings, but you know you're involved in the mortgage business, and all of the sudden the mortgage has stopped. First you know about it and then they all stop. Other people start knowing about it. People in the know, "Oh my gosh! What's going to happen? What's going to happen? Oh, my gosh!"

Nine o'clock is the whole world knows. "Whoa!"

High noon is you being totally ready for an opportunity to show up. Ready? Ready for a change? Ready to do something new? Ready to make something happen? Ready.

What Nathan talks about in the interview – and I encourage you to look at it – is talk to enough people, that you find enough at high noon, that your business gets easy. Versus trying to take somebody at three o'clock that won't let go of what has changed. They're not ready to change yet.

Don't try to get people at three o'clock to be at high noon. Not if they did, they'd be the smartest people alive. If something changes and they're the first one's to react to it, they're the smartest person alive. But very few people are built to be able to be that adaptive.

If somebody's at six o'clock, don't try and make them at high noon. If they're nine o'clock, don't try and make them at high noon.

Talk to enough people, that you find people at high noon. When you find somebody at high noon, you don't need to talk to them for five minutes before they're saying, "Oh, hey! We've got to talk more about this." All the indicators are lined up.

What most people do is they spend way too much time trying to get other people. "Come on, be at high noon! Be at high noon! Be at high noon!" Well, that's their process.

That's why people never fall off your list, because you're going to keep waiting, and three months later it might be high noon for them. You don't know what's changed. The first time you talk to them, they might have been at three o'clock. Something changed but they weren't telling anybody.

The second time you talk to them, they're at six o'clock. Other people know, but it's not available to the whole world yet.

Then you talk to them the third time at nine o'clock. Their business went under and they lost their house and they lost their car and they're looking for something to be able to figure out how to rebuild their life. Then they click over to high noon and they're ready to go.

Do you understand this? You see we're sorting, not convincing. That's kind of a cliché, we say it a lot. But really what we're saying is talk to enough people that you find people who are ready and receptive to listen to your message.

Instead of talking to a few people and convince, and convince, and convince, and convince them, "Come on! Pay attention. Take those blinders off. Take the red pill. Don't take the blue pill. Don't be stupid. Come on!"

We get them. Wait for people to hit high noon and then go there. That's the easiest path. That's some of the best advice I've ever heard.

Next – it's not all or nothing. Keep the door open when you talk to them.

We talked about that for a second. I'll just say it again. It's not all or nothing. When you talk to them, keep the door open. Say you know, "Hey, no problem, I'll talk to you in a few months." See what happens.

You don't need to say, "I'm waiting for you to hit high noon."

"Just, you just need to! You sound like you're at about seven o'clock." I'll wait, you know? Next time you talk to them, "Oh you're at eight thirty now. Okay, I got it!" Just wait and once they hit it, they just say, "Okay, fine! Show me this thing. I'm open. I'm ready."

Last thing for this session. If you can grasp this, as apprentices heading to become professionals, everything will change for you if you can grasp this single concept.

There are no good and no bad experiences in prospecting – only learning experiences. Every single experience is valuable. You can learn from it. There's no good and there's no bad.

It blows up in your face. They laugh at you. Learn from it.

They say, "No, No, No. I have a real job."

Learn from it. No good and no bad. Treat it as a big life experiment.

If I was doing a three-day session with you guys, you know what I would do? I would have you go prospect ten people. Just straight out, and say, "You wouldn't be interested in an opportunity, would you?"

Only say that and come back and tell us what you learned, because you'd learned something in that process. Just from that simple little exercise. No good and no bad. "Oh this was a good one!"

Here's what makes it good. If you remember what you did to apply to the next time, it's not the result that matters. It's the learning that matters.

If you're going to become a professional, it's not the act that matters. It's the skill that matters. Right? There's no bad, the worst thing in the world you can learn from.

"So you know what? I was too much there." Or, "You know what? I apologized like crazy on that one. I can't believe it. I apologized like crazy, and I begged, and I crawled. I was all strong and then I got in front of this person I respected, and then I crumbled like a little girl." Or little boy.

No good, no bad, just learning. No good, no bad, just learning. We are experimenting with the world. We are practicing our craft with the world.

All we're doing is learning, and learning, and learning, and learning, and learning, and learning. So we get comfortable and we make this thing part of what we do.

What do I do for a living? I rescue people from desperate lives. How do I do that?

I practiced. I talked to so many and I learned so many lessons that I figured out a way to a little bit quicker, take the blinders off. Look at something else.

I realized the fact that I wasn't going to be able to convince people that I had to wait for them to get to high noon. But more importantly, I had to have the skill to make sure that I got back in front of them at high noon.

What things did you learn? No good, no bad. Just learning. Is that helpful? Okay.

So, next session, we're going to talk about how to talk to people, so we'll take a break.

GoPro

How to become a

Network Marketing Professional

Presented by
Eric Worre

Disc Five: *“Power Prospecting: Talking To
People”*

Eric Worre – TAC Global LLC
www.NetworkMarketingPro.com

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Eric Worre:

Okay! So in the last session we talked about how to find a never-ending group of people to talk to. How many feel after that session that you are more confident about having more people to talk to than before we started?

Okay, good. Just about everybody. Of the rest of you, how many feel less confident?

Man. How many won't raise their hand no matter what I ask? You know? Too busy taking notes, right?

So far as we go through this, one thing that I do want to do – I want to do a little bit of a shout-out because we're halfway through this presentation, and statistics show that the average person doesn't get through the first CD. They buy the whole program; they don't get through the first CD.

So if you're listening to this right now, you're on CD number 5 and everybody in attendance here, give them a round of applause for getting to CD number 5.

Alright. The next thing is if you're listening to this in the car, we want to ask you to do something crazy and outrageous. We want you to honk your horn like you're absolutely going crazy just as a point of celebration that you got to CD number 5...

...That you're unusual, that you are uncommon, that you are a person who's going to see this thing through.

So honk your horn, be crazy, and let everybody look at you strange. It doesn't matter as you're going down the road with us sitting in the back seat of your car – this whole group whispering in your ear about ideas that can help your life. So I hope you do that.

Okay! So the next thing we're going to do is talk about talking to people – talking to people. Sounds easy. Isn't easy.

This is the thing that scares people. They go, "Oh, what do I say? Ooh!" Most of it, they create this torture in their own minds. What would happen if? What would happen if? What would happen if? "What if they say 'No'? What if they look at me weird? What if they won't talk to me later? What if they say they're not going to be my parents anymore?"

"Waaah, what am I going to do?" So what a lot of people do, they engage in this avoidance behavior. They make their list for like three months. They go, "Well, I got to get my big bank account opened up first. I'm waiting for my business cards, can't talk to anybody till I get my business cards." Right?

They go through all this avoidance behavior. "I want to get trained a little bit more first. I need to study these frogs just a little bit more." "I'm almost there. This compensation plan I got a couple questions, la, la, la, la, da." All of it avoidance behavior. All of it just avoiding what they need to do, which is go out and talk to people, do it in a friendly way.

Now what I want you to understand is some of the fundamentals of our business.

What we're all looking for is wealth, right? Wealth.

You could take a look at all the wealthy people in the world. What creates wealth is a concept called "leverage." There's no wealthy person in the world that doesn't have leverage working for them. Not a single one. Which means they're earning, at some point they're earning without their personal involvement. They're not trading time for money.

So give me a wealthy person for example.

Audience: Bill Gates.

Eric Worre: Bill Gates created software, a company that has software. That leveraged, it's leveraged through every computer in the world.

Audience: Oprah.

Eric Worre: Oprah? She created a show, syndicated that show. She does the show once it's broadcast around the world to what?

Audience: Billions.

Eric Worre: Billions maybe? I don't know if it's billions but it's certainly hundreds of millions that she impacts. If she was just doing the show in a little club in Chicago and there was no cameras and there was no television, they were just watching her little show, would she be wealthy?

Audience: No.

Eric Worre: No, she would have no leverage. Why was the leverage created through television? Because of advertising, because of syndication, they could sell to all these different things. They can do all that stuff.

Who else?

Audience: Steve Jobs.

Eric Worre: Steve Jobs. Same thing with computers. He created a way. Who else?

Audience: Robert Kyosaki.

Eric Worre: Robert Kyosaki through real estate and through his intellectual property.

Audience: [Inaudible].

Eric Worre: Nah, well, through network marketing.

Michael Jackson, through the royalties created from the songs and everything else that he did. He wrote and produced and performed.

Audience: Donald Trump.

Eric Worre: Warren Buffet, through investing other people's money and creating a good return on other people's money. Are you seeing the trend? In all of these instances, they found away to create leverage.

Network marketing does it in the most creative way possible through this concept of duplication inside of our structure. We can actually duplicate our business and create, you know, the average person's franchise almost inside of our business.

Wealth creates leverage. Leverage is created by duplication. Duplication creates leverage. Leverage creates wealth.

What creates duplication inside of our business? This is one of the fundamentals that you have to know and you have to get solid on. It's a concept called "third party resources." Third party resources are the only thing that's going to create duplication in your business.

Now, if we're going to talk to people effectively, we have to understand what it is that we're up against. The biggest problem is you. You are the biggest barrier to your success.

Your previous successes, your previous failures, your relationship with the people, if they respect you, if they don't respect you, they looked up to you, they looked down to you, they feel threatened by you, you're a different color, you're a different gender, you're a different age – all these different issues come into play.

So you have to find a way like Bill Gates did. He wasn't selling, Bill Gates. "I'll come in and help you with your computer." He created software and he got himself out of the way. People got connected to the software and everybody's happy.

The same thing's true with all these different examples, okay? You can judge the degree of happiness that everybody is, depending on their particular platform.

Here's what I will tell you, that the reality is if we can get out of the way and we can introduce and connect people to a product, service, or opportunity, that we have a excellent chance.

And give me your name one more time?

Audience: Ken.

Eric Worre: Ken? So if I'm talking to Ken – Ken, what's your background?

Audience: Engineering.

Eric Worre: Engineering. My background is I had 18 jobs before I was 22 years old and I have eight credits to my name. If I approach Ken at age 22 and he's an engineer – looks to me to be very successful – what chance would I have? Slim to none. Even if I was really good, if I said all the right things, he would have to somehow go,

"Listen, kid. Why are you talking to me? I don't understand. Don't you understand I'm an engineer? Don't you understand I'm successful? Don't you understand I'm older than you? Don't you understand all these things?" Right?

He's going to say in his mind – no matter what I'm saying – he's just going to be like, "La, la, la, la, la, la, why are... When are... When can this be over?"

If I go to him first-party, I have no shot. No shot.

Ken and Kathy, what's your background?

Audience: Computer systems.

Eric Worre: Computer systems. Okay, so you guys have some common at least, you know, professional... You got your stuff together, right? Do you guys know each other? Okay, how...

Audience: We're married.

Eric Worre: Oh, okay.

Well, then you definitely won't listen to each other, so...

So you go to Kathy. You tell her about this. It's over as soon as you mention it to her, right? Because you got to see it through his eyes. "Oh, my gosh." No shot.

Sometimes, you know why it's so hard to sell that spouse as to why this is the greatest thing in the world? They've heard a few things from you, you know?

They need a little bit of a fresh look.

So let me talk to you about what third party is. I'm going to talk to you about why it's so important. Here's you, and we have a person that you're going to contact on your list over here. You're going to go to that person on your list and just put them all in there. You're going to go to that person and say,

"You know, hey! I want you to check this thing out. I want you to look at it. I want you to understand it, yadda, yadda, yadda, yadda, yadda. It's really great and the products are amazing and the company does this. You know, here's all the things and people are having success, la, la, la, la, la, la, la."

Your chances are, the very worst tool that you can use to expose your business or product to another person is your own words. There is one exception and I'll explain that in a second.

Your own words are the worst tool possible. The worst! That doesn't mean you're not an ambassador. It doesn't mean you're not passionate, doesn't mean you're not enthusiastic, but you don't get to be the one given the facts. The information needs to be provided in a different way. Okay?

So that is a third party. They're going to like you and they're going to like or trust you at least because of your relationship with them, but they'll respect a third party. So I'll give you some examples.

It could be a CD, it could be a Web site, it could be a DVD. It could be a magazine, it could be an event, it could be a brochure. It could be your product or service itself. It could be another person, your up-line or somebody else in the organization.

It could be a story – that's the exception that you can use when you use your own words – but you're telling a story about something else. It could be a story.

Any other examples you can think of?

Audience: A story testimonial.

Eric Worre: Huh?

Audience: A story testimonial.

Eric Worre: A story testimonial? Up-line or somebody else? Anything else?

Audience: Flip chart.

Eric Worre: Flip chart, yeah. Whatever.

Audience: An event.

Eric Worre: Huh?

Audience: Event.

Eric Worre: I have event.

Audience: A call.

Eric Worre: A call. Yep. Thank you.

Audience: A meeting.

Eric Worre: I've got that in event.

Okay, that's enough. So here's the rule. If your lips are moving, you need to be pointing, reading, introducing, or telling a story. You guys are very... You remember. I like that.

Just give me credit one time and then you can take one on your own.

If your lips are moving – here's the rule.

If your lips are moving, "La, la, la," you need to be pointing to someone or something else. Reading from something else. Introducing to something or someone else. Or telling a story, your story or other people's stories. Pointing, reading, introducing, telling a story. Period.

If you want to learn how to talk to people, you want to learn how to prospect properly, you use third-party tools, point, read, introduce, tell stories. And it's going to be the hardest shift you'll ever make in your life. It is the hardest shift to make in all of business.

What've we been taught our whole lives? Learn the answers and then give them to people when asked. Somebody asks for directions. You give them and interact. "Oh, you go down the street and you do this thing. Oh, I have the answer!"

How many people that don't know the capital of the United States? "Oh, I know, I know!" How many know the capital of California in this room? "I know! I know!"

If your lips are moving, pointing, reading, introducing, telling a story. So your name is...

Audience: Ken.

Eric Worre: Ken. Let's say that the company that I'm trying to present to you and the product I'm trying to present to you is up on that screen. And let's say I'm my 22-year-old self and I come to you as your engineer, you know, successful men.

I say, "Oh, I got to tell you about this company. It's unbelievable. They've been around forever, they're really sharp, they know what they're doing. The product is breakthrough and it does all these amazing things and they're expanding and they're doing all this stuff and you really should look at this."

Can you see the opportunity that's on that screen?

Audience: No.

Eric Worre: Why not?

Audience: Because you're in the way.

Eric Worre: Because I'm in the way.

I'm in the way. He has to see it through me. He has to see it through a 22-year-old, 18-job, uneducated, five-dollar-an-hour guy that he saw after church at the [busing] tables at the thing!

He's like, "This doesn't make sense!" But if I do this, I come to Ken, and I say, "Listen Ken, I really respect you a lot and I'm trying to start my life. As you know, I bounced around, done some things. You got more success in your little finger than I've had in my entire career.

"And I bounce on what I think is powerful and important, helpful, but who do I know? What do I know? I know that you could – as an engineer – you could figure this out way better than I could.

"So if I gave you a DVD that explained it in about 15 minutes, would you do me the great honor of looking at it and tell me what you thought?"

Audience: Eric, I believe you.

Eric Worre: I believe you what?

If you compliment someone sincerely and then you point, read, introduce, tell stories, and I direct him to something that might fit him or it's a Web site or it's a link or it's a CD, and then he stops and he turns to me and he says, "Well, why don't you tell me a little bit more about these products?"

"I'm so glad you asked because they do the most amazing things and they change people's lives and they do all this stuff and oh, my gosh, oh, my gosh."

Now, again I'm the issue, aren't I?

Audience: Right.

Eric Worre: I have to resist that urge even though I know the answer and I was waiting for it kind of, because I really wanted to tell that story. I have to say, "Well, I bet you all the information's in this magazine, " or "I bet it's in this brochure. Let's look.

"Oh here, here it is, and let me read this to you." Not my words. "Let me put you on the phone with Kathy because she knows way more about this than I do," and I do a three-way call with Kathy.

"Kathy, Ken here has a question. I didn't want to do him the dishonor of trying to answer myself because, you know, I might mess it up, but I knew you wouldn't mess it up. So Ken, go ahead and ask Kathy."

And he asks Kathy the question. I'm out of the way. I'm way over here, barely in the peripheral vision. Guess when I show up? When it's application time!

Audience: Yeah.

Eric Worre: That's when I show up. That's when I enter into the arena and all I do is, you know, "You just sign right there."

And I stay out of the way. He's joining the company, he's not joining my credibility.

Now, if I do that right and I'm really strong with third party, what are my chances going to be with Ken, doing it this way – out of the way, point, read, introduce, tell stories – versus this way? It's like, what – on a percentage basis – what would've been my chances if I'm standing in front of Ken?

Audience: Zero.

Eric Worre: Zero or close to it. Same person, same background, same credibility. If I move to the side and I point and I pay him the compliments and I guide him towards a tool, what are my chances now? Higher?

Audience: Yes.

Eric Worre: How much higher? Fifty percent, 30%, 20%? All of them beep zero!

If I'm going to do that with every person on my list, I learn to get out of the way.

Some of you are saying, "Our company doesn't have tools. We don't have event culture. We don't have this, we don't have that." I'm going to ask you to create it because tools and events are going to be something that gives you a third-party foundation.

I know there are some people in this room that when they join the company they're with, they don't have a great event culture at that moment, but then they changed it from the inside out. Same thing's true with tools.

So third party is the law when it comes to prospecting. When it comes to talk to people, third party is King Kong, is the most important thing. I gave the example with Ken.

Same thing's true if I talk to Billy. If I'm talking to Billy, he's a black man; I'm a white man. Are there issues between black and white in America today?

Audience: Yes.

Eric Worre: Sure! Not to think souls a little bit crazy. We're open to get better, but, you know, there's long-standing stuff.

If I'm talking to Billy, "Da, da, da," guessing everything that I'm talking about, he's kind of going, "What... I don't know. I'm not sure. I don't know if, you know, we have that much of a connection. So it's going to be that solid. I don't know, da, da, da, da, da, da, da, da, da."

But if I get myself out of the way and I point, read, introduce, tell stories, guess what he's going to start doing? Counting how many times he sees somebody of color in the magazine. Counting how many times he sees somebody in the video. Counting, looking, and he goes,

"Oh! There's somebody else maybe that's doing it. Okay." He won't tell me, but he's going to make a point to go talk to that person as soon as he can and say, "Okay, tell me what the real deal is."

True or not true?

Audience: True.

Eric Worre: "Alright, tell me what the real deal is away from all that stuff. I appreciate it, I can respect it, whatever, but hey. Okay, it's for real? Alright." That would go so much farther if that third party said, "No, it's for real," than me saying, "Oh, it's really for real."

Men talking to women. Women talking to men. Somebody talking to somebody 70 years old – you can't relate to them if you're 30. A 70-year-old talking to somebody 22 – you don't even know their language! The only shot you got!

If we want to... How would you like to sponsor everybody in the entire room, regardless of age, background?

Here's when I know somebody's doing first-party. Everybody in the group's nurses. Everybody in the group's in the education system. Everybody in the group's blue-collar. Everybody in the group works in the, you know, mail room or the post office.

Everybody in the group is kind of the same and it started with one person who had a little bit of influence. They sprinkled their influence dust on the other people and those people said, "Okay, well, come on in."

Now it's all a bunch of nurses or it's all the same color or it's all the same age and I know that they got a breakout. The only way they're going to do it is third party. Make sense?

Audience: Yes.

Eric Worre: Alright.

Now, let's talk about how we're going to contact people.

How much time do I have? Trying to remember.

Audience: Not for much longer.

Eric Worre: When did I start this session?

Audience: Twenty-four minutes ago.

Eric Worre: Twenty-four minutes ago? Fabulous.

Okay. Four rules. Well, this next category is, help people fully understand what you're involved with. That's our job. Help people understand what you're involved with. Best

way to do it is tell stories, how to get people to understand what it is that you're involved with. That's your goal.

Five rules to that goal. Number one: stay emotionally disconnected with the outcome. You're going to be passionate, you're going to be excited, you're going to be enthusiastic.

You're going to be pointing, reading, introducing, and telling stories like crazy, but at the same time you're going to be emotionally detached from the outcome of the interaction that day. If they join, okay. If they don't join, okay. If they say, "Not now," got it.

Some of you have built up a few of the prospects in your mind so big that if you get them, it's going to make your life, and if you don't get them, it's going to destroy your life. Neither of those are true.

If you can emotionally detach, guess what? You're free. You're free to experiment, you're free to go out there, you're free to know that there's going to be unlimited people to talk to if you're emotionally detached.

If you're too emotionally attached, it puts up red flags in prospects' minds. "Why do they care so much? If they care so much, why do I matter so much in their business? What is the deal? Why are they begging me like this? It feels strange."

Alright? Emotionally detached from the outcome of the interaction. It's just a learning experience and it's a step in down the road to being able to help them understand what it is that you do.

My biggest – and I learned this early somehow – I don't know how it happened. Somehow it happened in a early conversation and then it became part of my script almost, my mental script, because I said,

"Hannah, look. All I want you to do is understand this. It doesn't matter to me if you do it or if you don't. What matters is that you understand it. And if I feel like I accomplish that, then I feel like, you know, my objective has been met and I'll be happy.

"If you say 'No,' it's okay; all I want you to do is understand. I don't want you to – I didn't say, 'Join,' I didn't say, 'Buy,' I just want you to understand.

"And after you understood it, if it meets your – if it's something that fits with your life, then fantastic. We'll take the next step. If it doesn't, no problem." So I take the pressure off right away. And for some people I say, "It's probably not for you, but I still want you to understand it."

Okay? Emotionally detached, I can't overemphasize this. And I understand you want this so bad. I understand you're so passionate, you just want to have – some of you just want to have – somebody in the down-line. I get it! I get it! But you still have to emotionally detach in order to be able to get it.

Second, be yourself. Don't try to be something that you're not. Nothing sticks out like somebody pretending that they're something that they're not. Don't be that. Just be yourself. Don't be a robot, be yourself. Be your best self. Do, you know, do the best you can. But some people say...

Like [David Rand's] a good friend of mine. David is very mild-mannered. He is very gentle soul, he's a super gentleman, and he and his wife Rhonda built a business around the world and they make a lot of money.

But David his whole life has been a gentle soul, I'll bet, and a gentleman. He's not a kind of guy that's going to get up on the chair and he's going to go, "Ra, ra," and go crazy and grab people by the lapels and, "Come on, we're going to change our lives."

He's not that guy and some people say, "You know what? I just know – I don't know if I'm the personality because my personality's not... I'm not one of those salespeople. So I'm not sure if my personality fits."

Here's what is exciting to the world, is when the super conservative among you just gets a little edge in your voice and say, "You know what? I think I found something." The whole world goes, "What did you just say, David?"

"Did you just say you were excited?"

"What in the world?" Versus the person that's always jumping up and down, "Oh, oh, oh, oh! I'm jumping up and down! I'm in mortgages, whoohoo! I'm in real estate, whoohoo! I lost everything, whoohoo!"

You know what I mean? Those people versus... I'm telling you, some of you might not – don't – might not think you have the personality.

If you just with a little bit more urgency at wherever you're at, go to people, be yourself, but be an excited and enthusiastic self. You're going to get big attraction from that. And still for the people who, you know...

He's still going to be only using his words to make an introduction, pointing, reading, introducing, telling stories. It's not about him, it's not about his credibility, it's not about

how much he's making. It's not about any of those things. He's a connector between two parties. He's a broker between two parties that are going to do business together.

Third. enthusiasm is critical while being yourself.

Fourth. urgency is everything. "We need to do this now. We can't wait till next week." "Is it possible we can do this in the next 24 hours?" "Is it possible we can get this done and we can get together for coffee?"

"Is it possible for us to be able to have the Skype calls?" "Can we... what can... how quickly can we do this?" Urgency needs to be dripping out of your language. Urgency.

Number five is your posture.

So these are basic rules in helping somebody to understand. Emotionally detached, be yourself, raw enthusiasm, urgency is everything, and a solid posture that we talked about earlier. Got that?

I want you all to understand that this is a process. Talking to people, prospecting is a process, not an event. Too many people think, "Well, if I can just get them to watch this, then they should be ready to sign up."

Okay, think back to the movie The Matrix. I've never broken it down, but what was the process for him finally to take the pill, the "blue pill, red pill" thing? Step number one, he got the message on the computer. Step number two, the girl showed up with the white rabbit on her shoulder.

Step number three, met the other girl at the bar. Whispered in his ear and said, "You know, hey, you're, you're, it's different than you think." Step number four, he's at his office. He gets a phone call. Step number five... I mean, what if – how many was it? Six, seven, eight steps before he said, "Okay, I'm ready to be open to this," faced with obvious drama?

So don't expect the process of somebody going from learned helplessness to complete independence to happen in one DVD unless you caught them at high, high, high, high noon. They're like, "I was praying, 'God, please let something – let the phone ring in four minutes and 52 seconds,' and the phone rang."

"And it was you, so I'm all ears. Let's do it."

You know? Unless they're at high, high, high noon, it's going to be a process. It's going to take, on average, between four and six exposures for a person to decide to join your business. Between four and six. That's a reasonable average.

You might talk to them on the phone, then you might give them a DVD. Then they try your product, and then they get on a three-way call with somebody else, then they come to an event, and then they go to the Web site. Or they go to the Web site and then they do this and, I mean, whatever the mix is.

There's no perfect formula of how it all happens, but if you accept the fact that it's four to six when you talk to somebody, it's not all or nothing: it's four to six. You're going to do the one. The goal is to do what? Get to the next one.

The only goal for any exposure is to schedule the next exposure before the first one's done. Write that down. The only purpose for any exposure with a prospect is to schedule the next exposure before the first exposure is complete.

Do you understand what I'm saying? So for example, is... I – let's say I'm talking to David and I say, "David, there's something I want to share with you and it's all in this magazine." I guide him to the magazine and we go through it over coffee or something.

He says, "Well, tell me about the products," and I say, "Well, look. I have some of the products. How about I give you the product or service and you sample it? Or if you're in a company that has sampling..."

"And understand, don't let the jargon get too far in the way here. But if you did have a product that you could sample, you could try, and you could look at, how about we talk tomorrow and I can see what you're thinking about it after the course of the next 24 hours?"

So I've scheduled the next connection. I gave the assignment, I scheduled the next connection that we talk tomorrow and I say... You know, he says, "Well, I'm not quite sure with my background if this is for me." I say, "You know what? That's a good question. I've got a friend of mine that has a similar background than yours.

"What if I connected you guys, because he kind of got over that hump? You know, do you have a second? Hold on, I put [Paco] on the phone and I connect you guys. You guys have similar backgrounds. What do you think? What do you think? You know, here is his question and how would you answer that question?" We finished that, right?

Then he says, "Well, you know what? I got to, you know, I got to talk to my spouse." "Well, what are you going to use to talk to your spouse?" "Well, I'm going to use the DVD or I'm going to, you know, do what you showed me."

"Okay, fine. Why don't you show... When do you think your spouse could see the DVD? Or we're going to do it tonight or whatever." I schedule the next time that I'm going to

talk to him after they've seen the DVD and I'm back in touch then. And then I say after that,

"You know what? There's an event coming up next Tuesday. It's going to be here in your local town. Why don't the two of you come? I'd like to introduce you around to some of the people. They'll be able to answer some questions. You can see some different things and kind of experience what this is all about.

"And then we got a group conference call. It's really only for people that are already involved in the business, but I think I could get you in and you could listen to what the successful people are doing. That's tomorrow night. And I..."

You see what I'm saying? Next one to next one to next one to next one. The more you can compress it, the better your recruiting will be. If you can put four, five, or six of them in a two or three-day period, they'll come in.

If you spread those six out over six weeks, they have a chance for their life to distract them again and they fall back into the rut and then you have to start the process over to get them to open their eyes again.

So don't let it take too long: the more you can compress it, the better. Closer together, the better – four to six. On the scale of influence, we're going to be talking about direct approaches and indirect approaches when it comes to talking to people.

On a scale of influence – and here's what I mean by a scale of influence – if there's somebody who's a ten on the scale of influence, they're very influential. If there's somebody who's a one on the scale of influence...

Let's say that you're at a six. You're going to have some people that, on your list, that are a one through five, and you're going to have some people on the list that are six through ten.

You can use a direct approach on the one-through-fives – people who look up to you – and you want to use an indirect approach on the six-through-tens, people you look up to or people that are on the peer level with you.

I'll give you some examples of direct and indirect. If there's somebody that looks up to me, I can call them and say, "Look, I've got something I want you to look at. Clear some time in your schedule and please do that, okay?" They'll say, "What is it?" and I'll say,

"I'll – you'll see it when it gets there. It's a DVD. It's 15 minutes long, or it's a CD or it's a Web site. I want you to look through the whole link. I'm going to know if you did or you didn't." It's assignment-oriented.

There's, you know, really good friends you could say, "Come over." "Why?" "You'll see when you get here." There's some friends you can do that with.

Direct approach with some. Indirect approach for most, which is like I did with Ken. Compliment. Ask him for his help. Compliment. Ask him for his wisdom, his input, his guidance, his direction, his experience.

People drive across town. You know how many times people get a compliment? A real one? And be genuine. Don't go around throwing around stuff that's not real. Be genuine in your compliments; find something. "You know, I've always liked your... shoes. Yeah, your shoes are really nice."

Or whatever it is, find something. You know, "You always handle diversity really well," or, "You're this incredible free spirit. You look at things different than other people do," or whatever it happens to be, something that you admire about them.

Then find a way to be able to ask them for guidance, direction, you know, wisdom, et cetera. "Take a look at this. Let me know what you think." Okay?

The super indirect approach is this. "Who do you know that might have an interest in this? Because I don't think it's for you. I know you know a lot of people. Would you do me a favor? Would you look at this, because I'm sure you know people that would excel at what it is that I'm doing?"

"I know it's not you. I get it. You're successful, you're busy, you're a big shot, you own the world. Got it. But you could help some of the little people that don't have the success that you have by connecting them to something that's better than what they have at the moment."

That's the super indirect approach. "Who do you know in this area that's looking to be able to make a lot of money and wants to make some noise? Maybe used to make a lot of money before and isn't making it anymore and wants to – you know, needs to have a vehicle in order to make it happen?"

"Because I'm looking for some people in this area of that description." Then just sit back. It's not going to take long before they say, "Well, let's have a little bit more of a conversation about this." Okay? Direct, indirect, super indirect.

Now, I'm going to give you the ultimate weapon when it comes to talking to people. It's a two-step process. If you get this – we could practice this all day – but if you get this, your results will go through the roof. If you can train this in your organization, your group is going to be sponsoring ninjas.

Or be amazing.

Ready? Step one: sincere compliment.

Step two: "If I, would you? If I (blank) would you (blank)?" There's nothing better than this in my 20 plus years in the profession. If you just get solid on this, you're going to be fine so long as you're using third party. If you're using first party, "If I, you know, would you?" is not going to get you there no matter how good you are.

So sincere compliment. I go to Ron – Ron, I've always respected la, la, la, la, la about you. I appreciate you very much in my life. I've run into something. I think it's powerful, but I'm curious as to what you would make of it.

If I gave you a DVD – it's about 15 minutes long, has all the information on it, could explain it better than I could – if I gave you that, would you watch it?

Audience: I probably would, yeah.

Eric Worre: Now, I'm going to give you four questions in this "If I, would you?" and you need to follow all four exactly. Compliment, then "If I, would you?" So I go to...

Audience: Tenaya.

Eric Worre: Tenaya? So if I go to Tenaya – Tenaya, if I gave you this magazine – has a CD in it – would you listen to the CD?

Audience: Yes, I would.

Eric Worre: Okay. If I invited you to an invitation-only special event that's going to happen next Tuesday, would you attend? If I gave you the number for a private international conference call where they're going to talk about some of the secrets of this business, would you dial in? If I gave you the product or service, would you try it?

See what I'm saying? If I gave you a CD, would you pop in your car and listen to it? If I gave you a DVD, would you watch it? If I introduced you to somebody, you know, would you be okay with that? If I put you – if I got, could get somebody on a three-way phone call, would you be willing to have a conversation with them? If I introduced you to somebody else... See where I'm going with it?

Now, practical application. "If I, would you?" is number one. Number two, Ron – when I asked, "Ron, all the information's on this DVD. Would you take a look at it?" what was your response?

Audience: Probably.

Eric Worre: He probably would. Now I'm not going to go to question number two until I get a definitive "Yes" or "No" on number one. Was "I probably would" a definitive "Yes"?

Audience: No.

Eric Worre: So I'm not going to move forward. As a professional, this is my boundary. Okay? So I'm going to say to Ron, I say, "Ron, look. I don't want to waste your time and I don't want to waste mine. It really doesn't matter to me that you look at it or you don't.

"I think it's something that would have value and I think that's something that you could help me with, but just to save us both the time, you can go ahead and say "No" if you want to say "No." If I gave it to you, 15 minutes long, do you think you'd watch it?"

Audience: Yeah, I'll watch it.

Eric Worre: "Yeah, I'll watch it." Fantastic.

Question number two. When do you think you could see it for sure?

Audience: Oh, probably in the next two days.

Eric Worre: Next two days?

Audience: Uh-huh.

Eric Worre: Fabulous. Today's Monday, so next two days would be – so by the end of the day, Wednesday?

Audience: Uh-huh.

Eric Worre: Okay. So question number three. So by Thursday morning you'll have seen it for sure, right?

Audience: Yes.

Eric Worre: Okay. Question number four. What's the best number for me to call Thursday morning, and we can just follow up and I can see what you think? And I get his number and I write it down.

Now let me tell you why those four things are thermonuclear in building your business professionally. Did I sell him anything? Did I pressure him on anything? Did I try and convince him to do anything? All I asked is, "If I gave you this, would you look at it?"

He was a little wishy-washy and all I said, "As a professional, I don't want to waste your time, I don't want waste mine. Let's not waste each other's time." He said, "Okay, yeah, I will." "When can you do it for sure?" "In the next two days." "Okay, so that's Wednesday night, so if I called you Thursday morning, you've done it for sure, right?"

"Yes." "Okay, what's the best number for me to call? Okay, I'll call you around ten o'clock. Does that work?" Alright, and I'm done. I'm done with the conversation. I'm moving on and I talk about anything else. If you ask questions, I'm saying, "Well, it's all on the DVD. You'll see it in a second. We'll talk on Thursday." "Well, can you tell me a little bit more?"

"We'd probably waste our time by doing it. This'll be the most efficient. I'll talk to you Thursday. And if you happen to watch it prior to that, just give me a buzz and we can talk earlier, but we got an appointment for Thursday. Fair enough?" "All around." "I appreciate it."

Audience: Hey, nice to meet you.

Eric Worre: "Yeah, nice to see you. Got to go." Boom, I'm done.

Now, here's what happened. I asked him, "If I gave this to you," implying that I might not. And I'm dead serious! My posture's like this. "If I gave this to you, would you watch it?"

You know what? Most people's posture, "Please watch my DVD, please watch my DVD. Please, it's really good! Look at the DVD, look at the colors, it's really cute!"

Audience: I promise.

Eric Worre: "If I give this to you, would you watch it?" Implying it has value. He says "Yes" the first time. "When do you think you can watch it for sure?" "In the next two hours or next two days."

Now it's become serious. If I just did question number one, "If I give this to you, would you watch it?" if I give it to him, the odds of him watching it are like five percent, even though he said he would. But if I...

Did you notice the feeling changing in you as I was asking the other questions? It was kind of this, "Yes. Yes." It wasn't the real "Yes." Then he said, "Okay, in the next two

days." I say, "Alright, so if I call you Thursday morning, you'll have seen it for sure, right?" "Yes," he said twice, if you look at it.

"What's the best number for me to call?" He gives me the number, we set the time, and now that he has this thing in his hand, it's like it's ticking. Tick, tick, tick, tick, tick, tick, tick, tick. "He's calling on Thursday, he's calling on Thursday, he's calling on Thursday. I said it." This is a nuclear weapon for you if you pay attention.

Now I want to give you some examples, some different examples of this. If I go talk to Hannah again and I say, "Hannah I got something that's really amazing. I want you to check it out, whatever it is. If I gave it to you, would you look at it or would you experience it, whatever it was?" She says, "Yeah!"

"When do you think you could do it for sure?" She goes, "You know, I'm really busy. I got a million things going on. We got on. I'm just going out of town. I'm doing this. I'm doing that. I don't think I can do it for three weeks."

I don't care. "So let me get this straight. If I call you in three weeks and one day, you'll have seen it for sure, right?" "Yep." "Fantastic. What's the best number for me to call?" Do, do, do, do! And I'm good! I put in my planner and I'm done! I don't try to convince her to do it at a different time frame than she's ready to do it.

Most people are going put it in short time frames. If somebody says, "I can't see it until January 1st of 2011."

"No problem! So if I call you on 2012 – or January 2nd of 2011, you'll have seen it for sure, right? Alright, fantastic! You're on the calendar. What's the best number to call? I hope that cell number stays good."

And that's it! Then from that appointment, as soon as I'm done at that ten o'clock Thursday when I call Ron back, what's my job?

Audience: Set up the next exposure.

Eric Worre: Set up the next exposure, whatever it is, whatever question he's got at the next exposure. At that one, what's the next job? Set up the next exposure, and you...

The chain is broken and your business falls if you don't set up the next exposure during the existing one. That's when it all falls apart. That's when it gets open-ended, that's when you're chasing people, that's when it doesn't work. You know, see what I'm saying?

Audience: Yep.

Eric Worre: Okay. So, sincere compliment, "If I, would you?" "When do you think you could see it for sure?" "So if I call you after that you'll have seen it for sure right?" "And what's the best number and time for me to call?" "Okay, I got to go."

It's so important that you leave and you get away from that interaction with urgency. That's the least piece. Leave it with urgency. "I got to go. Things are really blowing up. I got to go. I'm getting a million phone calls. I got to go."

"This is so exciting. I got to go. I've never been so busy in my life, but I'm excited to be busy. See you later. I got to go. There's more people, the people calling in on my line right now. I got to go." Leave it with, "So thanks for checking it out and I'll see you Thursday and appreciate you looking at it along and so how's the family?"

"And so what else did you do? Did you see 'Lost' last night and...? Really confusing."

Talking shop, "How are the kids?" if you have the time for that. Call back another time, talk about the kids, and if you want to talk about the business, say, "You know, well yeah, we're going to talk on Thursday but if, you know, if you already looked at it, we can talk then. If you haven't looked at it, let's just do that on Thursday."

Professional versus amateur versus poser. Poser says, "Join my business. Be part of my dream." Amateur says, "Please, please, look at this stuff. I have to have a down-line of some sort. Please." Professional builds this process.

Does this lower your blood pressure a little bit? And just say... You know, look. If you went through your list of 500 people as you're developing and growing it and growing it, if you went through this list of 500 people, you did what I just did. Would that create damage to your relationships?

Audience: No.

Eric Worre: No! They're going to say "No" to the tool, they're not going to say "No" to you!

So, you know, you go to Morgan and, "I just go down the line. Boom, boom, boom. Set it up on my calendar, I set you up in my calendar, you're in my calendar." I just set it up to a tool. "Okay, next is next. Next, next, next, next."

I do that and tell I got a huge group of people in my calendar and I just, at ten o'clock, I call somebody. At ten fifteen I call somebody. At ten thirty I call somebody, alright? My calendar's pretty full!

Then you got your next exposures, then you got your follow-up, then you got your emotional stuff, and your personal...

Now, if you get questions, how do you answer questions? If you do this right, you're not going to get very many.

If I did this with Ken or Ron, like I just showed you, there really isn't a window for questions. When it's first-party you're going to get bombarded with questions. When it's this process, there's not really a window because I'm guiding them to the thing that's going to answer the question.

"Well, gee, can you tell me more about it?" I say, "Look, it's really going to be much easier, much simpler for both of us, save us both a lot of time. The DVD's 15 minutes, the audio's 12 minutes, the, you know, the Web site tour is seven minutes long, the..."

You know what I mean? "Whatever it is, it's going to give you the stuff better than I can. So why don't we just do that and then let's just chat right after that?"

So I have four concepts that I use for questions and these four concepts have lasted for 20 years.

First one is, if it's a visual tool you're giving them, you're going to say, "You know, look. I'd love to give the information over the phone, but it's 90% visual. Ninety percent visual. The cycle puzzle – you got to see the whole thing put together. It doesn't make sense for me to drop in my little highlights of it. You got to see the whole presentation together for it to make sense."

So "90% visual" is one, "like a puzzle" is another one. "If I could I would. It would save us both a lot of time, but I can't be as effective as this tool can be or this event can be or this call can be or this piece of material can be or this Web site can be. It can, it just does a better job than I can.

"So let's save each other some time and make sure you really understand what it is that I do and, you know, we can cross both of those things off."

The fourth one is, I wouldn't ask if it wasn't important. If it wasn't important I wouldn't ask you. But it's important. That said, I mean, it's just real simple.

I go to James. I say, "James, if I give you this, would you look at it?" He says "Yes" or he says "No." Guess what if he says "No"? "Nah, I don't think so." Alright, cool! I don't give it to him. I really don't. This is me being professional now. "So great! Have a good day! I'll keep in touch!"

Huh?

Audience: What was three?

Eric Worre: What was three?

First one was "90% visual," second one was "like a puzzle," third one was "If I could, I would. It would save us both a lot of time," fourth one was, I wouldn't ask if it wasn't important. So that's why, "If I gave you this, would you look at it? Would you view it? Would you experience it? Would you click on it? Would you try it?" Whatever. Got it?

Audience: Got it.

Eric Worre: I'm telling you, listen to me. That – this last 15 minutes – can change your prospecting universe.

But you know what I need you to do? I need you to practice this on each other, I need you to practice this on your dog, I need you to practice this in the mirror, because you know what? You're going to go do it the first time and you're just going to go, "Bleuh."

What are we going to say? Good experiences, no good? No good, no bad experiences, only learning experiences?

What you're going to go is, "Okay. I got to remember: sincere compliment, 'If I, would you?' 'So you'll have seen it by x, right?' 'So if I call you after that you'll have seen it?' 'Okay, what's the best number an time for me to call?'" and leave it there.

You know what? It's okay the first ten times that you're going to just spill over and tell them a little bit about your product or spill over and tell them a little bit about more stuff. It's not going to help you but I want to give you permission to go ahead and make some mistakes so you don't feel bad when you do.

Practice on each other, practice on somebody in your down-line, practice on your dog, practice in the mirror. Do it over and over and over. Write it down 20 times until you got it in your blood.

It's second nature to me. It could be second nature to you, and if you build this culture – this repeating pattern – into your organization, oh, my goodness. The numbers that will come will blow your mind.

So find the resources that you want to guide people to and make that happen.

So, talking to people.

The thing I will end with in this session is just to tell you there are introverted people and extroverted people.

My definition of introverted and extroverted is: extroverted people, when they get in a crowd like this, they gain energy. Their batteries fill up, zzhoooo! Other people, when they get into a crowd, they lose energy. No matter if they're excited or not, zzhooo.

I'm an introverted person. I know that doesn't appear so, right? But my batteries, when you're done, will be gone. At the end of today I'm going to sleep for a couple days, because that's just an...

Those of you who are introverted in this room know what I'm talking about. When you expend a lot of energy with other people, it's going to drain your energy. There's nothing right or wrong or nothing to fix with that. It's just the way we're built.

I'll tell you, talking to people and having them go from being blind to see is still not my favorite part of the business. The part that I love is when they're in the group and helping and coaching and training and the relationships and all that stuff. I love that. I do this so I can get to the part that I love, which is building a team around the world.

So I will tell you some things you don't have to love in order to be able to do. I understand I got to do this in order to be able to get to the part that I love.

There are times when I get on airplanes when I would rather read my book, you know, watch my – work on my computer, or whatever. I hide from that person next to me. But then there are times when I could rescue that person and help them out of a bad situation and into a good one.

I'm saying this for all the introverts in the room that think, "Oh gosh, talking to people is work for me. Meeting new people is work for me. Some of you are naturals at it. That's not me."

For you people, I will tell you it needs to become a muscle for you. It needs to become a discipline for you. Like I said earlier, if your reasons are strong enough, you'll figure out how to develop the muscle here so what used to be hard becomes easy. Okay?

So that's the session. Next session is how to get your brand-new people started right. We'll be back in just a few.

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Eric Worre:

Alright! Now, in this session, what we're going to do is we're going to talk about, very briefly, I'm going to talk about presentation. I'm not going to talk in detail about that. That's its own workshop, how to present.

In this session we're going to be talking about presenting in the form of how we are going to be using third party tools, events, etc in order to be able to get a presentation to happen properly, utilizing those third party tools.

At the future at some point, I will do a class on how to present, how to become a world class presenter in your own skill and your own personality, etc. I'm still learning how to do that myself, but how to communicate with people – how to connect with people, how to transfer belief to people, how to structure something in a way that makes sense.

My short course on that is what I did is I copied the best people I knew, word for word. I audiotaped them and then I transcribed their words, word for word. Their stories, their everything, and then I just did exactly what they did.

First, I recorded myself into a recording device, an audiocassette boombox at the time. Can't find those anymore, even play my own audiocassettes.

I miss my audiocassettes. Does anybody else miss audiocassettes? I miss my audiocassettes. The CDs just aren't the same. I know they're better quality, but they don't stop where you stop, they have to start over, all this stuff.

Anyway. I'm old, I'm old, I'm old. It's sad, it's so sad. The amount of technology you can go through in one life is amazing.

But I recorded my own voice doing the presentation into a boombox and I listened to it and I was just scared to death. "Oh my gosh, that's how I sound? It's terrible!" And then I recorded myself again and again and again until it sounded okay.

I found out I had to put lots more energy in than I thought, just to sound what I thought would be normal. I had to smile when I was talking for it to sound okay on audio. Really! And then you know what I did? I wore it out in my car.

I listened to it over and over until I could do it in my sleep. "Tell us about the products." Got it. "Tell us about the compensation plan." Got it. "Tell us about the timing?" Got it. "Tell us about the sport?" Got it. "Tell us about the company?" Got it. "Where do you want me to start? Which sentence?" I got it, man.

It was a little one-man play. I had it down, my monologue. I had it down. That's what I did. I repeated the same jokes and the same pauses and the same everything. Then I slowly scrubbed out other people's personality and I added my own. Slowly it became me over time. That is how I did it.

Other people say, "Be yourself." I said, "I don't know how to be myself. I don't what 'myself' is! What do you mean, 'be yourself'? Be yourself? Well, myself is not attracting anybody."

"The other self is attracting everybody, the other person. So I want to be that person right now and I'll add my personality later."

So truly, that's what I did. It was just like, "Okay, I'm going to be that guy. I'm going to do that presentation. I'm going to pause and do the jokes and if the people look at me funny, well, all of them will look at me funny but the prospects won't because they won't know the difference and I'll get the results."

Then slowly I developed a style of my own and a signature of my own and my kind of laid back style is different than other peoples style and anyway, I found my way. Found a way to joke around, you know, without planning it, just playing with you guys, which is fun.

So presentation. All I will tell you with presentation is, until you're a high-ranking person, you need to be focused using third-party as much as you possibly can. If you're going to do a little in-home meeting, use a third party tool.

If you're going to do a little one-on-one or two-on-one or whatever, and you're presenting, you're job is not to give facts. It's to bring in enthusiasm, to be that ambassador, to be smiling and excited. You don't need to be the expert at everything.

Third party, third party, third party. Does that make sense? So, in any presentation I'm going to council you against you being the fact-giver, no matter how much that's in your culture at the moment. Focus on third party. It's the only thing that will set you free if you want to get the big money.

If you want to get the little money, hey first party, your brains out. Knock yourself out. That's a choice people like to make, it's okay. I mean, direct sales. Sometimes direct sales can be a personality-driven thing. The smartest direct salespeople learn to do direct sales of a product or service with third party tools, and then the next person can see how they can do it themselves and down the road.

So next thing. Opening people.

We don't really "close" people, we open people to a new way of thinking. We open to wake people to a new way of life. Closing is just the opposite. Car salespeople close somebody. We open a relationship with somebody.

But what I see amateurs do too much is they're way too passive at the point when the person who's looking at your business, you know what they want at the end of the exposure? Guidance, direction. "What's next?"

You know what they don't want? "What did you think?" "I think he was... whatever, okay. I think he was great, I think he was... I think I'm confused."

They're not looking for open-ended question asking you to do some critical thinking, they're asking for, they're looking for an assignment. They're looking for a way to quickly and easily and comfortably get yourself to the place where they can guide themselves toward a decision "Yes" or "No" or "Not Yet." That's it.

Those are your three results at the end. "Yes," "No" or "Not Yet." One of my favorites at the end of a presentation is to say, "Did it make sense to you? Did it make sense?" "Yes, it made sense." "Anything else you need to know before we get started?" "Well, I'd like to try this, but da da da da," whatever.

That's one basic approach was just, "Did it make sense? You ready to go? Alright! The next step is... here's the application. Here's what we would do with this and let me explain what the process would look like.

"And let me explain how you would get trained as we get started and let me explain this whole process and how it would work. Let me explain that to you."

Explain it to them and let them know the next step would be to get together in the next 24 hours, "...So we could go through a little bit of a game plan and we can explain how exactly we're going to do this."

You got to go with the exact culture of whatever you have in your organization, how you promote whatever the getting-started process is, the fast-start training process is, the whatever. Everybody's got a little bit of a different process.

But the point is, "The next step is this.," "The next most important thing we need to do is this, we have to..." "The next thing we need to do is this. Regardless, we need to make sure that you're using the products, so here's what we would do to do that. You do want to do use the product, yeah? Okay, here's how we would do that."

See what I'm saying? Assignment driven. The next thing we need to do is this: guidance, direction, help. When I'm in... I will tell you for me...

Sorry on the audio guy. I got to undo this tie a little bit. If I can, without messing up the microphone.

That still work? I'm okay? Okay.

For me, I will tell you I'm not a big guy. "I'm going to recruit one a month. I'm going to recruit one a month. I'm going to recruit one a month. I'm going to recruit one a month." That's not my thing. You might as well just shoot me in the head, I am not interested in that as a mindset. This is just me, my personality talking.

I recruit in bunches. I get in recruiting mode, I recruit in month bunches. I go and do a major blast type of a posture – I'll talk about that in a second – and then after I'll recruit ten or 20 in a 90 day period of time and just get a lot of energy. Pump, pump, pump, pump, pump, pump, pump, pump. Then I'll support that group.

And then I'll gear up again. "Okay, we're in recruiting mode. Bang, bang, bang, bang, bang, bang." Because I think a little different, when you're in... it's a different mindset. You know what I'm saying? Some of you know what I'm saying.

But when I'm in recruiting mode, I use a four-question process at the end of the presentation. Some of you will know this, been to some of the classes I've done before.

Question number one. "Based upon what you saw, about how much time or how much money would you need to earn per month in order to be able to make this worth your time?" Get the answer to that.

"Based upon what you've just viewed, realistically about how much money would you need to earn per month in order to make this worth your time?" I get the answer. Two thousand dollars.

"Fantastic! About how many hours a week would you be willing to commit in order to be able to develop that \$2,000 a month income?"

Audience: Repeat that please?

Eric Worre: "About how many hours a week would you be willing to commit in order to develop that type of an income?" Short hand is, "How much do you need to earn per month or how much per month?" Second one is hours per week.

Third question, and then let's say they say ten hours. "I'll work ten hours a week for that \$2,000 a month." "Great! How many months would you be willing to work the ten hours a week, in order to be able to develop that income?" "I'd give you six months." "Fantastic!

"So, if I can show you," number four, "If I can show you how to develop \$2,000 monthly income working about ten hours a week over the course of the next six months, and you can develop an income like that, would you be ready to get going? If I could give you what you want, in my model, would you be ready to get going?"

And then you just got to be able to sketch out in the compensation plan how they would do that in the hours that you have in the system that you have and the process that you have. If you can't, if it's too much, then you need to be honest with them.

They say, "I want to earn \$50,000 a month and I want to work 12 hours a week and I'll give you three months." You got to say, "Well look. You got to change one of the numbers. You want to make \$50,000 a month, if you're willing to work a hundred hours a week for 50 months, maybe we could talk about it.

"But you can't just, you know, where else are you going to get this? Are we competing against somebody else that's offering you the same \$50,000 with 12 hours a week over the course of the next 90 days? I mean, come on! Let's adjust here a little bit. Here's what I could show you how to do, and here's what I could show you how not to do."

What this does is it allows the other person the opportunity to set their own, what their own wishes are, because you know what? You might talk to somebody and they're very successful. You're thinking that they're going to want what they're making now in a part time business.

So let's say that you think they're making \$20,000 a month, so you're talking \$20,000 a month, \$20,000 from \$20,000, \$20,000, \$20,000. That's what you're planting because that's what you think. But really what they want is to pay for their kid's college and that's \$2,000 a month. That's really what they want.

Because they got their businesses, everything else that they're taking care of and they're only looking for \$2,000. So let them tell you what they're looking for, then set the hours and then set the months and then just say, "If I could show you how to do that, you're ready to go?" "Yeah," or "No," or "Not now."

If it's yes, then you get them going. Fill out the application, get them going, and schedule the next exposure. If it's "Not now," schedule the next exposure. Get that next one to happen.

"You know, what would help you make a decision?" "Well, I want to try the products."
"What would help you make a decision?" "I got to talk to my spouse." "Well, what would help you make a decision?" "Well, I need to look at this stuff." Do you see what I'm saying?

I do want to go back and talk about one really important thing, really quickly, before I go farther and talk about how to get a person started right.

Nope, I'm going to do it in this section. Never mind. I'll do it in the Getting Started Right section itself.

In the prospecting piece, a big part of it is how do you do this, how do you manage your time, how do you figure it all out. I'm going to teach you in this section how to get a new person started right, the key to getting them some quick success. And that's the first thing I want to give you.

First concept in getting a person started right. So we talked about presenting, we talked about opening up a person, helping them. It's exposure to exposure. Don't worry about closing. Don't worry about help guiding a person, council a person, be a friend through the process.

Help them with the next step and then they'll get involved. Just as long as you put those exposures close enough together, they'll go ahead and make the decision. Don't make them have to ask you. Some of you had to ask the person that signed you up. "So, how do I do this? I'm ready to go." Right?

Anybody in this room had to do that, had to guide your sponsor? Alright, some of you. Not a lot. But some of you.

Help them and guide them through the process. Now, once they've made the decision, once Ron joins, "Congratulations Ron!" Is it over, is it just done? "He just joined now, so I'm sure he's going to be a success!"

Not even close. He is so fragile, he is so fragile, he is so filled with fear and buyers' remorse and, "Did I do the right thing?" and "Oh my gosh, what did I do?"

And on his way home, even though we told him not to, he called his best friend and spilled his guts to his best friend, and his best friend said, "What? You did what? Oh my God!" His best friend's still laughing.

He hangs up the phone, he's still hearing his best friend laughing in his ears. He's getting home, talks to his spouse. His spouse says, "Please, again? Please! You're on your own this time, buddy."

By the time you call him, you wonder why he sounds a little distant. He's been messed up. His brain's been scrambled, right? So what did we talk about earlier with you getting started? The biggest thing I've got to do with Ron is what? Set expectations. Set his expectations.

"Ron, people are going to look at you funny. Ron, 95% of people are going the other way. Ron, this is a one, three, five, seven year plan, it's not overnight. Most of the people know you best are going to be the ones that question you most.

"It's okay, it's all part of the process. You will get through this together, and we're going to develop you a nice business that's going to grow around the world and provide your freedom. Remember why we're doing this, Ron. Freedom, freedom, freedom, freedom from this machine that's broken.

"If not this, where are we going to go? Back to a job? Which is the new riskiest place in the world to be? Going to start another business that's going to cost more than this and we have to do things we don't know how to do? Go into sales? Stay in a coma, hope for things to change?

"Put your head in the sand and say, 'Gosh, I hope the economy turns around. I hope the bailout shows up at my door.'"

Anybody here get any bailout money?

Audience: No.

Eric Worre: Wow, how'd that happen? Guess what, guys? It ain't coming.

We're the bailout. We're our own bailout. We're our own Santa Claus. We're there to take care of our families and let everybody else panic later. We'll panic now and get out of that machine that's broken. We won't walk away, but we will slide away with smiles on our faces.

Now, if I've given up those expectations to Ron, now going home's not a problem. When his friends laugh and, "You see, you know what? I heard, I heard about you! I heard there's going to be someone who's going to laugh that I didn't expect was going to laugh. I didn't think it'd be you!"

When your spouse says, "What?" You just say, "You know what honey? I love you so much, I understand the fact that maybe, you know, I haven't followed through on other things in my life. But I made a different decision now and I want better for you, and I want better for our family. And we're going to do it together, and I want you to understand fully what I do and why I'm doing it."

"So let's take a look. It's not a deal, and it's not a project, and it's not a scheme, it's going to be a profession for me starting today, and I'm starting without a lot of skill. You know what, I could use all the support I can get because it's already an emotional decision for me."

"But I've realized I can't stay where I've been and be the man that you need me to be. Can't do it. So are you with me? Let's go take a look at this. I want you to understand it. Honey, if I pop in a DVD, will you watch it with me?"

Isn't that better than saying, "Hey, I signed up for something. Deal with it." See what I'm saying? I'm talking about real stuff here. I'm not talking about, you know, some chain letter. You know what I mean? I'm talking about real stuff."

So getting started. The first thing is expectations. The first thing. You have to prepare them for what they're about to go and get themselves into. Let them know it's okay and it's natural. "They're all stuck in the matrix, you're not. You're the first one to look at the world differently. It's going to take a little bit."

Second concept. Small victories. Small victories, fast.

There's a timer connected to Ron as soon as he joins. It's got about seven days and if something doesn't occur in the first seven days, it's over. Something positive. His spouse says, "You know what, I'm with you." Small victory.

One person and goes and he shares the product with some people, he gets one customer that says, "Yeah, alright." Small victory. He goes to a meeting and he meets someone, and they... he hears their story. Just the fact that he's at the meeting, small victory.

Know what I mean? You understand what I'm saying? It's not about building a huge group in the first seven days, it's little victories. It's little achievements, it's little milestones, it's he proclaims himself to the world. Huge victory. Right?

He uses the product to re-service himself and goes, "Wow! This is amazing!" Victory. Your job as a sponsor is to help foster the small victories as quickly as you can, and you don't have time. Expectations and small victories.

This is the biggest concept I can give you, the one I'm about to give you, when it comes to getting people's started. It's called Over The Line. Over the line.

Here's what I mean by this. Everyone in here has a line where on this side of the line, it's easier to quit and just walk away. Chalk it up as another mistake, lost a few dollars, move forward.

But when they get on this side of the line, it's harder to quit. Emotionally, it's harder to quit than it is to stay. It's easier to stay, emotionally. Over the line. Such a critical concept.

Your job is to help. My job is to help Ron get over the line and get to a place where it's harder for him to quit than to stay. Now when he starts, which side of the line is he on? The easier to quit. He can still cancel on the credit card.

There are all kinds of outs, but what are some – pardon me – what are some of the things that would help a person get over the line in the positive sense? Give me some examples?

Audience: Sponsoring somebody.

Eric Worre: Sponsoring someone?

Audience: Live event.

Eric Worre: An event would help them get over the line?

Audience: A product experience.

Eric Worre: A product experience would help them get over the line? Friendship?

Audience: A proclamation.

Eric Worre: Yeah. A proclamation. If he proclaims himself to the world. "I'm doing this or I'm going to die trying. They're going to find me waving from the top or dead on the side of the road, I'm not coming back."

Audience: Bit of an income.

Eric Worre: Income, money.

Audience: Recognition.

Eric Worre: Recognition.

Audience: Personal growth.

Eric Worre: Personal growth. Rank advancement – move up in the ranks? They become known? They become known in the area, is that person who's done something or knows everybody.

Those are some examples, yeah? But can you think about this and I will tell you, this line never goes away. You can get somebody to rank advance and they can still find their way to the other side of that line.

You can get somebody to get a check and they could still be able to find their way to the other side of the line. You can get somebody who gets their feelings hurt, making \$100,000 a year and they could find their way to the other side of the line.

So understand, it's the relationships and it's our job to help them. So Ron, come here for a moment.

Imagine if the line is in the middle of this room, and my job is to make sure that this line, he stays on that side of the line. So he just starts getting depressed, he starts getting discouraged, he starts to slide. My job is to pay attention and, "No," to say "No, no, no, no.

"Let me remind you again why we're doing this and why we're doing that and here's some stuff and you know, look! No, no, we can do this! We can make this happen!"

You know what, the very beginning, I'm going to have to be like this for awhile. I'm going to have to lean up against Ron, right on that line, and be his friend and remind him why he's doing this in the first place. Then eventually, after he gets a little bit of success, he's got a little bit of a group, he's focused.

Once he get's a down-line, then what? Now he's got responsibilities. He's got a family to take care of. Right? So now I can just, every once in awhile, just touch, encourage, move him a little bit farther, and then I could go do other things. I come back, I can touch, go do other things.

Then pretty soon, after six months, I can just touch, do other things. Touch, do other things. He's good, but I will tell you, no matter how high the leader is, if I don't touch every once in awhile, he's coming this way. No matter how much money they're making. Really.

One hundred thousand dollars a year, you think that protects somebody from getting over the line? Nope. You don't know who's whispering in their ear, you don't know what's going on or some competitor is telling lies or whatever. You don't know.

If you don't pay attention as a leader, your job is to get them over the line and keep them over the line.

Thanks, Ron.

Audience: You're welcome.

Eric Worre: Give him a round of applause for helping out, would you?

So is this making sense?

Audience: Yes.

Eric Worre: The concept, the idea, is setting expectations, small victories fast, and then over the line. That's it, that's the focus. That's what we do,

We get them over, we keep them over. Then we move some more over and we keep them over. That's our job, telling people here's why we're doing this, here's why we're doing this, here's why we're doing this, here's why we're doing this. Never assume that someone is 100%.

"Oh, they're sold out. You never have to worry about them. Worry about them." "They don't need recognition. They're not the type. Recognize those people even more." Promise.

Now, when you're starting a brand new person. I'm going to give you an interesting analogy. I think it's accurate.

When you start a brand new person – you sponsor somebody brand new – it's like you've been given a newborn baby, like a little preemie. They're born at seven months. And as your little baby, how independent are they? As a preemie, how at risk are they?

What do they have to do with most preemie babies in order for them to be able to survive? An incubator. What does the incubator do? Keeps them warm? Anything else it does? It protects them? It creates a comfortable environment for them to survive.

That's what we do. Our culture is to create. Create an incubator. Truly, that keeps them warm, keeps them breathing, keeps them alive, keeps them in the game but they're unbelievably fragile.

Personal development is an incubator. It's been said and I think it's true, network marketing is the best incubator for personal growth in all of business worldwide. Creates an environment that fosters life.

So how much care and attention does a newborn baby need? A lot. What if they are a newborn baby that was a chief marketing officer for a Fortune 400 company? Still takes a lot, huh?

What I'm saying is the babies that join your business, regardless of their background, are still babies in our business. If they've had success before, they're still a baby in our business. If they've owned their own business before, they're still a baby in our business and they're still just as fragile. Maybe even more fragile, because they have ego and pride on the line.

So they'll disguise you. They'll say, "You know what? I'm a self-starter. I'm good." I've lost more preemie babies to those that sold me the story that, "I'm a self-starter! I'm good! I got this, no problem! I'm self motivated! Watch my smoke. I'll call you in a week. I'm good."

In a week? They're gone. Where'd they go? "You're a self starter, I thought for sure!"

Somebody said, "Boo." Somebody with a bad cough opened up the incubator and breathed into it.

Audience: Wow.

Eric Worre: Closed it back up. And the baby choked on it. Telling you.

Some of my examples are more elaborate than others, I'm sorry.

Oh my goodness. How much sleep do you get when you have a brand new baby? Not a lot. You're going, "When is this... when are they going to go to the bathroom by themselves? When are they going to feed themselves? Come on!"

Same thing's true with your brand new person. You job? Feed them, change them, do whatever, you know? Keep them going, rattle the little toys in front of them, Loolooloolooloo!

"Here's the new business! Loolooloolooloo! Here's our new product, woohooohoo!" They're like, "Ooh, new product!" For a second, you know? And then they're crying again. "Wah, I'm hungry, wah! Nobody will join my business, wah, wah!" "Here's a new tool! looolooloolooloo!" "Oh!"

Right?

That's our job! It's crazy, but you know, we love our kids! We love our kids, so we'll do it. But it seems weird to do it to somebody who's 45. You know, it's just strange. "What the heck? Okay, lolooloo. If I've got to do it, I'll do." Alright. Seems weird.

Alright, so the baby.

The first 48 hours for your team member, for your associate, for your distributor, whatever you call it in your company, are like the first month of a baby's life. The first 48 hours of their business is like the first month of a baby's life. It's up to you to make sure that they survive. Not about duplication at that point. We'll get to duplication. Now's not the time. "Get out there on your own and go get them. Go make yourself a bowl of cereal, kid. Bathroom's right there, come on." Now's not the time.

First 48 hours are like the first month of a baby's life, lots of nurturing and encouragement and validation. "You made the right choice. We're in the right thing together. Come on, let's go after it, let's make it all happen, right?" That's stage one.

So the first 48 hours is like the first month. Lots of encouragement.

The first month for your team member, your distributor, is like the baby's first five years. What do you do in the child's first five years? You create the environment for whatever it is they're going to do in their life. "Ooh, don't touch that, you're going to hurt yourself. Watch out for that, let's focus on this. Okay, we're using our inside voice." You know? "Play nice." All this stuff.

We're doing the same thing. It's like the first five years of a baby's life is the first month where we're just kind of setting up the environment, the culture. "Here's what we do here. We brush our teeth, you know? We make our bed. We eat and you know, we do... we get potty trained and we do all the stuff."

That's the first five years. It's literally the first month.

Then the first 90 days? These time frames sound a little strange, huh? They're so fast. The little ones grow up so fast.

"They're here and then they're gone!"

First 90 days is like the first ten years. They start to spread a little independence, they start to have a little attitude, talk back every once in awhile, but mostly they're okay. They got it, first 90 days, they're still dependent on mommy and daddy. They got it, right?

Then after six months, they become teenagers. Then they know everything.

Now you're the stupidest sponsor in the history of all sponsors. They don't want to listen to a thing you have to say, they have no respect for you. They're like, "Whatever. I'm not following your system, your system's crap. My friend down the street, their sponsor's good! They give them all the candy they want.

"You won't give me nothing. Vegetable, vegetables, vegetables. Personal development, personal development, personal development. You haven't given me any recruits, those other guys gave me some recruits. Such a mean mom." They get attitude. They think they're so cool.

If you expect it, then it's going to be fine. But if you don't, you're just going to be shocked. "What happened to my cool little baby that I grew up! This is... we hugged and we kissed and we had all these times together and we had popcorn and we watched Barney and we did all these things and now they hate me!"

It's not you. It's not you. It's just part of their development. We just accelerated it inside of our business.

After about a year – one to two years – they move out of their teens. They become adults.

Some of them fall back in love with their parents, and they realize, "Maybe you weren't so stupid. You're doing your best. Alright, I can question some things. The anger goes away."

Some of them still have, you know, longstanding teenage stuff with their parents that they just can't get past. That's part of what we deal with. Don't expect it all to be perfect and don't kill yourself if somebody at some point becomes a teenager and doesn't like you because they're a teenager. It's okay. It's their business.

Now all these time frames are going to change from distributor to distributor, depending on who you're bringing in, just like from kid to kid, it'll change a little bit. You know, sometimes you have the terrible twos and sometimes you don't.

My kids never really had the terrible twos. I never even got the terrible twos happening in my family. For real. Some people did. Maybe we just didn't expect it to happen, I don't know. Sometimes there are the crazy teenagers and sometimes there isn't It kind of depends.

Those of you who have multiple kids, some of you had troubling, challenging teenagers and some of them weren't so much. Some of them were old souls and they could understand what it is that you're doing. Same thing's true in our business.

I just want you to get this example of we want to first nurture and incubate and spend time with, care for and validate, and then slowly let them know that here's a success system that can work for you, and I want to help you create some boundaries to make that happen.

Then as they go through this process, and even as they go through their, "You never told me that part!" or "You never told me this, and you didn't..." and you go, "Well, yes I did," "Well, no you did not either."

People are going to get up frustrated. I'll tell you, that's a moment of truth for teenagers and for parents. You know how a lot of teenagers and parents get through that because they still really love each other underneath all of that.

If you really cared for the people in your organization, you're going to love them even if they're spitting and mad and doing all this stuff. Wait for them. Don't close the door, don't have that fight where it's really hard to open the door again. Don't close the door, keep the door open.

This stuff might sound obvious to you, but I will tell you we're in a relationship business. What we do on a regular basis is we help people go from something that they were comfortable with. Not happy, but comfortable in their learned helplessness.

They weren't happy in their small business, but they were comfortable in their small business. They weren't happy in their corporate job, but they're comfortable in their job. They weren't happy in their sales job, but they're comfortable in their job.

We took them and we put them into something that's made them very uncomfortable, and for many of them, for the first time in a long time. Their bodies can go into shock.

I might be making this more elaborate than it is, but you know what? If we create... first of all, understand the process of maturing in our business. That's really about a year to two years before a person understands the fundamentals, no matter what their background is.

Then, if we understand, build expectations, small victories fast, and over the line. If you'll do that, everything else will take care of itself.

Now again, this is one of the times where you need to resist the urge of saying, "If I would've done this with my old organization... oh my goodness!" All of us are going through this process.

One of the biggest things you need to do as a network marketing professional and learn how to keep doing it is to forgive yourself. This is your journey, it's been your process, there's no perfect straight road to success. Forgive yourself and understand that it's an unlimited world of possibility.

There are billions of people to talk to. It's not limited to the 50 that you've talked to so far. There are billions looking for opportunity, that we can help. This is just part of your journey and it's going to be the best story in the world.

I can't wait to hear your story that says, "You know what, I got to this point, I was stuck. I was miserable, I was unhappy. Then I forgave myself, I ripped a new page, and off I went. And you know what? I was able to go back and rescue some of those people that I screwed up with when I first started.

"I went back and I signed up some of the people one more time, that they'd already signed up before and they quit and now they decided to come back because I was better. And they saw that they could maybe make some money with me."

I'm telling you. If you could forgive yourself and move forward, that's the key.

So here's what we're going to do. We're going to take a break and when we come back, we're going to talk about some advanced leadership concepts for developing you as a leader and developing duplication and massive culture building throughout your entire organization.

So we'll see you in a little bit. Thanks.

Go Pro

How to become a

Network Marketing Professional

Presented by
Eric Worre

Disc Seven: *“The Power of Personal
Development”*

Eric Worre – TAC Global
www.NetworkMarketingPro.com

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Eric Worre:

Alright, ladies and gentlemen, let's give one more cheer for the people who made it to CD number 7!

Okay! Okay! So proud of you.

So proud of you for getting through this because you had to change the CD and maybe, you know, most people – they get stuck probably on CD 6. They'll just go over and over and over because they don't have a CD changer in their car. Hopefully they've got one, they've gotten to this CD. If they do, they're maybe smiling a little bit.

You can give just one little mini honk at this stage – a little mini honk, you know, to the people that go on next to you and have them look at you just a little bit strange, because we are different. We are going against the stream, okay?

You guys are doing a phenomenal job, buckling in, ready to change your lives, and more importantly, change the lives of other people, create a legacy, make something happen.

I've heard it said from just about every significant network marketing company in the world, we're a product company disguised as a personal development. Or we're a personal development company disguised as a product company.

We're a personal development organization disguised as service company. We're a personal development organization that has a compensation plan. That's what we do because we're a people business. The infrastructure's done by somebody else.

Now it becomes about us, what we become, and what we can help other people become. That's what the personal development game is all about.

And I'll tell you what happened to me. When I first started off – I told you; seems like a year ago when I told you my story – and I was going through these 18 jobs and I had all these mental viruses in my head and I was mad at the opportunity.

I was blaming the world and all these different things happened. One, I didn't have anywhere to go, so I stayed doing the thing I didn't like.

Two, I got introduced to personal development, and a person gave me an audiocassette. It was a bootlegged tape from Shaklee Convention and it was Jim Rohn doing a talk called the Seed and the Sower. It rocked my world. I immediately made a hundred more bootlegged copies.

It was just like, "Wow, this is... This is amazing information." And you know what? The thing that got me? I could take the language and I could use it with the next prospect and it worked.

When Jim Rohn told me, "Look. For things to change, you have to change. For things to get better, you *have* to get better," I went, "You know what? He's right. I got to give it to him."

Then I went and talked to my next prospect, Danny. I said, "Danny, let me tell you something I just learned. For things to change, you got to change. I realized for me, Danny, for things to get better, I've got to get better. What do you think?" Danny would say, "What? You know what? You're right."

I went, "*Oh my gosh!* You mean I can use Jim Rohn's words with my prospect and I get to keep the results? What are some more of those words? Line them up! Teach me! Show me!" So at the beginning I was using the words. So it's just part of my script and then it started to sink in on me as I listened over and over and over again.

Then The Challenge to Succeed – which is to me still the best there is – The Challenge to Succeed by Jim Rohn. It's a three-hour audio program. It'll *rock your world*. It's unbelievable what it did for me.

What it's done for millions of people around the world... One simple evening with Jim Rohn. Immortalized forever on audio. There's no – it's no secret why he's the most quoted person in our entire personal development arena. The guy's unbelievable.

So I'm going to talk to you about personal growth, personal development, what it means for you. Let me start by saying this. What it means for you and what it means for your group... Hello, flip people.

I was just giving an extreme close up of a videotape. For those of you who are listening on audio, you don't know what that just meant.

Video camera went right up my nose – it was unbelievable.

There are four stages of life. Here's one stage. Crisis. There's some people who are addicted to crisis. Yes?

Audience: Yes.

Eric Worre: Crisis, crisis, crisis. Some people, if they don't have some crisis, they'll create some crisis. "You know what? I'm not feeling anything. I'm bored. Let's find some crisis. Let me just go find another bad relationship and see what I can do with it." Alright? Crisis, crisis, crisis. Financial, personal, professional crisis. That's one place.

Next is survival. And you know what most people do? They live between survival and crisis. They survive. "Hey, I'm doing okay." As soon as they're surviving – they're getting by – they start to drift until they hit crisis and then,

"Oh my gosh! I have to have \$500 or the whole world's going to fall in!" Or let me make it more personal, "I have to have \$500 or they're going to turn off my cell phone." *Dun, dun, dun!* Crisis, yeah?

Audience: Yeah.

Eric Worre: That didn't used to be so much of a crisis, but it's a big deal now. "Okay, I find it." Right back to survival, no problem. "Ahh! Back at survival." Da, da, da, da, da – get through the month. "Oh, my gosh! I've got to do this and this and this or I'm not going to qualify at my rank this month!"

You fade, you fade, you fade. You solve it. No problem. Go through life. Na, na, na, na. Back up again.

See, crisis is like this built-in barrier where the external forces show up and if things don't change, it's going to get really uncomfortable and bad. That's what crisis does. It creates this push to get – force you to do something that you don't want to do. But once you get to survival the push is no longer there, so you just relax and down you go.

Most people, this is a very crowded existence between survival and crisis, survival and crisis, survival and crisis, survival and crisis. Let me tell you, this life sucks! It's a very... It's no fun, it's very boring, it's very monotonous. You have your crisis, you solve it, you have your crisis, you solve it, you have your crisis, you solve it, you have your crisis, you solve it in all these different areas.

There's another level. Success. Same distance between survival and success and survival and crisis. But in order to move on to success from survival, it requires internal reasons, not these external ones that are put on you by crisis. You have to decide.

That's why reasons are so important. That's why your desire and your motivation for why you're building a business is so important. If it's strong enough, it'll pull you to success. If it's not strong enough, you will fade towards crisis.

Then that will push you again in order to be able to move back to survival, which you've been surviving your whole life. You've survived your year. You've survived your whole life, but have you succeeded your whole life? Same distance.

When you had to get that \$500 or the whole world was going to fall in, you did it. Now if you just continued to do it and got the next \$500, you'd move on to success and you'd separate yourself from that other crowd.

Now you'll still fade on occasion down to survival and hopefully you'll train yourself that that's not a comfortable place to stay and you'll pop back to success. Then you'll fade again sometimes. I'll tell you that people have lived in that mode for a long time. Haven't they?

Audience: Yep.

Eric Worre: Success and survival, man.

Now there's another place. Significance. One more step between success and significance. That becomes not just about you; that becomes about your legacy, that becomes about helping others, that becomes about this motivation to invest life into life.

Showing up in somebody else's testimonial. Have somebody say, "I was lost and then I met Tommy." Changed everything. Becomes not just about the money. It becomes about your legacy, what you're going to be known for when you're long gone. Significance – this contribution, this connection with other human beings.

So you can occasionally drift between significance and success. That'll happen. But I'll tell you this is a place, good place to be. Between success and significance, on a regular basis, you're going to decide where to live.

Survival and crisis is ugly. It's petty. It's small. It's weak. It's whiney. It's angry. It's a list of emotions that you don't want to have anything to do with you. Between survival and success is aspirational. It's growing. It's stretching. It's learning. Starts to be attributes you want to be connected with you.

When you go from success to significance, it's on another level. Your whole life changes when you start reaching for contribution to other people, when you start reaching not only to develop yourself but to pass that development onto other people.

That changes everything when that becomes what you're *about*. It's not just about you. People can smell a mile away if it's all about you. You'd never get to significance if it's all about you. Got to be about them too.

So I want you to get solid on this simple little thing and decide where it is you want to live and why in this little high rise that we've written up on the screen.

Where do you want to live? Where do you want to be known for? Success, significance – you want to be a survivor? Some of you, that's your brand. "I'm a survivor!"

Some of you are addicted to crisis and don't even know, don't even realize it. Every time you get bored, you create crisis. You manufacture it in your lives. You got to decide what are you going to be known for. Where are you going to live.

This little chart helped me so much to finally realize that I'd lived a big chunk of my life between survival and crisis, and say, "You know what? That... That's not what my legacy to be. That's not what I want to be known for.

"I want to pour my life into other people's lives. Me – yes, I got to grow! My family – yes, I got to be able to do this! But I've got to be able to pour life into life. I want to be known for something more than just somebody who earned some money." Personal growth – so critical.

Next, two key concepts. When it talks to personal growth – and I want you to be thinking about this for you and your team – *protect and feed*. Protect your mind and everybody in your organization. Protect their mind from negative. *Feed* their mind with possibility. Protect their mind from the constant dripping of a negative world and feed their mind with new possibilities.

You know what leaders do? They make personal growth a priority in their organization. They make it part of the culture. They decide that this is important. They talk to their people about how much television that they're watching, how much – how important is it for them to know every lyric to every song on the top 40.

I'm not judging right or wrong, I'm just judging consequences. If you're – if you are a constant devourer of the news, it will have a consequence on you. If you have to know the lyrics to every song in the world, there's a consequence for you.

If you have to watch every popular TV show, there's a consequence for you. If you listen to talk radio and have them feed you that constant, cynical, negative stream of consciousness, there is a consequence for you.

We want to be known as an organization as a group of people who are *the* cream of the crop worldwide. People that you want to get around. People that other people want to get around. People, when they see us, they say,

"I want to be more around you because you're going to give me hope; because I was losing hope listening to all this stuff, all this constant dripping in our minds."

Protect your mind. Protect your team's mind and *feed* your team's mind with possibility. Protect and feed, protect and feed, protect and feed. That's what we do. We build a culture of people doing the same. We're reminding people of things that they can do in order to be able to do those two things.

Can you see what would happen if your group became known for nothing but personal growth? If they get financial rewards, it's going to be a bonus. If they're connected with a group of people that are like-minded, that are moving in the same direction, that have each other's backs, what more do you want? Where else do you get that in the world? Where else?

You know what network marketing does? It gives us a financial excuse to spend more time with each other.

It *does*. Why else would we be able to spend a day here other than you're saying, "You know what? If I get this information, I'll be able to make more money." So that's why people have flown across the world in order to be able to be here in this room, but really we got to spend a day together, invest our lives into each other, give each other ideas. Isn't that cool?

Audience: It is cool.

Eric Worre: It's very cool.

Network marketing... Excuse me – personal development. Here's what it does for you. The third concept. First concept was crisis, survival, success, significance. Second concept was protect and feed. Third concept is to develop disciplines.

If you haven't read The Greatest Salesman In the World, go read it. By Og Mandino. The Greatest Salesman In the World, one of the greatest personal development books ever written. Og Mandino. Like it sounds. Okay? Go find it.

Greatest Salesman in the World – one of the things he talks about... There it is right there. "I will form new habits and I will become their slaves." Interesting words, yeah? Because what are we all but slaves to our habits, good or bad? But if I form new habits, I just decide,

"Okay, if I'm going to serve one master or another inside of my own disciplines, I'm going to pick ones that serve *me*. Okay. What are the habits that I must develop?" Look, this book's \$7.99 for one of the greatest ever written. Simple book. Blow your mind.

Habits, time management, your personal development habits, your communication habits: all the different habits you got to think about. "What are the habits that I'm known for? What do I want to do about that? Are they the habits that will serve me or not?" Develop the disciplines.

Four is your associations. We talked about that already. One of the big important things in your associations is to find a friend inside of the network marketing profession. Find somebody to hold you accountable, a workout partner, someone to say,

"Hey, hey, hey, come on. I got to call you on that one. You said you were going to do this and you said you were going to do that and you didn't do it. Knock it off!"

You can call them on it when they're not feeling like it. Back and forth, back and forth. Find a workout partner, someone who'll push you. They might not be your lifetime workout partner, but they might be for a season. You never know.

That's part of circling yourself with quality people and I will tell you one thing, one last thing on the associations. I didn't know anybody that would spend time with me when I was 22 other than my five-dollar-an-hour friends.

So you know what it took for me at the beginning? My world got really small. You know who was one of my five? Jim Rohn. In my car. I never even knew him. He didn't know me but he was whispering in my ear, like I just imagined him sitting in the back seat of my car talking to me and saying, "Eric, come on," and helping me eliminate all my excuses for life.

Les Brown was one of my five. Dennis Waitley was one of my five. Og Mandino was one of my five. Because nobody else would spend that much time with me. But you know what? That little group of voices in the back of my car... That I hated that car, but the back of my car that leaked gas... It was an AMC Spirit, okay? Which isn't a Gremlin but it's *this* close.

It was the most miserable car in existence and it had a gas leak, so I had to stay alive. The gas would go around the car and through the windows.

Audience: Ohhh!

Eric Worre: Loads of headaches everywhere and Jim Rohn's saying, "For things to change..." I'm like, "Yeah, huh."

Wow. But that's what it became like for me.

You know, what I want Network Marketing Pro to be is I want it to be a friend. When you're not having a good day, when you need something, and somebody whispers in your ear and says, "Hey, it's going to be okay. We're all in this together. It's part of the journey, it's part of the process." "Alright."

That's part of the reason I show you the Great Barrier Reef, to make you go, "You know what? I need to see that." When I show you the parts of the world that I'm lucky enough

to see, you know what? "I got to put that on my list, I got to do that. That's possible for me, that can happen," you know?

So that's what I want it to be. So that's what it can be for you. Maybe it's one workout partner and the personal development library at the beginning. To get yourself moving.

Number five is books. Some of you don't want to be bothered by books. I get it. I get it. And I didn't either. Audio saved me because I could listen to it over and over and over in my car. I'm, you know, a decent mimic, so if I got it enough times, you know, then I could start using it in books.

You know, what got me going on books was the tapes – Jim Rohn saying, "You know, just start. Come on! Five pages a day, ten pages a day." I mean, I would get a book and I'd start reading and in two pages I'm...

I'm just gone! I mean, anything I got was like reading Deuteronomy or whatever, you know.

It's just... It's like meeting Numbers, you know, and then, "He begat, and he begat," and like, "Oh come on!

"Tell me a story, you know?" Droodle – I'd fall asleep like in a minute! Then, you know, I said, "Okay. I'll read three pages. I'm going to read four pages." I got up to five pages. I got up to ten pages.

If you read ten pages a day, you can read a three-hundred-page book in a month. I did it before I went to bed because it put my head in a really good space. Other people like to do it in the morning. I'm not a morning person, but you decide where you want to do it.

I worked on it and worked on it, and I will tell you the things I'm proud of is – after formal education – I've read more than anybody I know. I mean, I read a couple books a week for forever, you know. So I don't know; 150 books a year...

Twenty years of it. What is it – 3,000 books in that period of time? A lot of books! It doesn't need to be the end-all, be-all. Say, "Give me a list. What should I *read*?" Just pick one: there's so many!

Go to the bookstore and say, "I'll try that one." Okay! It doesn't need to be the Bible. It should – it can just be – a book! All it has to do is give you *one good idea*. Throw the rest away.

I read the novels to help understand human interaction, emotions, and the relationships of life. Then I read personal development stuff, and then I read... You know, I bounce all over the place. And I just got a Kindle. Wow!

Telling you *what!* If you don't have a Kindle, buy a Kindle immediately! You get it at Amazon.com. It's a book reader and I'm telling you...

What?

Audience: [Inaudible]

Eric Worre: You can't highlight? Yes, you can!

Audience: No, we can't.

Eric Worre: You can highlight it, and it will give you all of your highlights in one document.

How about them apples?

I'm telling you it's *unbelievable*. Instead of spending \$25 on a book, I can get a book for nine dollars and I can have it in 60 seconds, any book that you can think of on my little reader, anywhere in the world. It's unbelievable!

Number one, growth. The only growth market in all of publishing is the online sales of books – electronic sales of books – only growth market. But I will tell you because of that, I'm banging through the books, man. I pick an author, I'll take them all.

Then bang, bang, bang, bang, bang – I'm, you know, marching through it. I just love that thing, man. I'm done like at four-books-a-week pace right now since middle of December, just going, "*This is the coolest thing ever!*"

But at the beginning I couldn't be bothered, so here's what I'm telling you. Start! The best organizations in the world – the *best* organizations in the world – the smartest organizations in the world will get everybody in their whole group to get a Kindle. Once a month they'll say,

"This is the book. Bang! Get this one." Just a suggestion. Just a suggestion. I'm telling you, your library will create more wealth for you than you can possibly imagine. It will make you something.

When you create a book club inside of your organization, "Here's the book we're focused on this month. Give you another one. The Magic of Thinking Big."

Oh, my gosh! How do you not read that if you're involved in this profession? The Magic of Thinking Big – are you kidding me? It's genius! Imagine if everybody in your group read it. Imagine if it was part of your culture, that everybody was not only listening but they were reading too. Change everything.

Audience: Who wrote that?

Eric Worre: Oh, Schwartz.

Audience: [Inaudible]

Eric Worre: Schwartz. I don't know – the power of the Schwartz.

Audio. If you had to pick one, that's the one. Audio is just amazing when your hands are busy and your mind is free. Mowing the lawn listening to some audio, on the treadmill listening to some audio, in the car listening to some audio.

The magic of audio is different than anything else. Unlike Network Marketing Pro, for example, you watch the video. If it's amazing, you might want to watch twice but in a week you're not going to go back and watch again *probably* even though it'd be helpful, because there's new stuff you got to try and keep up with. It keeps coming out.

But audio: repetitive, spaced repetition, listen again. Spaced repetition, you become a different person. Spaced repetition, it reminds you of something. Spaced repetition, "Oh that's right!" Spaced repetition; pretty soon you can say it.

Spaced repetition, it gives you something else. It entertains you. Just keep it looping in the car, just keep it looping in the car, just never turn the radio on ever, ever, ever. Just have it looping and looping and looping. Dripping good ideas on you. Reminding you of what we're capable of.

Now I will say the thing that I'm... I use to have a big commute where I had – I drove like an hour a day. I had the most growth through that time. Now that I work at home, it's a different. So I listen on airplanes, I listen on the treadmill, I listen when I'm out exercising, walking on the beach, laying by the pool.

Feel sorry for me yet? No, not yet. That's when I listen. Find your time. But that time, that repetition, is going to be golden for you. If I had to pick a place to start, I would say with Jim Rohn. JimRohn.com. Start there. There's so much good stuff.

This program here, I hope, gets worn out. I really hope that you wear it out and wear it out and wear it out and wear it out to remind you what you're capable of. You get good ideas over and over. That this stuff... When your mind is full after this full day, you're not capable of absorbing another concept that you'll be reminded later.

"Oh, my gosh! CD 7! I didn't remember anything of that before, but I remember it now. I got it!" Audio, so unbelievable. That library – build a library that you're proud of and go after it and just don't turn anything else on in your vehicle. Make that commitment for a while. It will change you for the better.

Next is video. There's not as much video. You can find some stuff on YouTube, but it's kind of a one-time thing. This is where I'll say Internet Marketing Pro is probably your best resource. I don't think there is a close second anywhere of anything that I've seen.

The million-dollar interviews, all those incredible nuggets of wisdom from super smart people, the personal development giants that you're seeing on – you're going to see more of – celebrities, all that stuff. If you built a culture around that where everybody in the group was getting that "drip"...

Because sometimes the eyes need to see, not just the ears hear, you know. Sometimes you need to see it too to be able to absorb it on a different level. If you make that a daily discipline, it'll have an impact on your group.

Next is events. Not only is going to the events a personal growth experience, the smartest groups in the world turn the event itself into a personal growth experience.

They add personal growth in. They sprinkle it in. They create information and functions and fun that sprinkle the personal development in. Make sure that your organization is an organization that does that. That reminds people of their greatness on a regular basis.

Now, a word of warning. Have you ever known somebody who went to school for their whole life? They went to high school, then they went to college, then they went back for their Masters, and they went back for their PhD, then they went back for continuing education, then they went back. "I got one more thing. I think I want another doctorate."

Here's what I would ask you to do with the personal development side. It's important, it's critical, but staying there and not applying it is only avoidance behavior. You can read every book, you can listen to every tape, but then you have to take action.

You can develop yourself, but you know what? You're good enough at the moment to be able to build a big group. You're just going to get better as you go.

I've seen a lot of people disappear into this personal development Ethernet and never resurface to become a business builder, but they're really into taking notes. They're really into absorbing the stuff. They feel better – but they're not taking action.

I learned this from Darren Hardy, a great phrase: "Learn less, study more." In other words, don't absorb so much stuff that you can't go deep with anything. Pick a topic, pick a skill, and master it. Study it. Apply it. Make it infiltrate into your gut, into your DNA, so it's part of you.

So it becomes subconscious, it becomes the easiest thing in the world to do. Study more, pick a skill, study it, and apply it versus this real general, soft, [kumbaya] experience that personal development can create for some people. You all know who it is and there's some people in this room that go,

"Oh, that's *me*. I've been avoiding the work of going out there and getting my hands dirty and actually building a network. I've been building my inner 'me,' and that's been fun and it's a joyous experience, but I'm not building a network."

In order to have legacy, in order to go from success to significance, you've got to build a network. You've got to connect with other people. That means taking those things that you've studied and applying them to people in a way that gives life. Make sense? Alright.

So personal development is a absolute gift. This idea, it changed my life. It can change yours but more importantly it can be one of the most rewarding experiences as you build a huge organization around the world. Okay?

Let's take a break, and we'll be back with the last session.

GoPro

How to become a

Network Marketing Professional

Presented by

Eric Worre

Disc Eight: *“Leadership Secrets”*

Eric Worre – TAC Global LLC
www.NetworkMarketingPro.com

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Eric Worre:

Okay. Well, we have made it! I wonder how many people skipped to CD number eight to see if there are any secrets? Probably not that many. Let's give one quick round of applause for the people who made it this far.

Well done! You know, 90% of the people who buy a book never read one chapter of it.

Audience: Wow.

Eric Worre: Did you know that? They've done studies on the people who buy audio programs. Most of the time they're never opened. Then they'll listen to maybe one CD and they'll get distracted by life.

But the group of people that have gone through eight CD's, been through this journey with us for eight hours, just going, "Oh my gosh!"

Those people are special, those people. It tells me, just the fact that they've gone through it, just like the fact that you guys have been through this experience with me, it tells me that they have something special.

It should let them know that they've got all that it takes in order to be able to go all the way to the top, even if it doesn't seem like it right this minute. The fact that they're still listening and they're ready to apply what they've learned is enough.

I know that this group of people, as soon as they're done with number eight, they're going to go right back to number one and say, "Okay, remind me one more time why network marketing is the greatest way to work and live, that exists on this planet."

So that's going to be fun to be able to... You know, what's fun for me is like, just to imagine that I'm sitting in the back of your car, and I'm whispering in your ear, "Hey..."

Audience: Hey!

Eric Worre: Not that kind of "Hey!"

You guys are bad, man, it's getting late. They're getting punchy around here. Pump in more oxygen into this room!

But I could say, "Hey, you have more inside of you. You've got more that you can do. You've got more that you're meant for. The world is waiting for you to show up and become the leader that we know that you are."

We're going to tell you that over and over and over, so it's going to be fun to ride around in the car with you, long after this day is over. That's the fun part of what we get to do.

So this last subject. I'm going to go through a lot of information. I might go a little bit longer than an hour, but not much longer than an hour.

We want to talk about leadership, want to talk about your ability to build a large organization, because that's what it takes. There's one skill set to sell your products and services – that's fine. Check that off.

There's another skill set, to recruit somebody. The world is full of people who could recruit somebody and didn't have an organization to account for it. People who brought in 20 people and said, "Why didn't those 20 bring in 20? I don't get it!"

Leadership. It takes leadership to pass the baton.

It takes leadership to learn, not only how to lead an organization, but to teach them how to become leaders themselves. That's a skill that just has not been taught in any environment that I'm aware of outside of our business.

How to truly nurture and develop another person to become a leader that's as strong or stronger than you, and then teach them how to develop the next generation and lead them into a place where they're stronger than you. Most people are too threatened for that, but not here.

Three different kinds of people in this world. Group number one are the pessimists.

The pessimist says, "Given enough time, are things going to get better or worse?"

Audience: Worse.

Eric Worre: Worse. If this is where we are today, they think, "Oh, it's probably only... it's only going to go down to here. It's going to get worse." For them in their reality, how often are they right?

Audience: All the time.

Eric Worre: A lot of the time they create this reality and you know what? They're proud of it – "Told you!"

"Told you the economy was going down. Told you I was going to lose my job. Told you my marriage wasn't going to hold together. Told you I was going to lose weight...or gain weight."

"Told you! Told you our market was going to fall apart. Told you!" They love it! It's just kind of, it's part of their brand. "Oh you, other people." They think they're cool about it. That's the pessimist.

Second group – big group – are the realists.

"I'm not one of them pessimists. I can see the world as it is. I'm a realist! I'm not those crazy optimists either. Those people are ridiculous. I'm a realist."

Here's what a realist does. To a realist, you know what's really important to a realist? That they don't look bad. Their ego - it's huge to a realist! They never want to be wrong. It's so important for them to be right. They never want to be called out. They never want to be embarrassed.

The realist has this cloak of "Please respect me." That's what the realist has. So you know what the realist does? They set very minimal goals, because they're petrified that they'll miss one.

They'll set their goal here. Then how many times does the realist hit their goal?

Audience: All the time.

Eric Worre: Almost all the time. I mean if they ever miss one, they'll drop the next goal even lower. They'll bring it way down. So it's impossible not to win. Okay? That's the realist.

Then there's a third group. I don't like calling them optimists. I call them visionaries.

The visionaries. These people are insane. They're crazy people. They're not reasonable at all. They don't pay attention to any of the rules, they don't follow any of the stuff, they don't care what other people think of them. Weirdos! They say, "This is where I am today, I'm going here."

"Watch my smoke!" They haven't done anything yet, but, "I'm going there!" Right? Now how many times does a visionary reach their goal?

Audience: Never.

Eric Worre: Almost never. Almost never. They say this crazy stuff. "I'm going to do this...I'm going to get to this next rank...and I'm going to build the biggest team in our country and I'm going to blah, blah, blah, blah, blah!" Everybody goes, "Yeah!" Then afterwards you know, they're like, "They don't quite get there, but..." They get there.

Do you see that? They get there. They don't get to their goal, but they get there.

So on pure results, just on results – if you're measuring results – would you rather have the results of the pessimist, the realist, or the visionary? Just pure results?

Audience: Visionary.

Eric Worre: Visionary. Sounds good, right? It's not easy.

Hardest thing in the world to be a visionary in today's society. You know why? Ninety-five percent of the people are over here. Five percent of the people or less are in the visionary category. Do you know what happens? You know what this 95% like to do? Point at the things you didn't do.

"Missed your goal! Ha, ha, ha! Said you were going do that thing. Missed it didn't you? Said you were going get to that rank – where's your millions, Mr. Millionaire? How you doing, Mrs. Millionaire? Nay, nayner, nayner!"

They'll spend all of their time focused on the things that you didn't do, that you said you would. You're saying, "What's your word worth? Nothing! My word's worth something," says the realist. "My word's worth something," says the pessimist.

Visionary says, "Hmm, I don't want to be known as the guy who's not good for his word. How do I handle this? What do I do? Do I stay with these crazy, outrageous, ridiculous, unbelievable, unrealistic, unreasonable goals that I'm telling the world all the time, and they're snickering and laughing at me? Or do I just get a little reasonable?"

Because here's what happens. The visionary that says, "Alright, alright, alright, alright, alright, alright, alright, alright, alright! Ninety-five out of 100 are giving me crap. I get it! Alright! I'm not going say we're going to have 2,000 people at our next event, I'll say we're only going to have 1,000. Okay!"

They back their goal down to this. Then did they hit that goal? No. They hit "here." The 95% say, "See, your word's still worth nothing. Your word's still worth nothing. You didn't get your goal there either!"

They say, "Well, God, I hate people making fun of me. I hate them laughing at me. So I guess I'll just bring it down here next time." Do they hit that? No. But they hit "here."

Ninety-five percent still poke fun at them – tell them that they're worthless, tell them that their word means nothing. Tell them that they're failing. Know what? Unless you have incredible courage, you know what your next step is? Become a realist.

Become a realist with the other 95% and say, "Okay, I'm just going try and recruit one person a month and hope, see what happens."

If you stay a realist long enough, guess where you're going? You're going to become a pessimist and you're going to say, "You know what? Maybe this life isn't worth pushing, like you should push. I tried. I went to the mountain and they beat me down."

Now, sounds sexy to be a visionary doesn't it? At the beginning it does. Let's judge the results.

Where do you want to be? Visionary – "Yeah, that's the only place to be!" and tell everybody in the world, saying that you can't live up to what your words are saying. Everybody is poking fun at you.

Arthur Schopenhauer said, "Through all truth goes through three stages. First, it's ridiculed. Second, it's violently opposed, and third, it's accepted as self evidence."

That's where all truth goes. Guess, what every great leader in the world has had to face was this dilemma. "What do I do when 95% of the world are lined up against me? When they're reminding me every day of my failures, how do I stay strong?"

That's where your reasons come in. "You say you want to be a leader. Really? Okay. This is the price of entry." The price of entry says, "Part of it is going to be a little bit more lonely than you think at the beginning." Then you'll gather a group of like-minded people that will support you.

But you got to stand strong, because if you falter at any step along this way, your on your road to realism and then pessimism.

Take a look at all great leaders. Mahatma Gandhi – what did he have to say in order to be able to create this vision for his people? How unreasonable was that? Nelson Mandela – how unreasonable was that?

Winston Churchill – how unreasonable was that? Martin Luther King Jr. – how unreasonable was that in the face of how much hostility? How unreasonable was that?

You know what the call of every leader in the world is? In it's essence? There's a promised land and we can get there together. Every leader that I've ever known, there's a promised land and we can get there together.

For you to be strong enough to be able to withstand these negative and pessimistic forces that will drip on you, you're going to have to say, "You know what? There's a promised land and we can get there together, and it's okay that you don't see it today, and it's all right that I didn't achieve my dream this moment. But, we're going to get there."

Maybe in my lifetime, maybe not for many of these leaders, but we're going to get there. This is our dream. This is where we're going and we won't be stopped. Do you understand?

This is some serious stuff that I'm talking about right now. The difference between pessimist, realist, and visionary is real. And it's hard.

I had a guy come up to me after I was in the business for three years, and he said, "Eric, all this crazy talk is not serving you. You know, you say you're going to do this, and you're going to recruit X number of people, and you're going to make this amount of much money, and you're going to do all this stuff.

"And you never hit any of these goals, and everybody is just laughing. They're adding 'Eric math' to it every time." Which means. divide by two and divide by two again, and then maybe you're getting in the range. "Eric math." Classic talk of the realists and the pessimists.

He pulled me aside and said, "This is not serving you. You got to get better with this." You know what? He almost got me. It was this close. Until I realized he had a paper route.

(Audience laughter)

He was 60. I said, "You know what? No, I'm not going. I'm not going to be reasonable. I'm going to be unreasonable."

I heard a quote later. I don't even know who said it. "But the reasonable man, the reasonable woman, conforms to the world around them. The unreasonable one asks the world to conform to their point of view. Therefore, all progress in this world is dependant on the unreasonable person."

Fair enough. Put me in that group. One of those crazy network marketers. "The reasonable person conforms to the world around them. The unreasonable person asks the world to conform to their point of view – I have a dream."

So therefore, all progress in this world is dependant on the unreasonable person, otherwise there is no progress. So what do we want to do? We want to take the network marketing profession and make it a world-wide phenomenon, a true profession, not just a project.

A true profession of real professionals. Not just a deal. That's what I want to work with, with a group of people wanting to do the same thing. That's the promised land for me – that we can find a place together, raise the awareness of what we do, help other people escape from the matrix. That's what I want to do.

So my hope, as we start this, is that you're willing to be unreasonable. You're willing to be outrageous. You're willing to put yourself on the line with crazy, outrageous, unbelievable, over-the-top goals, and you tell the world what they are.

You let your group know there's a promised land, and we can get there together, no matter what anybody says. Let the pessimists and realists live by themselves. We're a different group. We're going to go to another level. Okay?

So how many are ready to step into visionary?

Okay. All right. This is big. I hope you mean it, because it matters.

Okay. Wow, I've got to go.

Let me give you the formula for financial independence inside of network marketing. This is what all leaders need to know. Your ability.

Your ability to get a large group of people. Your ability to get a large group of people to do a few simple things over a consistent period of time. Your ability to get a large group to do a couple things for a consistent period of time.

One of the dangerous phrases in our business is, "If it is to be, it's up to me." No! If it is to be, it's up to a large group of people doing a few simple things over a consistent period of time.

If it has to be up to you, then you're going to kill yourself because you can't keep all this in your control. You can't keep it all inside your graph. My first three years in network marketing? I rebuilt my organization seven times from zero.

So if you're less than seven, count yourself on track, it's going to be fine. Seven times! Built it, lost it, built it, lost it, built it, lost it, built it, lost it.

Then through the power of third party and the power of building a core system, the power of culture building, I learned this formula. "What can I get a large group of people to do? What simple things can they add to their life and they can actually do – really? Over a consistent period of time?"

"Hmm...I wonder." If we use tools, can I get them to do two tools a day? Hmm...I wonder. Two exposures a day. Could I build that into the culture, I wonder? Maybe I could. Could the average part-time person do that? Yeah.

"Could I get somebody to share the product on a daily basis? Yeah, I'd probably do that. Could I get them to attend an event once a month or once a week in their market, depending on what the market was? Well, probably."

Every company in here is going to have a different core system, so forget about what I'm talking about here specifically. Think about what's core inside of your organization and say, "What are the few simple things I'm going to get my organization to do on a regular basis?"

Focus there – spend your time there. That's where leadership needs to show up is to work on that formula. I thought if it is to be, it's up to me and that's what I did for three years. And then I graduated to "No, no, no, I can't do this all the time. What I'm going to do is I'm going to train ten personally sponsored ninjas."

"And they're going to know everything. They're going to have the answers to everything. They're going to run the meetings, and they're going to solve everything, and they're going to recruit everybody. It's going to be awesome!" I only had to replace about one ninja every week. They just disappeared.

So I was in the ninja training business, you know? I needed my own dojo. "Bring them in! Okay, you're next, okay!"

You know what I mean? Like "Aw, this stinks." Then I let go of all that stuff and I said, "Okay, what can we get a big group of people to do consistently?"

Build a culture around it like any great organization does. Like the church has a culture and the military has a culture, and you know, different companies have a culture.

Different ethnic groups have a culture around the world. We could build a culture inside of our network marketing business where this is what we do. We get up, we get dressed, and we do this. Whatever that is.

"Okay. Hmm...If I focused there, if I start there, then we could really create some duplication. We could create some leverage. Now it's just all about leadership, getting everybody to buy into those few simple things over a consistent period of time. Huh! Okay, got it!"

So the formula is critical.

Everything you do has to be held up against the mirror of that formula. Your ability to get a large group of people to do a few simple things over a consistent period of time. If it doesn't hold up, you don't get to do it

"Well yeah, but you don't understand. I know this guy who owns the bank and he's going to help this happen, and this guy is friends with the mayor of this...and this guy owns an Indy car and you don't know if..."

If you can't get a large group of people to do that over a consistent period of time, the answer is "No!" "Really? You'd walk away from that?" I'd run away from that. "How about professional athletes? Well, think about all these professional athletes." Look, I've met with more professional athletes, and I'm so bored with it, I can't tell you. They're a bunch of Siamese cats, is what they are.

I love professional sports, but what I will tell you, what have they been trained to do? Come put their name on something, take some pictures, endorse something. Now when I meet with athletes, you know what I tell them? "I don't care about what you've done. I can respect it, but in my business, I'm the all-star.

"And if you're willing to work as hard as you worked in order to become a professional in whatever sport that you are in, to become a professional here, now we can talk. But if you're not willing to do that, you know what? You need to go take some pictures someplace."

I've had better success with that conversation than, "Oh my gosh, you're so amazing!"

You know what I mean? Who cares? You know what I mean? Really!

You were a professional athlete at some point. Yeah? So how would you have responded based upon those two conversations? Which one of you would you have respected more? The in-your-face one, yeah?

He'd go, "Okay, this guy is for real. He's not just some fan wanting to get something – a little piece of me. He's letting me know something for real."

"You want to have something where you can make the same money that you made before, whether you get injured or not? Let's talk. If not, you know, go find your insurance company or whatever happen...you know, whatever you're happening to hang your hat, so they can put...trot you out front."

Alright. You heard me talk about "core." You have to determine what your core activities are for your organization. What are the core activities that you find so important that everyone can do in your organization that you're going to duplicate?

Now, I have seen that people have gone too far with core. I've done it before. I think ten nobody can remember. If everybody in your group can't rattle off every one of the core items, it's too many.

So figure out what really matters and get it down.

Get it down, get it down, get it simple. This is what we focus on – these three things, these five things – whatever it is. If everybody in your group can't rattle it off at a moment's notice, you don't have a culture. You just think you do.

Core. What are the core activities that you want your group to be known for? "Oh, that's a group that does this, and this, and this really well." Okay, great. Pick the core.

System. A system is part of your core. Core feeds the system. The system is when a person comes in, they go do this, and then they get trained here, and then they start this, and then they do their major blast. We talk about a major blast.

I'll talk about that in a second, actually. I'll talk about it now. Let me just side note, because I wanted to talk about it before, but I want to talk about it now.

Major blast. This is one of the things that has become an incredible... it's really what everybody does that is successful, this concept of a major blast. I used to promote two a day, two a day, two a day, two a day, two a day. Two exposures a day, two exposures a day. Two a day, two a day, two a day.

That's what you do, but you know what you really need to do? You know what all the successful people do when they launch a business? They do a major blast where they just condense everything.

Instead of taking 90 days to make 100 phone calls, they do a 100 phone calls in ten days. They just burst it! And they expose like crazy and they bring in tons of people, and they have this wave of people come in because of so much enthusiasm and energy and effort.

Then they settle in and they support the people through that major blast, plus they start doing their two-a-day after that. Sometimes if you just do the two-a-day, you never get enough acceleration to get off the ground.

So that's one of the things in our system that I work with, is major blast. Minimum 100 exposures your first 30 days, minimum 100. Quality exposures like I taught you before. If I, would you, compliment. If I, would you follow up the whole thing.

One hundred of them in your first 30 days, emotionally detached from the outcome. Okay? Imagine if everybody in your group did that and then they settled into, you know, the two-a-day, ten a week, whatever – regular exposures on top of that. Changes everything.

Now, the secret is for the superstars, they do about two major blasts a year. The high income earners? They do about two major blasts a year. They do a major blast, they settle in. Some of you have plateau-ed. You've hit a plateau. You want to get out of the plateau? Major blast is your answer.

Your major blast. You get to another altitude and then you settle in with your daily method of activity. You support everybody, work with everybody, get them going. You know, you've got a bunch of preemies in the hospital ward.

There's twenty of them in there – feeding, bathing, you know, burping. The whole deal. Then they all kind of grow up together, and they kind of take care of each other, and they kind of play with each other, and they compete with each other a little bit, and they all get a little bit older.

Taking pictures, "Awe, so cute. My little group."

Okay. So a major blast is a huge concept. I wanted to touch on that quickly.

Culture Building, culture building. Culture, culture.

What are you known for? Culture. How many people have been in the military service of any kind? Okay. If you've been in the military, the military is known for a particular culture, yes? So they do things a certain way and there's really not very much arguing with that.

How about if you said – you went into the military, "You see, you know what? I know you guys like this, this certain way, but I've got some ideas.

"And I'm a smart guy! I've been around, you know, I've got a little marketing experience. I could help with your brand here inside the army." How's that going to go? Not very long. They'll break you down so fast it'd be unbelievable.

Because that's their culture – their culture "is." Now it's evolved over a 100 years, little at a time, but they don't allow radical change. That's not what they do.

The culture is everything. It's your building a large organization. Inside of the religious institutions around the world, regardless of which one, if any, that you practice, is there a certain culture inside of your church, inside of your religious organization? Yes, there's a certain culture. This is how we do things.

That's true with organizations inside of network marketing. The culture is, you're going to be known for a culture, whether you like it or not.

You could be of the party culture. You could be the complainer group. You could decide what you're going to be known for, but leaders create a culture on purpose. They say, "My group. This group that I'm affiliated with is going to be known for this.

They just decide what's important. We're going to be known for it. We're going to be known as, "We're the fastest growing." When people get into our business, they get going and they qualify in that first month. That's just our culture. That's what we do.

When people get involved in our organization, they go to the next major event no matter what. That's just our culture. That's what they do. Our people sell the product, and they just, they're crazy about our product because that's our culture. That's what we do.

Our people edify each other and respect each other in all instances, to the rest of the world. That's just our culture. That's what we do. Our group shows up and they look sharp. They never look shabby. They're on purpose. They're business people. They are impressive. That's just our culture – it's just the way it is.

They don't show up half dressed. They're dressed. The world notices these people are different. Why is that? That's just our culture. It's what we do, it's who we are.

You want to come with us? Guess what happens? You get a suit. "You look sharp," starts with one suit. We'll add some shirts, we'll add some ties. Then it will move to two suits and you're going to look sharp, because that's what we do.

Understand? You're going to have a culture of people who are prepared at all times to do a presentation, versus the people who are saying, "Hey, do you have, do you have something? Do you have a...do you have a brochure...do you have a CD? Do you have a...the product? Do you have something? Do you have something? Do you...can I borrow something?"

That can be your culture. Or it's the culture of, "We're ready, we're armed. We're ready. We're prepared at all times." It's all a decision. You know when I know a strong culture's come into place? A leader showed up. A leader showed up and made it so.

It starts from a decision and then you drive that culture. I will tell you, it takes at least a year to drive any element of a culture into permanency inside your group. Whatever you decide to be important, it's going to take a year of pounding on it in order for it to happen.

That's what leaders do. Take look at every great leader in the world. They had a culture, they protected it aggressively and they promoted it relentlessly. What are you going to be known for?

Next for leadership is problem solving. Problem solving.

You're going to be known for two things in your network marketing business. The problems you solve or the problems you create.

So, problem solve. Here's what amateurs do. They say, "I hope this problem gets over with quickly."

It's a big distraction in the organization. I hope somebody stops that.

Leaders. You'll see the nicest person in the world turn into a killer when a distraction shows up in their group. The nicest person in the world. They're like a mama bear when there's a little cub in danger.

They're asking questions later. They're taking action now. Somebody shows up to mess with the group, they come in swinging. We'll figure out if it was innocent later.

I'm not kidding. All problems. We get paid for solving problems, people. The bigger the problem, the bigger the paycheck, and part of the problem in growing a large organization is destroying distractions. Let me give you a good phrase: "The best defense is a fast offense."

First time it shows it's ugly head inside of your group, kill. Does that sound like leadership? It is. You got to protect from all dangers outside and inside. There are some hard decisions sometimes as leaders.

Your job is to solve problems. Your job is to keep people on track. Your job is to protect the culture. Your job is to protect people's minds from distraction. Not to control other people, but to protect other people like a leader does.

Don't think that every leader I've mentioned prior didn't have huge distractions come in, like being thrown in jail. Like being persecuted beyond your imagination. But what did they do with their culture? They said, "No. We're focused here."

When they were pushing on Gandhi hard: "We got to fight back!" "No, that's not our culture. We're not going to." "Yeah, but they're hurting our people!" "I know, but we're going win. There's a promised land and we can get there together and we're going do it this way in face of all the distractions." "Okay, we're with you." Problem solving.

Next is a vision. You've got to have a vision and the ability to articulate it.

"Here's where we're going, here's the promised land, here's why it's important and here's why it's important for you, and why we're going to do it together." You've got to have the ability as a leader to articulate a vision that inspires people to action.

Don't wait for somebody else to provide the vision. You need to provide the vision for your team. Not only do you have to have the vision, but you have to have the ability to articulate it. There are more visions out there in this room that have never been heard by other people.

You have to have the ability to articulate it in a way that causes people to take action. That's your job.

I know I'm talking about wild stuff. We were just talking about getting started, this happy stuff, just a few minutes ago. That's all true. But again, this is serious stuff because we're trying to liberate people from unhappiness. We're trying to help people go into a better direction.

Guess what needs to happen in order for that to work? We have to provide a culture, and we have to provide a vision. We have to provide leadership to be able to inspire people to do that, because without that they won't be able to hold on and have faith long enough for that faith to turn into hope, and that hope to turn into belief.

That's what a leader does. It helps them through the faith and the hope stage until they get to belief. People need to follow you before it's obvious to the rest of the world.

I talked before about being unreasonable. It's one of the number one... it's one of the top attributes, being unreasonable. Being a little bit crazy. Being totally wild and unpredictable and over the top.

There's a promised land and we can get there together. That's the message of every leader. You say, "Even if I only have one person, or I have nobody in my group, am I going to say that to my prospect?" In a manner of speaking, yeah. We can get there together. Let's lock arms and do it. Let's do something.

Let's change because we don't want to live like this anymore. I'll tell you.

For me, you hear me talk about defining moments a lot, on Network Marketing Pro. These moments when your life changes, when you totally decide you're not going to live like you're living anymore.

I've had so many defining moments over the course of my career when somebody whispered in my ear, when something happened, when I got disgusted, when something emotional changed me. I remembered recently there was one of them.

I'd been in the business for about three years, and like I told you I had rebuilt my organization seven times and I was living on fumes, and had this young family and we're trying to figure it out. We had no money and we're spending every nickel we had trying to grow the business.

Back in the day, we were running ads in the paper. People were answering the ads and we were running through all that stuff and I remember I had a little, little townhouse in Minneapolis. The townhouse had seven levels to it and there was literally one room per level. Okay?

So the basement was one room – that was the family. We went up one room, that was the kitchen. You went up one room, that was the bedroom. You went up one room, that was... you know what I mean? It was like this stairway. It went straight up, this little place.

The kitchen overlooked – there was a little deck, and then that was the tuck-under garage, a single car garage. We left there because we ran an ad and we had a group in Nashville that started and then disappeared.

But we ran an ad down there while we were thinking about getting them going, and we got this huge response to the ad. So we said, "Okay, let's just go down there for 90 days. Let's be outrageous, let's be crazy, let's just go."

So we packed up the car, and we moved down there. We rented an apartment, you know, living on fumes. We did meetings and we got a little, little something going, not much.

After 90 days, we ended up, because of how the travel, the U-Haul or whatever, to get the stuff back had to come back. I came back first and then my wife, at the time, was coming back the day after.

While we were gone, my bank accounts got closed. My credit cards got turned off. I was in a low, low place just struggling, trying to make things happen, you know?

I got home late at night and I opened up the door to realize that the electricity had been turned off. You could tell pretty quick it had been turned off for a while. We'd been gone three months. So it ended up it had been turned off, and it was in the summer – turned off a couple weeks.

Oh my gosh. The smell was so bad, from all the meat that was in the freezer that just went. I mean it was on the walls, it was in the floor, it was in the counter tops. You could taste it, it was so bad! My wife, who was pregnant at the time, was coming home the next day.

I say, "I got to clean this up or she's going to have a heart attack." So I call my brother and I said, "This is a big one, can you help me? I got to clean this out and I need the help. I got to do whatever I got to do – fans and filters and anything I got to do in order to be able to get this thing kind of reasonable."

I remember we walked it – the stuff. I said, "One, two, three, ready go!" Opened up the freezer and started grabbing the stuff, and bringing it across the patio thing and dumping it down into the garbage bins that were down in the garage. Gagging as we did it because it was so bad. I remember half way through I said, "You know what? I've had it. I'm not going to live like this anymore. I'm done."

"I've been an amateur for too long. I've been a poser. I've been looking for short cuts. I've been looking for a better way out. I've been looking for anything but me, doing what I need to do, in order to be able to be what I'm suppose to be in this world. And this is not what I'm suppose to be."

I said, "You know what? Smell this smell, so you remember." I burned it into my brain and I can smell it today. "Look at this site, this darkened house - so you remember. That this is not what you're meant for – not to live like this."

I decided that day, "I'm going to become a professional. I'm going to learn this thing. I'm not looking for freebies, and I'm not looking for handouts, and I'm done hustling. I'm going to start becoming something of value, so I can build an organization and do something meaningful with my life." I said, "Okay, that's the day."

We did clean it out and we moved forward with our lives, and that was the day. I'll tell you, that was my third year. My fourth year I made \$250,000 in the business. In my seventh year, I made \$980,000 when I was twenty-nine. Spent it all – every penny.

We deserved it, after the turned-off the electricity thing, you know? You had to have a new pool and all kinds of stuff.

I started this profession of investing life into life and helping people see a vision of something that they couldn't see for themselves and it's been the most unbelievably rewarding thing for me. I've had many of those defining moments over the years – I've had a dozen or more of that impactful.

Someday I'll share them with you. But what I hope for you, I hope that you find a defining moment in you that says, "You know what? I've got a framework here. I'm going to develop some skills now. And it's not about getting lucky. It's about being better."

"I don't need my up-line, I don't need my down-line, I don't need anything but my determination and my willingness to make something happen. If somebody else can do it, I'm going to find out what they did and I'm going to lean it, and I'm going to do it. And I'm going to get the results, and I'm going to live the life that I deserve."

For me, that was the day that turned my life around. I don't know what that day looks like for you, if you've already had it or if it's coming your way. I don't know.

I do know this. For a few people, today was one of those days. For a few people in this room said, "Okay." Not that, you know, some of you have been real quiet, but inside you've been saying, "My turn. It's other people's turns before this, but it's my turn now.

"They don't know me today. Nobody knows my name, but they're going to know my name very soon." Here's what I'm going to ask you. I want you to promise me one thing. As you've gotten this information today, as you've been here, plugged in with me, as we've gone through this adventure, I want you to promise me one thing - that you'll pass this on.

That you'll take all this information, you'll adapt what you want to adapt into your business, and you'll pass it on. You'll become another ambassador for this great profession. You'll build an organization that everybody in the world will be proud of. That you take this information, make it your own – internalize it – and pass it on.

So to my incredible friends, my wish for all of you is that you decide to become a network marketing professional. That you decide to go pro. Because ladies and gentlemen, it is a stone, cold fact that we have a better way. Now let's go tell the world!

Everybody, thank you very much! Love you! Thanks guys!

About Eric...

Since January of 1988, Eric Worre has been involved in the Network Marketing Profession. During that time, he has risen to the highest levels of success and has become one of the most respected individuals in MLM.

He has trained more than 250,000 people in over 30 countries around the world and is creator and host of NetworkMarketingPro.com, the Internet's most watched MLM training program.



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