

# CLOSE THE REVOLVING DOORS

**of your Network Marketing Business**

Many know how to Build a Network, Few know how to Keep it Together



Nexus Affiliates



# CLOSE THE REVOLVING DOORS

of your Network Marketing Business

***“Many know how to Build a Network,  
Few know How to Keep it Together”***

**By: Dale McNelly**

© 2021 Nexus Affiliates. All rights reserved.

# INTRODUCTION

In Dale's 30 years of being involved in this incredible industry of Network Marketing, he has found that the one thing that most Leaders and distributors are frustrated with is **HOW TO KEEP THE PEOPLE** in their business and keep a higher percentage of Active Team Members from year to year. Instead, it seems as if most individuals have a **REVOLVING DOOR** to their networking business. When Dale began writing this book he shared with me that it would be a blueprint and a system that anyone in this industry can put to action and allow them to enroll people one time and have them stay in their business for the rest of their Networking Career.

Now, it's understood that you're never going to have a business that's perfect, but Dale has found that when you begin to teach this **SYSTEM** to your whole team and find leaders that you can partner with in duplicating the process into their own organizations it will organically create momentum in every one of your business teams. When you have momentum in every leg of your business, this is where true Residual Income is created. When you have every Leader in your business duplicating this system into their own teams; now, you have **LIFESTYLE!** Dale's book uncovers the real truths of retention and stability that no one else in this industry is teaching.

# TABLE OF CONTENTS

## **DOOR #1: THE KEY BUSINESS PHILOSOPHIES**

### The 1st PHILOSOPHY:

Getting Distributors to have **100% SUCCESS** in everything they do.

### The 2nd PHILOSOPHY:

What you do to keep your Distributors **MIND ON THEIR BUSINESS**.

### The 3rd PHILOSOPHY:

In Training your new Distributor, does it have the **L.T.D.'s**

### The 4th PHILOSOPHY:

How to **BUILD BELIEF** in your Distributors with the **3P's**.

### The 5th PHILOSOPHY:

How you begin **BUILDING TRUST** with your new Distributor.

### The 6th PHILOSOPHY:

**THE MINDSET** you have towards your Distributors from the beginning.



## **DOOR #2: STARTING NEW DISTRIBUTORS CORRECTLY**

### **The 1st Step:**

You must have an **8 STEP SYSTEM** that you start every Distributor.

### **The 2nd Step:**

You have to teach your Distributors that **THIS IS A BUSINESS**, not a Membership Club till they start taking ownership of their business.

### **The 3rd STEP:**

There's a lot to Teach New Distributors, so you have to learn to **SLOW DOWN** in the beginning **SO YOU CAN SPEED UP LATER**.

### **The 4th STEP:**

Many Act but **DON'T PLAN**, others Dream, but **DON'T ACT**. Teach your new Distributors what they're **TRYING TO GET ACCOMPLISHED**.

### **The 5th STEP:**

No one likes walking into a **BUSINESS CLIQUE**, everybody wants to feel like they're accepted, so take steps to get everybody **PLUGGED IN**.

### **The 6th STEP:**

Showing your Distributors how to do the **WORK ONE TIME** and **GET PAID FOREVER** for the Work.

# DOOR #3: THE QUALITY INVITE FILTERING SYSTEM

## The 1st FILTER:

The **Q.I. LIST BUILDING**: this is where the Filtering and Sorting Process all get started, & it's where the foundation of a Big business is laid down.

## The 2nd FILTER:

The **Q.I. INVITATION**: This is where you reach out to see if they're looking.

## The 3rd FILTER:

The **Q.I. INTERVIEW**, this is where you take 15 minutes & see if they connect with at least 2 of the 6 things in a quick Overview.

## The 4th FILTER:

The **Q.I. MEETING**, this is where they meet the team & get a full presentation to see If they connect with at least 5-6 things covered.

## The 5th FILTER:

The **Q.I. FOLLOW UP**, is where you remind them of the process, the numbers & what they're willing to commit to in order to reach their goals.

## The 6th FILTER:

The **Q.I. GETTING STARTED**: this is where you learn how to Slow Down to Speed up and make sure you start every Distributor Correctly.

# **DOOR #4: PROPER STRUCTURE, DEPTH & TAPROOTS**

## **The 1st FORMULA:**

Understanding the **NUMBERS GAME** when it comes to building the Proper Structure of **WIDTH**.

## **The 2nd FORMULA:**

Knowing that **WIDTH** gives you places to work and profitability, but building **DEPTH** allows you to find your **LEADERS** for long-term Residual Income.

## **The 3rd FORMULA:**

Knowing when to Slow Down and **BUILD FIREWALLS** before you go to the next level of business.

## **The 4th FORMULA:**

Finding Leaders is a Science, but **DEVELOPING LEADERS** is an Art. We want to show you what you need to do when you find Leaders.

## **The 5th FORMULA:**

Knowing that most problems in your Network Marketing Business are because you're **NOT DEEP ENOUGH** in your different Teams.

## **The 6th FORMULA:**

Do you know the difference between **BUILDING DEPTH** and Developing a pure **TAPROOT SYSTEM** in each of your Teams.

## **DOOR #5: BUILDING TEAMS WITH A S.Y.S.T.E.M.**

### **The 1st WEAPON:**

Knowing the **BIGGEST PROMOTERS** of a **S.Y.S.T.E.M.** will have the Biggest Teams every time.

### **The 2nd WEAPON:**

Knowing the **3 VITAL TOOLS** that have to be in your system to unite your team together.

### **The 3rd WEAPON:**

Knowing **WHAT GEAR** or **PHASE** that each of your Business Teams is in so that each team knows what they're trying to accomplish at this moment.

### **The 4th WEAPON:**

Having the **5 C's** Built into each leg of your Business for Real Leadership.

### **The 5th WEAPON:**

Having these **4 BUSINESS PULSES** checked every month in every team will help you see the real Stability of your Business.

### **The 6th WEAPON:**

**EDIFICATION**, the **ONE** thing that you must get good at if you want to see duplication & major growth in your business.



# DOOR #1

THE KEY BUSINESS **PHILOSOPHIES**



Nexus Affiliates





## **DOOR #1:** **The Key Business Philosophies**

In this **FIRST DOOR**, we'll lay down the **KEY BUSINESS PHILOSOPHIES** and what it takes to start closing some of the **Biggest Revolving Doors**. *Here's what you'll learn:*

**The 1st Philosophy** is getting your Distributors to have **100% Success** in everything they do.

**The 2nd Philosophy** is what you do to keep your new Distributors **Mind on their Business**.

**The 3rd Philosophy** is how you train your new Distributor, with the **L.T.D.'s**.

**The 4th Philosophy** is how to Build Belief in your Distributors with the **3P's**.

**The 5th Philosophy** is how you begin Building **TRUST** with your new Distributor.

**The 6th Philosophy** is the **MINDSET** you teach your Distributors to have from the beginning.

## The 1st Philosophy:

**Getting New Distributors to get 100% SUCCESS in everything they do.**

Ok, to start this 1st philosophy off, I feel that you need to know that this is absolutely the most important thing you can teach everybody in your business and have your leaders emphasize every time there around their team. It's absolutely vital that this becomes the home base and a place to always come back to as a foundation. So with that said, I have found that the biggest challenge every leader in Network Marketing faces with their New Distributors and their Business Team, is how to help people overcome their **FEARS, REJECTIONS, FAILURES, and NEGATIVE RESULTS!**

Let's talk about the word **RESULTS**. So many people, in the beginning, are focused on results with everything they do; from that first connection with their prospect to the follow-up with that new prospect. And the expectations they have with the RESULT of each step are so vital to them in the beginning, that in their minds, they are either a success or failure based on what happens.

Let me give you a little different view of what's really going on behind the scenes. We know that every person right now is probably in about **four categories or stages in their life**. ONE, is in a very negative place right now, because they just lost a loved one, dealing with a medical issue, lost their job, etc....The SECOND is pretty content with life right now, pretty satisfied, like where things are, etc.... The THIRD is in a very positive place right now, with just having a new baby, going back to school, started a new project, etc..... and the LAST one is looking for something new, very open-minded about their future, very ambitious, etc..... So, with those four stages that people are in **RIGHT NOW**, it doesn't matter what you bring to the table for at least three of these people, you're not going to get a positive result. So I want people to understand

that it wasn't their Initial Connection, Presentation, Follow-up that was good or bad, it was just a stage of life that 3 of the 4 people at that moment were experiencing that made a real difference in the RESULT.

Here's what I'd like to help you change about that expectation right from the very beginning, with every new person you get started with your business. If you can't change the stage of life that people are in currently, when really you're just trying to find out which person is in that Fourth stage; looking, ambitious, open-minded, etc.... So, what I'd like to show you here is that, if a distributor goes out and talks to a person tomorrow and finds a person in stage 1 and they're not interested in your business or product, then they've found out what they were looking for. This means they were 100% successful in what they were trying to get accomplished on the initial contact or approach, RIGHT? See, you're FILTERING people through a process to find out what stage they're in, not trying to get a Yes or a No. So if they say No you were 100% successful, and if they say Yes, you were again 100% successful. **YOU'RE NOT LOOKING FOR RESULTS**, you're just filtering through people! Now, the power of Teaching this Philosophy and putting this thinking into every individual and business team you have will start the process of replacing **FEAR, REJECTION, FAILURE, OBJECTIONS, and NEGATIVE RESULTS** with a positive mindset throughout your whole business. The results are; Don't miss this..... **YOU'II HAVE MORE PEOPLE DOING MORE ACTIVITY BECAUSE THE FEAR IS GONE!** With more activity, you will find more people in Stage One Faster, which means faster growth; but more importantly, you will have more people getting **POSITIVE RESULTS** with the right people. We will talk more about this philosophy and show you how to apply this with every New Distributor you get started in your business, as we get into the Skills and Mechanics in **Chapter 3** on the **Q.I. Filtering System**.



## The 2nd Philosophy:

### What you do to keep your New Distributors **MIND ON THEIR OWN BUSINESS.**

First of all, you need to go back to when you were new to the Network Marketing Industry, and if you remember, you didn't know anything about Sponsoring, Getting People Started, Developing Leaders, Driving Depth, etc..... There's a lot to teach a new person, and we tend to try to cover too much at the beginning. At the same time today, we are in competition with YouTube, Facebook, text, emails, kids activities, family events, TV, etc..... So, I feel that one of the Most Important and Vital things to do with a new Distributor is keeping them engaged. The main goal in the beginning in my opinion is to Keep Your Distributors **MIND ON THE BUSINESS**, till they can keep their **OWN MIND ON THEIR BUSINESS**. This won't happen overnight, but there are a few things you can do for the new distributor till their mindset has changed, they're plugged in and they are fully committed to their own business.

**First** of all, you have to realize that not everyone is going to relate to you or your style of teaching; so, one of the keys right off the bat is to give them 5-6 of the very best **Podcasts, MP3's, or CD's** of your leaders telling their Story of how they got started in the Network Marketing Industry. Take some time to **PROMOTE** what and who they're going to listen to, versus just giving them the Talks and telling them to listen to them. They're going to like some of them and dislike some of them, so have them tell you the ones they didn't like, so you won't give them people they don't relate to in the

future. The next week, give them 5-6 more and PROMOTE these the same way. Do this for about 4-6 weeks, then plug them into your system of ALL your audios and show them around the system, so they know what is available. Now, you can CHECK OFF that part of the training, and you now know your new distributor is plugged into a **SYSTEM OF AUDIOS**, not just your training.

The **Second Step** is, while they're listening to the Audios, do the same thing with your business's system of **BOOKS**. In the beginning, take about three of your top recommended books and PROMOTE one of them by telling them about one chapter that changed you or your business in some way, so they have a reason to want to turn their TV off for a little bit to read this chapter that you were so excited about. Do this monthly for the first three months, and then show them where they can find the incredible book list that your business has put together for their further training. Now, you can CHECK OFF that part of the training, and you know your new distributor is plugged into a **SYSTEM OF BOOKS**, not just your training.

The **Third Step** is; while you're plugging your new Distributors into the Audios and Books, invite and get them involved in the **LOCAL EVENTS** that you have in your area. The key here is to introduce them to a few of your local leaders that you think they might relate to. Not just a handshake and a hello, but get them around, connect

them to a few other leaders, and walk away so they can spend time and get to know each other. **Next**, is to get them to a Regional Event 1-3 hours away from where there's a bigger group, like 250-500 people, with other growing leaders, so they can experience a little bigger picture of what they're involved with. Now, the key here is to get them in your car, spend a little road time, share a meal at the event with **YOU** as their **HOST**. Learn how to serve your new distributor by waiting on them, picking up their meal, introducing them to more leaders in that town, but don't be too serious about the training part, just **HAVE SOME FUN!** Now the **Last thing**, is to invite, encourage and Promote your Company's **Big Corporate Event**, where your new Distributor can get around 5,000-15,000 other Distributors and see the company's vision and **BIG PICTURE!** This will probably be a weekend trip, which will include travel, hotel, meals, etc... so, this is a big step for them and you'll want to make this as simple and painless as possible. Show them the ropes, and **PROMOTE** how much fun this is going to be, not the grueling schedule of the weekend. Again, **YOU** are their **HOST** for their first Big Corp. Event, so make it a memorable weekend; something they will never forget. Now, you can **CHECK OFF** that part of the training, and you know your new distributor is plugged into a **SYSTEM OF EVENTS**, not just your training. **CONGRATULATION!** You have now done in the first three months with your new Distributor what 95% of most Network Marketers never do. **YOU SLOWED DOWN**, in the beginning, **SO YOU CAN NOW SPEED UP** with more training, and you **CLOSED A DOOR** of your Network Marketing Business.

## The 3rd Philosophy:

### In training your new Distributor, does it have the L.T.D.'s?

Okay, in this 3rd philosophy, I'm going to talk about the process of training your new distributors. We know there are going to be multiple types of people coming into the organization and it's imperative that you keep the training in a way that every type of educational level can learn it, duplicate it and pass it down to their teams. This process is called the **LTD's** or is it **LEARNABLE, TEACHABLE, and DUPLICATABLE**.

Let's start with **LEARNABLE**; the goal here is to keep the teaching at a 6th-grade level and no higher, so every type of person coming into your business can relate and understand the information and apply it immediately to their business. We have found that people with incredibly high levels of education, or who have expertise in a very complicated area in their careers can alienate a wide group of people, and make it seem too hard to learn, so they don't engage. People tend to be able to learn and remember things when they're wrapped in 3-4 points at a time. Like the adage: K.I.S.S. "Keep it Short and Simple".

Next is **TEACHABLE**; there are a ton of ways to get your point across when teaching people the basics of Networking. You want to teach with the talent that was given to you, but even with your information down to 3-4 points, at a 6th-grade level, short and simple, is it still **TEACHABLE**? In other words, is it something that will go off the point with how your whole upline team teaches the basics, thereby causing confusion in the ranks, or does it stay with

the flow of your team's system of training? I've seen many leaders go to training events, sit down with leaders from other groups and companies, and then come back and start teaching what they have learned to their teams and worse, to others teams at a big regional event. This has always caused a lot of confusion, and when people are confused, they do nothing. Be the Leader that eliminates confusion in your group; get out of the "New Idea of the Month Club" and keep teaching the basics over and over. Also, recognize people that are doing the activity, getting results, and then the simple basics work like they're supposed to. When there is something new every time; people see it as a huge change and they don't do well with changes all the time. When your team sees **Continuity** and **Stability** in the leadership and their teaching, then growth follows.

The last is **DUPLICATABLE**, and in my opinion, it is the most important of the three. Like Learnable and Teachable, Duplication is the multiplying factor in the LTD's of a system. You have to look at everything you teach, and then ask yourself; do I want thousands of people in my group to **DO WHAT I'M DOING?** The great thing about Networking is having 1000's of people duplicating a Process; the Worst thing about Networking can be 1000's of people duplicating a wrong process. You have to examine everything you're doing, thinking, saying, teaching, because sometimes we have a process that works for us as leaders, but it might be too hard for a new person to duplicate. So you need to ask yourself constantly; can my team duplicate what I'm doing? **The duplication process can be your best friend or your worst enemy**, but I'll tell you; when a process is in place and has the **LTD's**, your team will work like a well-oiled machine.

## The 4th Philosophy:

### How to BUILD BELIEF in your Distributors with the 3P's.

As I look at all the professions out there, it usually takes on average, about four years of school, to get the basic training, and another four years in the actual profession to get a handle on what you're doing and get proficient in it. When it comes to the profession of Network Marketing, for some reason; we throw people out there with a few weeks of training and expect them to just pick it up and run with it, and are a little disappointed with the results they have or even worse wonder why they're not around anymore. If you look at most professions, they have a shadowing program or an internship program that allows the newest person to **WATCH and LEARN** exactly how the process is done over and over and over.... So, I feel that the ball has been dropped a lot in this area when it comes to our profession of Network Marketing, and because of this, I feel that we have the reputation we have, people coming into the profession, and leaving by the thousands. Ok, let's close this revolving door right now!

When it comes to connecting with people, Calling them for an Appointment, Sharing a 15 min. overview, Following up with them, and getting them started; the most important thing you can do for your newest Distributor is to Physically let them watch you do the basics, not teach them. But, here's the **SECRET SAUCE** with this Philosophy that **BUILDS BELIEF** in your new Distributors:

You have to **PROVIDE, PROTECT and PRESERVE** for your newest distributors. You have to be there to **Provide** physical training, **Protect** them from the **objections, rejections, and negatives** of people, and **Preserve** their initial excitement in the beginning, till they can get past this internship part of the process. So, let's walk through the thinking process and the mechanics of how the **3P's** will close another Revolving Door of your business:

Start by telling them what you want to accomplish with each step, and remind them that there, "**100% Success in everything they do.**" Then, let them see you **Connect** with 4, 5, 6, 7, 8 of their friends; whatever it takes for them to get the simple process down. Remember, slow down and teach this once by example and you'll never have to teach them this part of the system again.

Now, before getting on **The Phone**, remember to tell them we're just filtering through people to just see who is looking for more options financially. Now, get on the phone and call 7, 8, 9, 10 of their friends, invite them to sit down over coffee, and share what you're doing. After multiple calls, say "you see anything I said or did, you couldn't do with my help." Walk them through making a few calls, be there to **Protect** them from **ANY REJECTIONS, OBJECTIONS FAILURES, and NEGATIVE** they might encounter, and remind them that the call is part of the Filtering process.

Next, is before you go and see some of their friends to **Share the Presentation**, remind them of what you're trying to accomplish with this part of the process. You just want to see if they relate to two of

the six things that you will share in the 15 min. overview of your business. Also, remind them that you don't need them to add anything to your presentation but to just **Watch and Learn** the simple 4-6 steps of your presentation. Go out, and physically let them see you do 5,6,7,8 presentations that you do with their friends; then ask at the end, "with the 4-6 things I cover each time, do you see anything you couldn't do with my help". Hand them a copy of your 4-6 Step Overview Brochure and ask them to show it to 2-3 people this week, and remind them that, if people don't relate to at least 2 of the 6 steps when they're sharing the presentation, then they have found out what they came there for, and the filtering process was 100% successful.

OK, at this point, I hope you're getting the process here. We could go into inviting people to a One-on-One or a Local Event to see a Full Presentation; Setup a Follow-Up and Getting them Started, but we're going to cover all 6 of these steps fully in another chapter of this book. The goal here is to share with you the Process of **Providing, Protecting, and Preserving** by physically letting your new Distributor see how the basics of building a Network are done, and to understand the mindset of Filtering in the beginning stages of their business. Even though this might seem to be tedious work, but it's work done one time and you now have a Distributor that is trained and has the right mindset with everything they do from this point on. And now, you have closed another very important revolving door of your network marketing business!



## The 5th Philosophy:

### How you begin **BUILDING TRUST** with your new Distributors.

As I look at the profession of Network Marketing, it has one reputation that seems to follow it around the world. It seems that everybody is always looking to get to that next rank, getting that next bonus, winning that next promotion, and new Distributors evidently feel that vibe coming from you. Let's talk about the spirit of **SERVING**, which somehow has been lost with the 1000's of products online on "How I sponsored 200 people in the last year and you can too", or with everybody out there looking for that special leader that will change **THEIR** business and help **THEM** get Rich.

I covered this a little bit in the last few chapters if you look at the process of **KEEPING DISTRIBUTORS MIND ON THEIR OWN BUSINESS**; giving your newest person 5-6 audios for a couple 3 months, giving them a few books to read in the beginning, and hosting them at your local events all the way to their first big company event. Then, in the last chapter, we talked about the **BUILDING BELIEF** with your new Distributor and physically walking them through the basics of building a network, and the whole time you **Provided, Protected and Preserved** them through the process. As you can see here, the theme has been **SERVING** your new distributor.

So, let's talk about this last step in ultimately building **TRUST** with your new Distributor. So far, you have been training your new person with the basics, and a mindset of philosophies; now, it's time for you to help them hit a few of the beginning Ranks and Income

goals that **THEY HAVE**. It's Important that you take the time to Cast a Vision for where **THEIR BUSINESS** can be in the next few weeks, months, etc... but help them **PHYSICALLY** reach these first few ranks yourself. Don't just talk about them reaching these goals, but do the work in the beginning and blow their mind on how much you're willing to **SERVE THEM**, and help them achieve their goals. Blow their mind with the level of activity, time, the effort you'll go to help them succeed in the beginning. When you cast that first vision and they hit that goal, a little trust comes into the picture. You hit that next goal with them; the trust factor just raised a bit more. Then, when it's time for them to start working on their own with the next vision that you cast for them with your guidance and they hit it, the Trust factor starts to hit a momentum stage and you have now helped your new Distributor hit the ultimate stage and that's called **BELIEF**. When they believe that they can build their own Network, you have really closed a HUGE Revolving Door of your business. Congrats!!!!

## The 6th Philosophy:

### **THE MINDSET** you teach your Distributors to have from the beginning.

Well, that takes us to the last Philosophy **THE MINDSET**, and if you look at the previous five philosophies, we have talked about mindset the whole way through this process. **1st** was helping Distributors see that they are 100% Successful in everything they do with the Filtering process. **2nd** was getting them plugged into the Books, Audios, and Events so that they can hear the Heartbeat of this Industry and the Community that your particular business has. **3rd** was the LTD's; Learnable, Teachable, and Duplicable part of this system so that they can eliminate Confusion on what to do. **4th** was helping them build belief with the 3P's which were to Provide, Protect and Preserve your new Distributor in the building stage. **5th** was how to Build Trust in your new Distributor by blowing their minds by Serving them with massive amounts of work, time, and encouragement.

Well, at this point, a lot of people would now focus and teach on how the new Distributor needs to change the way they think about being successful, or if you think you can, or think you can't, you're right, etc..... And. I would totally encourage plugging your new Distributors into great audios, books, or events like Tony Robbins, to Ultimately getting everything possible working in their favor with **THEIR** mindset. But, what I want to end with this chapter on Philosophies is **YOUR** Mindset towards your new Distributors. Through the years of being in this Great Industry of Network Marketing, the one pet peeve I have with some of the actions I have seen with some of the Leaders is this underlying spirit that because of a certain Rank or Income that has been reached, there seems to

be a change in the **MINDSET** of the leader now. First, there's this "I know everything" spirit, to this "Boss to Employee" atmosphere, to the "I don't have time for you unless you reach a certain rank" BS! From the stage, I hear a lot of speakers talk down to their groups when things aren't growing, or being in Leadership becomes this Clique to be in. Well, I could go on with a lot that I have experienced, but why I think this chapter is important is that as a Leader, your job is to create an Atmosphere and Environment for your team to grow in. Like never letting your people hear you Complain or Gossip about anything or anybody, and being the Proper Example, not just by teaching it. Like never jokingly comparing people to others on your team, but always building Belief in the people and what they individually bring to the table, not bragging about your success or things, but bragging about the success of the people on your team. The **MINDSET** you have towards your Distributors, bringing out the best in them, and empowering them for success is your Job until they rise as leaders themselves and then you can pass on the torch. As you can see, I feel that this first chapter on Philosophies is the most important chapter in Closing the Revolving Doors of your Business. You can see why so many people fail or never reach some of the levels of success because they have so many Doors Revolving people right out of their business, that it's just a constant process of replacing all the people that left your business last year. I hope **Door #1** has given you a new perspective of how the Network Marketing Business can be Exciting and Hopeful for you this next year.



# DOOR #2

STARTING NEW DISTRIBUTORS **CORRECTLY**



Nexus Affiliates





## **DOOR #2:** **Starting New Distributors Correctly**

In this **SECOND DOOR**, we want to show you how essential it is in **GETTING DISTRIBUTORS STARTED CORRECTLY**. Because how you start someone stays with them forever and it's how they will start people. *Here's what you'll learn:*

**The 1st Step** is, you **MUST** have an **8 POINT SYSTEM** that you start every Distributor with.

**The 2nd Step** is, you have to teach your Distributors that **THIS IS A BUSINESS**, not a Membership Club till they start taking ownership of their **OWN** business.

**The 3rd Step** is, there's a lot to Teach New Distributors, so you have to **SLOW DOWN**, in the beginning, so **YOU CAN SPEED UP LATER**.

**The 4th Step** is, Many Dream, but **DON'T ACT**, others Act but **DON'T PLAN**, teach your new Distributors what they're **TRYING TO GET ACCOMPLISHED** with Everything they do.

**The 5th Step** is, no one likes walking into a **BUSINESS CLIQUE**; everybody wants to feel like they're accepted, so you have to take these steps to get everybody **PLUGGED IN**.

**The 6th Step** is, showing your Distributors how to do the **WORK ONE TIME** correctly so that they can **GET PAID FOREVER**.

## The 1st Step:

**You must have an 8 STEP SYSTEM that you start every Distributor with.**

Let's talk about the Topic of Getting a New Distributor Started. I know that every business has its outline of things they want you to do when you first enroll that new person and everybody has their opinion on what to do or not to do. Today, I want to give you a new perspective on that list. Let's go back to one of the things that I talked about in the **First Chapter**; about things being Learnable, Teachable, and Duplicable. What I think people have missed in the past with this list is; first of all, the leaders on your team all have their own way of Getting Someone Started, and when it comes to teaching these things at Events throughout the year, people will hear 5-6-7 different ways to start someone, and that's where the confusion starts. This is where a system has to come into play. Something that every time people come to Events they hear a 6 or 8 or 10 Step System that all the Leaders have agreed upon to Teach over and over and over till everybody knows **THE TEAMS "8 STEP SYSTEM"** in getting someone started. It's in Paper Form, in PDF Form, it's on the Team Website, etc.... The whole goal here is to systematize one of the most important beginning steps with a new person and how they are initially brought into the business. Remember, how you start with someone stays with them, and it's how they will start their new people. Is it something that you really want to duplicate down 100's to 1,000's of people in your organization? We will go over more detail with this when we get to **Chapter 3** and lay out a step-by-step process in the **Q.I. System** of Getting Someone Started.

## The 2nd Step:

**You have to teach your Distributors that THIS IS A BUSINESS, not a Membership Club till they start taking ownership of their business.**

Well, right off the bat as leaders, we know that we might be running a very large business with millions of dollars of volume running through our organization every year, but we forget that the new person doesn't know how you got started or what it took to get to where you are now. We also have to remember that 85% of the world is an employee and have no understanding of what it really takes to get a Networking Business off the ground, let alone a Traditional business. As an employee everything's been done for them; from the rent of the building, Equipment cost, Inventory, etc..... They just walk in the door to their spot in the company, put their hours in and look for that paycheck at the end of the week. Most people don't even realize what it would cost to start a one-man show Lawn Care Business, from the Big Commercial Mower that cost anywhere from \$3-6,000 to the Trailer to haul everything that could be \$2-4,000, all the accessories, gas, .etc..... this could end up between \$5-15,000 on the low end not counting business fees, licenses, insurance, etc.... You get the point; it takes a good little investment to start any size of business today. So with that said, what I've seen over the years with our profession is that



people come into most companies with \$400-\$500 kit which they will spend this weekend when out to see a ballgame, see the movie, going out to eat, and all the weekend things we spend money on to enjoy the experience and then it's gone. So, in my opinion, the cost to get started in the Networking Industry is so small compared to the traditional business but most people don't take the business seriously. They treat it like a **Membership Club** that they can get in pretty easily, and they also can get out of pretty easy too. So, here's the approach that I take when getting that brand new person started from day one. I explain to them what I just shared about being an employee; starting a small business, the investment involved, and the details of a real business. And at this point, I ask them to take out their checkbook and write a **Fake** check to ABC Bank and Trust for **\$65,000** (which is a National Avg) and make sure they realize that the note on that check will **Fictitiously** come due every month whether they make any money or not. So, I ask them what would be in their schedule tomorrow with an \$800 note coming due in the next 30 days. I want them to start from day one to treat this like a Real Business and look for a return on their investment. Because we know as Leaders, if taken seriously, it will do the Big Volume of a Traditional business without all the negative hassles and return an incredible income and lifestyle if done properly.

### The 3rd Step:

**There's a lot to Teach New Distributors, so you have to learn to SLOW DOWN in the beginning SO YOU CAN SPEED UP LATER.**

With this title, you can tell some of the things that I have shared so far about starting a new person. My Philosophy is to talk about the things that most Leaders won't talk about in the beginning. I feel it's important to Slow Down with your new person a little, versus going for the Juggler with "give me your list", "let's start calling people", "come to this event", etc..... and talk right upfront about the things that have been the reasons for so many people walking through the **REVOLVING DOORS** of this industry.

So, like the topic in the last chapter of getting people's mindset geared towards running a business versus being involved in a membership club, I share with them what I know about people and how they can be pretty unpredictable with their commitments. I share with them that it's been shown that **85% of People QUIT** most things they start like, Diets, New Year Resolutions, etc.... so I want to develop a relationship and set up a training system with a new person so that we can help them not be in the 85%. I share that it's been proven that when a personal trainer is involved with a person that starts as a new fitness program, they have a bigger chance of succeeding and staying with the training versus people that do it by themselves. One of the ways that give you an opportunity to be that Personal Trainer with your new person is what I talked about with the **PROVIDE, PROTECT and PRESERVING** for your new Distributor, and **SERVING** them in the beginning by going out and literally doing some of the Basics **FOR THEM**. So, you can probably see by now how all of the teachings

so far are part of a unique system that intertwines with itself for the result of closing every possible Revolving Door that your organization might have opened.

What I want to bring to the table next, is the topic of what I've seen kill every organization, church, marriage, etc.... and that's **Relationship Challenges**. I know that this is a Big Topic, but I want to be really blunt and honest about this Topic because it can be one of the most important topics covered in this book. It's obvious that relationships that turn bad have destroyed some of the most incredible partnerships in history and no matter what you might do on your end to try to preserve a relationship, some people are so caught up in the situation that they're blinded to a solution to the problem. So with that said, I sit down with a new person and explain what I just shared. I share with them that I'm going to make mistakes in the weeks, months, and years to come; so, I need them to make a **Solemn Promise** with me that if I do anything that offends them in any way, they will **IMMEDIATELY** come to me so that I can correct my mistake and ask for their forgiveness and we can move forward from there instead of it destroying all the good work we have done so far. I emphasize again that they need to make a **Solemn Promise** and I stress how important this is in our Business Partnership and its Success!

And last, with Topic of Relationships on the table, I ask them how they want me to approach them with how I train them, in other words how do they want to be taught. Do they like an **Indirect Approach** with me giving them suggestions, and they can take it from there, or do they like the **Direct Approach** where I tell them the Direct Truth with how their actions, relationship, leadership is working or hurting their team. This is a vital conversation to have because you have so **Many Personality Types** that it's important you discuss how they want to be trained, corrected, and told the things that will help them grow at the highest level possible.

### The 4th Step:

**Many Act but DON'T PLAN, others Dream, but DON'T ACT. Learn how to teach your new Distributors what they're TRYING TO GET ACCOMPLISHED.**

One of the things I've seen over the years in this industry with a lot of organizations, no matter how great leaders are personally in training their teams, is making sure that each Distributor knows exactly what they're trying to get accomplished at that moment or stage of their business; let me explain. Like with the title above, a lot of people go out and put a lot of action in, or throw a lot of mud against the wall to see what sticks. While others sit around and dream of what it will be like someday and put no action in. I'd rather have the person that puts in the action, but I've found in the long term when people don't have an idea of what they're trying to get **ACCOMPLISHED** they end up frustrated in the end. I compare this to putting a 5,000 piece puzzle together. The people that are really good at puzzles know that they first need to find the Corner pieces, then find all the straight edge pieces so that they can put together the **FRAMEWORK** or foundation of the puzzle. At this point, they now know that all the rest of the pieces go in the middle right? Like the Networking Business, it's important to set down and help people put together an image of what that Framework or Foundation of their business looks like. It could be the first couple of Ranks or Levels of Success that you show them and the details of how to get that beginning stage of their business started, or

helping them with developing volume by developing a handful of Customers for them. Every business is a little bit different with its approach, but the goal here is to show them the first steps, set up a Goal with a Date on it, and the real activity level it's going to take to get it accomplished. Be honest with them about what it's really going to take without any HYPE. But don't forget to remind them of the Philosophy in the first chapter, which is Everything they do is **100% Successful** and they're just filtering through people to find the ones that are open and looking right now.

Now after you have helped them through a few of these beginning Goals to set up the Framework of their business, it's time to fill in the middle of the puzzle. Here's where a lot of Leaders miss the mark with all that they have put together so far with their new Distributor. Most are not people of Vision or being able to see things with a long-term view, so it's important for you as their leader to cast this vision and show them an image of where they're going. This might sound simplistic, but most leaders and distributors are building their business or putting their puzzle together without knowing what the **IMAGE** on the front of the **PUZZLE BOX** looks like. So for most Distributors, their career in Networking becomes almost like a job, doing the same thing over and over trying to keep the foundation or framework together and never really getting any momentum in their business or getting to see what the image on the front of the Puzzle Box looks like. In the Fourth Chapter, I'm going to get into more details on this, but the goal here is to keep things simple with a Pattern that allows everybody to reach that first Rank or Level. Then you show them how to teach a few team members to reach that first Rank or Level with that Pattern for them

to go to the next level themselves. When they accomplish that goal, it's like you've shown them how to pull all the puzzle pieces together that look like green grass or blue sky and how to start building the middle part of the puzzle. After doing this a few times, your Distributors are going to start seeing **WHAT** the **IMAGE** looks like. This creates a Drive and Momentum in your Distributors which creates a Desire to finish the whole puzzle so they can see and live the lifestyle that's on the front of the puzzle box. **NOW THEY KNOW WHAT THEY'RE TRYING TO ACCOMPLISH** every time they put any work into their business. Most people see the Bigger Rank Advancements like a giant mountain, you have now shown them how to simply go back and look at the front of the Box and remember what that image looks like and what they're putting together. I know I keep talking over and over about the **IMAGE**; what it looks like, **VISION**, seeing the front of the box, but I can't emphasize how important this one step is in Closing one of the most important Doors of a Revolving Door Business and keeping people involved and growing in your business from year to year. The work and mechanics of building your business are vital, but knowing what you're trying to accomplish every time you go out and do anything in your business is more important in the long run and will save you a lot of time. When you turn around down the road, you will see that you have a lot of Leaders and people of Vision in your business versus you being the only one that knows how to cast a Vision in your team.

## The 5th Step:

**No one likes walking into a BUSINESS CLIQUE.**

**Everybody wants to feel like they're accepted, so you need to take these steps to get everybody PLUGGED IN.**

Like the old saying “you only have one chance to make a good impression”, I feel the same goes with the impression that a new Distributor has on the Team that they're getting ready to join. The community that you have created is the kind of environment that at the smallest get-togethers of just a few people to your Big Events with 1000's, an environment that every type of personality feels welcomed from day one, or does it feel very cliquish? Over the years, I witnessed a lot of events from being in the audience, being backstage to invitation-only meetings with the Top Leaders. Even with the levels of success that I've had I still want to feel welcomed. Everybody wants to belong, feel like they are accepted, but more importantly feel like they are part of **THE** team. The big mistake I've seen with many leaders over the years is that they tend to spend time and talk to the people that are currently building the business at their meetings versus making sure that they get to know all the **NEW** people in the room, getting them good seats, and introducing them to all of the other leaders. I feel like the goal of every meeting is to spend as much time as possible creating and keeping the atmosphere of the event conducive for every new person to feel like they have found a home and a group of people they want to spend time with, and can't wait to see their new friends every week. I witnessed something at a Big Event early on in my career in Networking that showed me how important this was. I

was backstage getting ready to be the next speaker and I noticed one of the New Up and Coming Leaders on the team leave the backstage area of the arena and literally went through the entire crowd of about 18,000 people very quietly and shook hands with everybody on his team and welcomed them to the weekend one by one. It was probably only about 200+ people that were sitting throughout the colosseum, but he found every one of them. Just a few short years later, he was having his own Function with 18,000 people attending, and to this day; it's probably one of the tightest, happiest, and problem-free organizations that I've ever seen in all my years in this profession. He could have spent the time backstage with all the Big Leaders asking questions, getting pictures, etc.... but he took his time to greet his whole team personally. I asked him about it later and he said, " I didn't come here this weekend to relax in my success, I came here to work this weekend. I only really get 3-4 times a year to see everybody on my team in the same place at one time, so my goal is to get to know as many of them as possible and to make sure they know that I appreciate them and everything they're doing and I'm excited to have them on the team". Visually, I saw as if he took a big sewing needle and went through the whole coliseum and stuck it through everybody on his team one by one, and at the end, pulled it tight, gathered them all together under one team, and tied a big knot at the end of it. Now that's a **COMMUNITY!**



## The 6th Step:

**Showing your Distributors how to do the WORK ONE TIME correctly so that they can GET PAID FOREVER.**

The Last step of this Chapter may sound redundant or pretty simple, but as a Leader, I'm sure the content in the first 2 chapters of this book may make total sense to you and you can easily put them into place in your current business. The secret to closing the Revolving Doors of your business is to make sure that after getting your new Distributors started with the above steps, you **GO BACK** and teach **YOUR** Distributors that are getting people started that it's imperative that they follow the same process of closing the same Revolving Doors.

### **Door #1**

Teach them the importance of laying down the **Foundation Philosophies** with their new Distributors:

1. Everything they do is 100% Successful, they are just filtering through to find people that are ready.
2. Learning what to do to keep their Distributors Mind on their Business till they can do it themselves.
3. Keeping everything LTD or Learnable, Teachable and Duplicatable.
4. Maintain their Belief by Providing, Protect and Preserving in the building stage.
5. Building Trust by Serving your new Distributor
6. The Mindset you have towards your Distributors, and how to Empower them for Success.

## Door #2

Next is **Getting Distributors Started Correctly:**

1. Start everybody with the same 8 Step System the whole team uses.
2. Teach the difference between Membership and Business.
3. Learn to Slow Down and Establish a real Relationship with each Distributor.
4. Teach your New Distributors what they're trying to get Accomplished with everything they do.
5. How to really get people Plugged into your Community and Family.
6. Teach People how to do the above steps, so they do the work once and get paid forever.

A lot of people talk about the word Duplication and Residual Income in the Networking Profession. Much of it is tied to the Mechanics, the Skills of Inviting, and Sharing your business; but I feel that these first two chapters could be poured into your business team and most of the Revolving Doors of people that come into your business, and then leave your business would be 75% complete. I know we have three more chapters to go to close ALL Revolving Doors, but I wanted to get some of the Real meat of this book right up front so you could hear how this business is supposed to work like a well-oiled machine. Put these processes in place, and you'll see something happen to your team; people will feel and see a Real Community. **“Common-Unity.”**



# DOOR #3

THE QUALITY INVITE **FILTERING SYSTEM**



Nexus Affiliates





## **DOOR #3:**

# **The Quality Invite Filtering System**

In the **THIRD DOOR**, I will share with you the **Q.I. FILTERING SYSTEM**. This system is the major reason why I wrote this book because most leaders are teaching the basic mechanics all wrong. *Here's what you'll learn:*

**The 1st Filter** is the **Q.I. LIST BUILDING**: this is where the Filtering and Sorting Process starts, and it's where the Foundation of a Big Business begins.

**The 2nd Filter** is the **Q.I. INVITATION**: this is where you see if they're currently looking.

**The 3rd Filter** is the **Q.I. INTERVIEW**: this is where you take 15 minutes and see if they connect with at least 2 of the 6 things in your quick presentation.

**The 4th Filter** is the **Q.I. MEETING**: this is where they meet the team, see a full presentation and see if they connect with at least five things covered.

**The 5th Filter** is the **Q.I. FOLLOW UP**: this is where you remind them of the process so far, the numbers game, and what you're willing to commit to in order to help them reach some of their initial Goals.

**The 6th Filter** is the **Q.I. GETTING STARTED**: this is where you learn how to Slow Down to Speed up and make sure you start every Distributor Correctly.

Ok, before I get into this Chapter on the mechanics of building a Network, I need you to know that because of the Internet, Social Media, and our Smartphones, the way of building a Team today is changing. Even though a lot of companies are slow in allowing Distributors to use these tools to Recruit people into their Business it's the Digital Future of Networking. Just like what we are seeing with how we used to buy items from a Retail Store, Amazon has changed the world with **HOW WE BUY** those same items today. Well, the same thing is happening with **HOW WE BUILD** our Network Marketing Business. Instead of just approaching our Friends/Family or going out and meeting people as we live our lives, calling them up to see if they have their options open to expanding their income, setting up a time to meet over coffee to Share our Opportunity (*if they show up*) then setting up a Follow Up later that week (*if they don't cancel*) to answer their questions, (*if they're interested*) then set up another time to get them started, (*if they haven't changed their minds*) to get their business launched and have nobody show up to their meetings. (*or they say, I don't know anybody*) to them quitting the business in a couple of months, so you can start this whole process all over again. The Digital Approach allows you to access billions of people from around the world, that ask you to look at your business, then with an application process allows you to filter out all the people that are just window shopping to find the ones that are seriously looking to start and build a legitimate business with your help. If your interested in the New Digital way of building your business, check out the link below:

<http://themcnellytraining/tools>



## The 1st FILTER:

**The Q.I. LIST BUILDING:** this is where the Filtering and Sorting Process all gets started, and it's where the foundation of a Big business is laid down

Ok, let's talk about this, in my opinion, the jet fuel that really gets this rocket ship off the ground; **THE LIST OF NAMES**. I believe too many people don't really understand the power of the list. First of all, we all know, as Leaders, that not everybody is going to build this business and be as excited about it as we are. But, is it easier to go out and meet a total stranger in the marketplace or call a name off a list from a new distributor that can warmly introduce you to this person? Well, we know the answer to that question, but many leaders forget an important step with the list that I want to remind you of in this chapter. When I set down with a new Distributor, my whole goal is to show them how big the potential of their Initial list can be, by expanding their view of who they know right off the bat. Most try to get the basic friends and family list of 20-50 names, in the beginning, to get things kicked off. I think this can be really dangerous with the long-term belief of your new Distributor because we all know that most of the top income earners in this profession still don't have friends or family in their business in most cases. And remember, as we talked about in the **First Chapter**, you want to **Provide, Protect and Preserve** for your new Distributors right from the beginning right? So let's take a little different approach in this Initial List. Take the **Master List Builder.pdf** that I have a link for you below, and before you dive into their cell phones or social media influence, let's talk about all the **NETWORKS** they are a part of Locally in their own home town. I want to show them that it's not just who they know, but just as important, who knows them without them realizing. So, I ask if they have kids, and what they do for fun or sport, and who are 3-4 people they know with their son's **BASKETBALL NETWORK** or 3-4 people on their daughter's **CHEER NETWORK**. Then, I talk about the 3-4 people in their **BIBLE STUDY NETWORK** or the 3-4 people in their **CHURCH SOFTBALL NETWORK**, the 3-4 people at their **GYM NETWORK**, the 3-4 people at their

**FRATERNITIES/SORORITIES NETWORK**, the 3-4 at their **GOLF/TENNIS NETWORK**. Well, you can see where this is going, if you add up all the 3-4 people you have them write down with **ALL THE NETWORKS** in their lives you can easily have 100+ names just on **THAT LIST**. Now, you can have them write down close **Friends, Family, Work, Cell Phone, Email, and Social Media** on **ANOTHER LIST**, and there are another 100+ names. Now, without slowing down, go through each **CITY 1-2 HOURS AWAY** from their hometown, and talk about each person they know in each city on **ANOTHER LIST**. Now start talking about the people they know in each **MAJOR CITY** of the other 49 states around the country on **ANOTHER LIST**, and lastly, do the same with all the **MAJOR INTERNATIONAL COUNTRIES** around the world, which they might know and put those on **ANOTHER LIST**. Take your time on this, it could be a real breakthrough in allowing them to see how big their business can be in the future by taking the time to put all these names on different List. Now, you can easily see that with **ALL 5 LIST** you could have up to 300+ names of potential Downline Distributors all over the world. With Technology available today to do Facetime, Zoom, Skype, etc.... you could share your business from your kitchen table with anyone around the world. This will open up thinking that I feel needs to be in the mind of your new Distributor from day one. So many people look at the Networking Industry with “I don’t know anybody” or “my Friends or Family won’t be interested”, so if you open the mind of your new Distributor with how **HUGE THIS BUSINESS CAN BE**, it will take all the limitations off your New Distributor. If you take the time to **HELP** your new Distributor build this list from their own City to their International Influence and keep a copy so that you can help them start sharing this business with all these people; down the road, if they decide to back off, fade away or quit, you’ll have 300+ names from around the world that you know a bit about. So now let me ask you, how long would it take you to go out and meet 300+ people? I suggest you take the List Building very seriously and even find a way to computerize this list so that you can organize or sort it; so when you are going to Dallas or Germany on a Trip, you can pull up your list and sort it by all the people that are in Dallas or Germany and call them before you go and set up a meeting. Or, if your company is expanding Internationally in a particular country, you can pull up **ALL THE NAMES** you have and plug these people into your

business in that country. And really the best scenario is to get on Skype, Zoom, Facetime immediately and contact these people and start putting them into your business right away. I would suggest that you always call the person you got the names from first and see if they might want to get back active and enroll the people themselves. Well, I hope by now you can see just how big your business can be if **YOU and YOUR** team approach the list in this fashion versus the typical Friends and Family Networking approach. I think if you treat the list-building process seriously and teach it to your team, you will be amazed at how big, and widespread your business will be in a couple of years.

Now, let's talk about the **LAST LIST**. What? There's another list? Yes, and probably the most important of all the other five lists so far. It's called your **DAILY ACTIVE LIST OF NAMES**. This is the list that you want to add to every day of your Networking Career. As you go through your daily life; going to the store, the post office, the mall, your son's football game, talking to the guy fixing your computer, etc..... meeting people in everything you do, and add these people to your Active List of Names. Let's talk about how and who you connect with on a daily basis.

### Here's a Quick Outline for Connection with People:

1. Smile and Question
2. Compliment and Connect
3. Converse and Commonality
4. Transition and Qualify
5. Take Away and Bounce

First of all, I would have a Daily Goal to **SPEAK** to at least ten people every day with the goal of having three good conversations out of the ten. So here's the foundation that I think will take some of the Mystery out of Connecting with Strangers. Let's break down what you're looking for first. Out of the people you run across every day, I suggest looking for people that their **FACES, MOUTHS, and**



**EYES** say “I’m generally a friendly, happy person”. Next, with a **SMILE** when you say **HI**, ask them a question like “**HOW ARE YOU DOING TODAY?**” and if they respond back to you and ask you a question like “**I’M GREAT, HOW ARE YOU?**”. These are the type of people you’re looking for. If you try to connect with others that don’t have these two characteristics in place, I feel you’re wasting your time, because in this business you want people you would enjoy being in business with. Why start with grumpy people with a sour-looking face, who will bring that attitude into your business.

Now that you have the conversation started, sincerely find something that you can **COMPLIMENT** them on; something that you genuinely find impressive about them. Ask them questions about the thing that impressed you; this will allow the conversation to turn into a true **CONNECTION** versus a quick meet and greet.

Now **CONVERSE** with them, and keep the conversation going by asking questions using **F.O.R.M.** like: are you **F**rom this area originally? What type of **O**ccupation do you have? What type of things do you guys do for fun and **R**elaxation around here? What is your **M**otivation, Hot Buttons, or things that Challenge you in life? Listen to them and ask questions based on what they just said to extend the conversation a little longer. The whole goal here is to somewhere in the conversation, find out some **COMMONALITY** that you both have.

The next step is to take all the things that you have heard from your new friend resulting from the information about the compliment you gave them, to the things that you’ve heard from them through the F.O.R.M. that led to the things which you have in common, and now **TRANSITION** into asking them questions which will let them brag about themselves a little. The questions need to change and have a little bit of a qualifying tone like you are interviewing them. Again, let them brag about the things they have accomplished, but at the

same time **QUALIFY** them on really how good they are with their training or talents. This is how you transition from a simple conversation, talking about the fact that you're looking for someone with their background, talents, or training for your business, by saying "I'm working with a company that's expanding right now and we're looking for someone with your background; if it wouldn't affect what you're currently doing or conflict your schedule, do you keep your options open for ways to create a more positive cash flow" At this point, say " I can't promise you anything at this point (**TAKE AWAY**), but let me get your name and number, and I'll get back to you in a couple of days so that we can have coffee and talk." It was great meeting you; I've got to run, but I'll be in touch. Now **BOUNCE**, if you can't tell them everything about your company, it's best not to tell them anything on the initial contact, so leave so you won't have to get into a question and answer session.

If you didn't transition into Business before you leave, say "we need to stay in contact with each other, what's your phone number, or an email or Facebook link?" I have found that if you can't go through the whole outline with you getting a chance to Qualify them a little, along with a little bit of posture by taking it away from them, then it's best not to mention anything about business and allow the phone call back with them to start the business process. Just be yourself, be friendly; reach out and say Hi to 10 people on purpose every day and you will have an average of three really good conversations with someone that you have a lot in common with; then add them to your Daily Active List of Names. If you do this 5 - 6 days a week, that's 15-20 names a week, that's 800-1000 names a year. This is one of the Biggest differences with the people that make 6 and 7 Figures a year in this Industry, they take the skill of **Building a List and Adding names to their active list Seriously!**

## The 2nd Filter:

**The Q.I. INVITATION:** This is where you reach out to see if they're looking.

In this next step of the Q.I. System, there are a lot of approaches today with the advent of technology. You can now send people a link to your **Website** to watch a movie, with a Smartphone **App** send people pdfs, audios, and videos, set up a Facetime, Zoom, or Hangout **Webinar** to go live with your prospect, and share your business over the internet or you can send people a **Text** and share your business over a **Cup of Coffee**. So with all that said, I want to share with you, my **Basic Invitation** system that you might use when connecting with your prospect using that old device called a **Phone**. The goal here on the phone is to remember that people are all at different places in their life and that the phone is a very useful step in filtering people that are looking right now from the ones that are not **Period!** If they are looking, you were 100% successful; if they're not, you were 100% successful. The goal is to allow the phone to be a tool that saves you time and lets you sort through the people.

Ok, right up front, let's look at a quick **Outline of an Invitation**, and then we can go into more details.

1. Be in a Hurry
2. Sincerely Compliment the Prospect
3. Tell them Why you're Calling and Ask your Question
4. Get a Date and Appt. Time Commitment
5. Get off the Phone

### 1. Be In a Hurry:

This is mainly psychological, but people are always more attracted to a person who's busy. If you start every call with the feeling that you're in a hurry, you'll find your call will be shorter; there will be fewer questions, and people will respect you and your time much more. Set the tone with some urgency. Here are some examples:

- I don't have a lot of time to talk, but it was really important I reach you . . .
- I have a million things going on, but I'm glad I caught you . . .
- I'm running out the door, but I needed to talk to you real quick. . .
- Now isn't the time to get into this and I have to go, but . . .
- I have to run, but . . .

## 2. Sincerely Compliment the Prospect:

This is critical. A sincere compliment opens the door to real communication and will make the prospect much more agreeable to hearing what you have to say. Here are some samples of how to compliment people sincerely:

- You've been wildly successful, and I've always respected the way you've done business . . .
- You've always been so supportive of me, and I appreciate that so much . . .
- You're one of the most connected people I know, and I've always admired that about you . . .
- You're one of the most important persons in my life, and I really trust your instincts . . .
- You have an amazing mind for business and can see things other people don't see . . .
- I was thinking...who are the sharpest people I know? And I thought of you . . .
- You're one of the most positive and energetic people I've ever met . . .
- I've always admired the fact that you're open to looking at new things . . .
- I need someone to find the holes in something I'm looking at, and I know nothing gets past you . . .
- You're one of the smartest people I know, and I really trust your judgment . . .

- For as long as I've known you, I've thought you were the best at what you do . . .
- You've given me some of the best services I've ever received . . .
- You are super sharp. Can I ask what you do for a living . . .
- You've made a fantastic experience . . .

### 3. Tell them why you're Calling & Ask your Question:

In this section, I've provided a list of Direct Approaches which you will use when you're talking about an opportunity for THEM specifically, and some Indirect Approaches which you will use to ask for help, or advice when asking people if they know others who might be interested.

#### Direct Approach Scripts:

- When you told me \_\_\_\_\_, were you serious or are you just kidding around? Great! I think I've found a way for you to get it / solve the problem / make that happen / etc . . .
- I think I've found a way for us to boost our cash flow
- I found something you really need to see . . .
- I'm launching a new business, and I really want you to take a look at it. When I thought of the people who could make an absolute fortune with business, I thought of you.
- Are you still looking for a job? I've found a way for us to start a great business without all the risks.
- If there was a way to increase cash flow, would you be interested?
- I've teamed up with a company that is opening/expanding in the \_\_\_\_\_ area.
- I've found something exciting, and you're one of the very first people I've called.
- I was thinking of quality people I'd enjoy working with. Are you open to hearing what I'm doing?
- Let me ask you something... Would you be open to diversifying your income?

- Off the record. If there were a business working part-time from your home would that interest you?
- You know I \_\_\_\_\_, but because of \_\_\_\_\_, I've decided to diversify my income.
- I found an exciting business, and together, I think we could do something special. 1+1 might add up to 10.
- With your skills, you could make \$10,000 a month in a business I've just started.
- This is the call you've been waiting for your whole life.
- I'm launching a new business, and I really want you to take a look at it.
- When I thought of the people who could make an absolute fortune with business, I thought of you.
- Are you still looking for a job? I've found a way for us to start a great business without all the risks.
- I've teamed up with a company that's expanding in the \_\_\_ area.

### **Indirect Approach Scripts:**

- I've just started a new business, & I'm scared to death. Before I get going, I need to practice with someone. Would you mind if I practiced with you?
- I'm thinking about getting started with a business I can run from my home. Would you help me check it out and see if it's for real?
- I found a business I'm really excited about, but what do I know? You have so much experience; so would you look at it for me if I made it easy, and let me know if you think I'm making the right move?
- A friend told me the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance. Would you be willing to do that for me if I made it simple?
- The business I'm in clearly isn't for you, but I wanted to ask, who do you know that is ambitious, money motivated, and would be excited about the idea of adding more cash flow to their lives?
- Who do you know that might be looking for a strong business they could run from their home?

- Who do you know that has hit a wall with business and might be looking for a way to diversify their income?
- Do you know any sharp people who live in \_\_\_\_\_? Yes? Great. Could I get their name and email address if you have it? I have a business expanding in that area, and I want to see if they think it will be successful there.
- Do you know anyone involved in a serious job search?
- I work with a company that's expanding in our area, and I'm looking for some sharp people that might be interested in some additional cash flow. Do you know anyone who might fit that description?

#### 4. Get a Date and Appt. Time Commitment:

This step is pretty easy; you simply want to say to your Prospect what the next step is. Say "I can't promise you anything at this point, I just want to see if we connect on a few points of business and are on the same page with a few things. So let's initially just sit down over a cup of coffee and see, is that fair enough?" Get a Date and Time that works for both of you and then say "Do you work from a Calendar?" "Perfect, let's pull them out and lock this date in our calendar", "Ok, I got you on my calendar for \_\_\_\_\_ at \_\_\_\_\_ o'clock, at the \_\_\_\_\_ "Once I put you in my calendar, I don't change this for anybody so I'll be there for sure." "See you \_\_\_\_\_ The goal here is to share with them your commitment to the appointment and the importance of getting it in concrete on their calendar too.

#### 5. Get off the Phone:

Remember, you're in a hurry, right? The best thing is to say "Great. We'll talk then. Gotta run!"

The goal is to get off the phone, so you don't get into answering a lot of questions or trying to explain to them everything about your opportunity on the phone.

### The 3rd Filter:

**The Q.I. INTERVIEW, this is where you take 15 minutes & see if they connect with at least 2 of the 6 things in a quick Overview.**

With all the Networking Presentations out there obviously, I can't put an actual interview here in this section of the Book but I do want to share with you the psychology of the Interview & what you're trying to accomplish at this point. So many approaches that Leaders use to share their business presentation still have the foundation of trying to sell or convince the prospect why their Product or Company or Compensation is the best & why they need to do business with ABC Company or with them. But with all the years of watching so many styles, approaches & techniques I want to share with you a process that needs to stay consistent with the Q.I. System. Remember from the initial Connection to Inviting them to an Interview, we have been talking about a Filtering System and a Philosophy, the philosophy here is to see if they connect with at least 2 of the 6 steps that you will cover, and if they do, invite them to a Meeting to see a Full Presentation of your Product/Business Opportunity. This allows a lot more people to do a quick 15 min. overview without having to answer questions, they're just seeing if they relate to a few things, and if they do then they can get a chance to talk with a Local Leader that can get into more details & answer their question. Again the Q.I. Overview is designed to **Provide, Protect and Preserve** the New Distributors. The goal at the beginning of a Team or Leg of business is to have a lot of exposure, if there is only one person that feels like they can show a full presentation & answer all the questions, you're going to have a very slow-moving business. If you can have a lot of people helping you with the exposures by going out and showing a quick 15 min. Overview and a simple invite to a meeting, you're going to have a lot of growth. In other words, would you like to have 1-2 folks that can show 3-5 full presentations a week or 20-25 folks that can show 3-5 quick 15 min. overviews a week? Here is the difference, 25 times 3 overviews are 75 exposures every week versus 5.



## Here's a Quick Q.I. Interview Outline:

1. Find **Commonality** by building **Rapport**
2. Create **Credibility** by sharing **Your Story**
3. Gain their **Confidence** by sharing your **Mistakes**
4. Gather **Information** by checking **Priorities**
5. Find their **Pain/Pleasure** by asking **Why**
6. Offer **Solution** by sharing your **Opportunity**

I want to start off by talking about the importance of setting the tone of the Interview from the first minute you set down and start the process with your prospect. The key for a successful Overview is to establish the **Posture** of who's in control of the Interview with the first thing that you say and that's "Listen, as I said on the phone, I've only got about **15 min. for us to chat**", this puts you on a timeline to finish everything in this outline in that time frame. Next, I go against all Sales Techniques by going for **The Close** right at the beginning of the Overview by saying, "what I want to do is set up a time today that we can spend about an hour and get into **more of the details**", "but first I wanted to see if you relate to at least **2 of the 6** things I'll cover here in the next 15 min. or there really **won't be a reason** for us to continue with all the details, **is that fair enough?**" Now you're ready to start the Overview.

First is **#1 Find Commonality**, this is where you go back to the thing you found out on the connection when you first met, that one thing that you both had **In Common** when you went through the process of questions using F.O.R.M., Reconnect with them by talking about it again, also talk about the one thing that impressed you about them or **Complemented** them on at the initial connection. Then **Transition** into reminding them about the experience or **Qualifications** they shared with you about themselves or anything you remember about them from your initial conversation.

Next is **#2 Create Credibility**, now is the time to show a little of the confidence or **credibility** that you have in building a successful business. You can mention a few people that you have helped & their success stories or at this point share your story briefly by

using the outline below, this is something you need to take a few minutes and put on paper & then memorize what you tell every time you're sharing your business opportunity.

### **Here are the steps to putting your story together:**

1. Before (your company) I was...
2. I was introduced to (your company) by...
3. I have been using the (your products or services) for...
4. As a result, I am now (product or compensation success stories)

Next is **#3 Gain their Confidence**, this is where you share a few stories about yourself when it comes to some of the things that you weren't so good at in the beginning or **Mistakes** you have made along the way getting your business kicked off. So, being honest about your own mistakes starts the process of trust with your prospect. Remember people do business with people that they admire and **Trust**.

Next is **#4 Gathering Information**, in this step the goal is to gather as much truthful **information** as possible from your prospect about their hopes and dreams. You are looking for their "Hot Buttons" You are searching for anything that really turns them on. This is where I talk about the **3 Priorities of Life**: Time, Finances & Health and the **4 Levels** that most are currently in:

**Financially** we are either:

- Level 1 Struggling and Desperate for Help
- Level 2 Ok, but Live from Paycheck to Paycheck
- Level 3 We Save, Invest, Give and are Debt Free
- Level 4 Are Financially Independent

**Health & Nutrition** we are either:

- Level 1 Are in a Dangerous Place & Concerned
- Level 2 Don't Eat Very Good & Never Workout

Level 3 OK and Workout Regularly but want to do Better  
Level 4 Eat Clean & in Great Shape

**Time** we are either:

Level 1 Want more Time for FAMILY & FRIENDS

Level 2 Want more Time for SPIRITUAL LIFE

Level 3 Want more Time for PERSONAL INTERESTS

Level 4 Want more Time for MENTAL RELAXATION

Now that I have established the Prospects Priorities, I want to see if the timing is right for them to take advantage of the opportunity that I'll be sharing with them. This is where I talk about how important timing is with any of the changes that we might want to make with the 3 areas of Priorities & what state they feel they're in at this current moment in their life. We have found that most people are in 1 of 5 categories when it comes to the right time:

- 46%** Feel that their pretty Content with where things are in their life right now.
- 21%** Are dealing with Life Issues, good & bad.  
(weddings, births, death, sickness, etc...)
- 18%** Have a Pessimistic/Lazy look on life and change right now.
- 10%** Are open for a change but still a little Cautious or Curious.
- 5%** The timing is right and they want something to Change Now!

Next is **#5 Find their Pain/Pleasure**, with establishing the Levels & Timing they're currently experiencing, I want to see where they would like to be with the **who, what, & why** they want these

changes: this can be a pretty private matter & if you skip any of the above steps, people are going to be hesitant in opening up. If people will be honest with themselves, they are going to want to get deeper with what they really Desire (**pleasure**) or it might be what they don't want (**pain**) anymore. The goal here is to get a little more serious with the choices we make or the things that life throws at us and what we are really going to do about it. Just know that this step is probably the most important step of this 6-step outline because at this point it's not about you, your product, company, or compensation but about them & finding out what people really want or don't want in life. For example, if we ask someone what they want out of their health they might say "I'd like to lose some weight" you need to dig deeper, so ask why. They say "so I can fit into my skinny jeans again, again go deeper, and ask why again. They say, "So I can finally ??????" you need to get down to the emotional **Pain** or **Pleasure** or the last step won't be effective. Do you see the difference between losing a little weight and **SO I CAN FINALLY** ???????? And the same goes for the Finances & Time categories, it's got to be emotional for the next step to really be effective.

Last is **#6 Offering a Solution**, sharing your Opportunity whether it be a **solution** from your product line or a solution from your compensation plan or both. I obviously can't get into what your company offers but as you can see the outline is designed to get to this point of finally sharing what your company has to offer to your prospect and how it can **Solve** a Problem or Help with a Level of life they are currently in. What I've seen from so many people in this industry is they're often so excited to show how great their company, product & compensation is that they forget what they're

trying to get accomplished. See without people genuinely liking you through **Rapport**, **Trusting** you with your transparency, then seeing that you know what you're doing through **Credibility**, and getting to know them by gathering a little **Information** on their Hopes & Dreams, which allows you to see the real **Pain/Pleasure** they are experiencing, you can't really offer them a **Solution** with Integrity. So, the goal now that you're at the point of the Overview where you're explaining what your company, product, compensation offers is the real magic of this last step. Take the information that you have gathered about their Priorities, Timing, Pain, or Pleasure & blend it throughout this last step & show them how your Opportunity can help **Solve** or Help them get to the next level with their Health, Finances, or Time issues that they're currently experiencing. When you're done sharing your Opportunity, summarize the 6 steps with them & what you have covered over the last 15 min. and ask the **MAGIC QUESTION**, "so what were the 2 things of the 6 that I've covered that you relate to?" If they didn't relate with anything you found out what you came there for & you were 100% successful in the filtering process, if they did relate to a couple of things then ask, "if in the next 5-6 months you were able to accomplish (**2 things they related to**) what would really change around your household?" then with excitement say, I think the team will be excited about helping you guys accomplish that." The last **Power Phrase** is "Ok here's what we need to do next" and invite them to your next meeting to see a full presentation of your business opportunity. Lock in a Date & Time and give them a heads up on the basics of what they need to be prepared for the meeting, like the dress, time frame, etc... and that in the full presentation, you're going to go into more details, have them bring a notepad, so that with everything covered they can write down at least 5-6 things that they relate to with this meeting.

## The 4th Filter:

**The Q.I. MEETING**, this is where they meet the team & get a full presentation to see if they connect with at least 5-6 things covered

To start off this subject of getting your prospects plugged into a Meeting to see a full-blown presentation of your business, I want you to know that I obviously can't put together a real presentation for you since we all come from different companies with different products, services & compensation plans, but I do want to give you some pointers for setting up the right environment and atmosphere for your meeting place and what needs to be in your presentation for maximum results.

Well as you will see below the outline for a home/hotel meeting doesn't look any different than the outline for an interview, but because we are dealing with a house full of people or a hotel ballroom full of people versus an interview with one person we have to do a few things a little different. One of the **Secrets of the Q.I. System** is you're going to have most of your distributors doing Q.I. Interviews and inviting their prospects to a home/hotel meeting. By having the outlines for both be the same, when their prospects see the Experienced Speaker going through the exact outline that your distributors went through it gives all your distributors credibility right off the bat. Plus, it tends to lead towards more distributors not being afraid to do their own small home meetings because they realize they're already doing most of what the experienced speaker is doing. So, like the Q.I. Interview, the Home/Hotel outline will look similar but as we go through each step you'll see the dynamic is based around a house or hotel full of people so we have to approach it a little differently. You'll have your own little dog & pony show full of slides, videos, and a full presentation of your opportunity but I still want you to see how this outline below still has to be a part of the process for the Q.I. System to be pure & effective.

## Outline for a presentation at a Home/Hotel meeting:

1. Find **Commonality** by building **Rapport**
2. Create **Credibility** by sharing **Your Story**
3. Gain their **Confidence** by sharing your **Mistakes**
4. Gather **Information** by checking **Priorities**
5. Find their **Pain/Pleasure** by asking **Why**
6. Offer **Solution** by sharing your **Opportunity**
7. Share **Urgency** by explaining networking **Tree**

Ok let's start with **#1 Finding Commonality**, this starts when you walk in the door and start meeting people. It's vital that you become good at remembering the names (name tags help) & a little bit about each person you meet. **Rapport** is basically getting people you don't really know yet, to start liking and trusting you right off the bat. So, the goal here is with the people you met before the meeting is to talk to them & about them throughout your presentation by mentioning their names & things that you remember about them and intertwine it throughout the night. Like "You know John when you & (spouse) were talking about that ?????? you'd like to have for your kids, here's a way that I think you could really do it" Mesh people's names & the things that you found out about them throughout your presentation will allow you to build a little bit of **Rapport** with a few people in the room, plus it will also allow others to see & feel the **Rapport** you're having with total strangers. If for some reason, you didn't get to meet anybody before the meeting, start asking people in the audience their names & what they do, kids, etc.... and you'll be able to start the rapport process from there. And last, as you get your meeting kicked off I always start off by telling people in the room the ground rules for the night. I clear the air a little and get the big SALES elephant out of the room right off the bat by telling everybody what's NOT going to happen tonight, with sales, signing up, twisting your arm, etc..... I share with them that I'm going to cover quite a few points tonight so I want them to **jot down 4-5 things that they do relate to** & the person that invited them will go over that list with them after the meeting. Now you have them listening in an offensive mode instead of a defensive mode and it sets the atmosphere of the room for the rest of the night.

Next is **#2 Creating Credibility**, now is the time to show a little of the **credibility** that you have in building a successful business. No one likes a braggart, so it's important to share that by your mistakes & help from a mentor that you now know exactly what it takes to run a successful business and how to help others not to run into those same pitfalls. You can mention a few people that you have helped & their success stories or at this point share your story briefly by using the outline below, this is something you need to take a few minutes and put on paper & then memorize it and tell it every time you share your business opportunity.

Here are the simple steps to putting your story together:

1. Before (your company) I was...
2. I was introduced to (your company) by...
3. I have been using the (your products or services) for...
4. As a result I am now (product or compensation stories)...

Next is **#3 Gaining their Confidence**, this is not easy, nobody likes a "know it all" or "Mr. big shot" so I would suggest starting out by showing the audience a little **Trust** first by sharing a few stories about yourself when it comes to some of the things that you weren't so good at in the beginning or **Mistakes** you have made along the way getting your business kicked off. No matter how big your business is or how big of a Ranking you have with your company, the person on the front row of your meeting doesn't know or care about any of that, they just want to know what's in it for me & can I do it. So, being a little bit Transparent about your own mistakes starts the process of trust with the guest in your meeting. Remember people do business with people they like or that are like themselves and that they **Trust**.

Next is **#4 Gathering Information**, in this step the goal is to gather as much truthful **information** as possible from your guest about their hopes and dreams. You are looking for their "Hot Buttons" You are searching for anything that really turns them on. This is where I talk about the **3 Priorities of Life**: Time, Finances & Health, and



the **4 Levels** that most are currently in. With establishing the Levels they're currently experiencing, I want to see where they would like to be with the who, what, & why they want these changes:

**Financially** we are either:

- Level 1 Struggling and Desperate for Help
- Level 2 Live from Paycheck to Paycheck
- Level 3 Save, Invest, Giving and are Debt Free
- Level 4 Financially Independent

**Health & Nutrition** we are either:

- Level 1 In a Dangerous Place & Concerned
- Level 2 Not Eating Very Good & Never Workout
- Level 3 OK & Working out regularly but want to do Better
- Level 4 Eating Clean & in Great Shape

**Time** we are either:

- Level 1 Wanting more Time for FAMILY & FRIENDS
- Level 2 Wanting more Time for SPIRITUAL LIFE
- Level 3 Wanting more Time for PERSONAL INTERESTS
- Level 4 Wanting more Time for MENTAL RELAXATION

The 3 Priorities & Levels is a way to open up an emotional conversation about what people would do with more Time, Better Health & Positive Cash Flow. This will allow us to talk about their hopes, dreams & hot buttons. This step is designed to find out what **THEY** want, what **THEIR** needs are, and is vital for setting up the most important 2 last steps. So, ask people in the audience questions about these top 3 priorities & get them to Dream a little & what it would be like if they were able to go up a level in each category.

Now that I have established Priorities, this is where I talk about how important timing is with any of the changes that we might want to make with the 3 areas of Priorities we have found that most people are in 1 of 5 categories when it comes to the right time:

- 46%** Feel that their pretty Content with where things are in their life right now.
- 21%** Are dealing with Life Issues, good & bad.  
(weddings, births, death, sickness, etc...)
- 18%** Have a Pessimistic/Lazy look on life and change right now.
- 10%** Are open for a change but still a little Cautious or Curious.
- 5%** The timing is right and they want something to Change Now!

Next is **#5 Find their Pain/Pleasure**, with establishing the Levels & the Timing they're currently experiencing, I want to see where they would like to be with the who, what, & why they want these changes: this can be a pretty private matter but, if you skip any of the above steps, people are going to be hesitant in opening up & in a group setting you might not be able to be successful in this step, but people are still going to be listening & evaluating their own situation. If people will be honest with themselves they're going to want to get deeper with what they really Desire (**pleasure**) or it might be what they don't want (**pain**) anymore. The goal here is to go from the fun Dream session to getting a little more serious about reality and the choices we make or the things that life throws at us and what we are really going to do about it. If you want, at this point of your presentation, you can show with bullet points all the challenging statistics in each category of Finances, Health & Time that are available on each, but just know that this step is probably the most important step of this 7-step outline because at this point it's not about you, your product, company or compensation but about them & finding out what people really want or don't want in life. For example, if we ask someone what they want out of their health they might say "I'd like to lose some weight" you need to dig deeper, so ask why. They say "so I can fit into my skinny jeans again, again go deeper, and ask why again. They say, "So I can finally (??????)" you need to get down to the emotional **Pain** or **Pleasure** or the last step won't be effective. Do you see the

difference between losing a little weight and **SO I CAN FINALLY** (??????). And the same goes for the Finances & Time categories, it's got to be emotional for the next step to really be effective.

Next is **#6 Offering a Solution**, sharing your Opportunity whether it be a **solution** from your product line or a solution from your compensation plan or both. I obviously can't get into what your company offers but as you can see the outline is designed to get to this point of finally sharing what your company has to offer to your prospect and how it can **Solve** a Problem or Help with a Level of life they are currently in. What I've seen from so many people in this industry is they're so excited to show how great their company, product & compensation is that they forget what they're trying to get accomplished. See without people genuinely liking you through **Rapport, Trusting** you with your transparency, then seeing that you know what you're doing through **Credibility** and getting to know them a little by gathering a little **Information** on their Hopes & Dreams, which allows you to see the real **Pain/Pleasure** they're experiencing, you can't really offer them a **Solution** with Integrity. So, the goal now that you're at the point of the presentation where you're explaining what your company, product, compensation offers is the real magic of this last step. Take the information that you have gathered with some of the Priorities, Timing, Pain, or Pleasure of the people you have chatted with during your presentation in the room & blend it throughout this last step & show them how your Opportunity can help **Solve** or Help them get to the next level with their Health, Finances or Time issues that they're currently experiencing. Remember the most important thing about a long-lasting relationship, business & retention is reminding yourself regularly that it's **NOT ABOUT YOU**; it's about how many people you can help. (**Solution**)

Next is **#7 Share the Urgency**, I don't want to go from talking about integrity & then sounding like now I'm going into manipulation mode. But, if you have done all the 6 steps correctly, people are going to tell you that they're ready to go into business with you at a higher percentage than you have ever experienced before. Generally, people don't want to make what they think is a big decision, so you need to help them. You need to put the urgency on the fact that most people will run through life stuck at one of the levels or categories and won't be able to make the necessary changes because of procrastination. And before they know it 5

years have gone by, or 10 & 20 years blow right by them, till they tell themselves that I guess this is how it's going to be for the rest of our lives. Share with them that going home and thinking about it moves them toward that type of procrastination thinking. A couple of days go by, & life, work, kids, etc..... kick back in & before they know it they're not even thinking about what they saw a couple of days ago let alone the Emotions they felt with what they saw. You can talk about the timing of them getting into the Network Tree of your organization tonight before a lot of others and that's fine, or the timing of the Momentum that your company has right now, or a lot of other statements of **Urgency** that will work, but there is no **Pain/Pleasure** or **Solution** tied to them doing what every statement you use better than the Pain/Pleasure that you drove deep to find, that emotionally driven reason WHY they should do this NOW!

So, take the 7 steps above & at step 6 insert your company, its product line & compensation and you'll have a pure Q.I. Meeting that lines up with the other steps of the Q.I. System. Now the last thing is to teach your Distributors what to say to their prospect after the meeting is over. Have them say "Looks good doesn't it, or Pretty exciting isn't it", then ask them "so what were the 4-5 things that you wrote down that you related to tonight" This is where in a Home/Hotel Meeting your Distributors gets to find out where they are on the 3 Priority levels or what their Pain/Pleasure points are so they can pick up where the speaker had them Emotionally with the Solution that was offered, not the company, product or compensation. Now have them ask one more question "if in the next 5-6 months you were able to accomplish (**their pain/pleasure**) what would really change around your household?" This will allow your Distributor to hear what's really driving them emotionally down deep to want to take advantage of their opportunity & the Prospect gets to verbalize it to someone. Now the last statement the Distributors need to make is "That's really awesome, the team is going to be excited to help you guys accomplish that, **WELL HERE'S THE NEXT STEP**". Either enroll them right there or set up a follow-up meeting in the next 24-48 hours to get them started. See how pure this has been designed to provide & protect your distributor from messing it up with the wrong agenda. Ok, on to the last 2 steps of the system.

## The 5th Filter:

The **Q.I. FOLLOW UP**, this is where you remind them of the process so far, the numbers game & what they are willing to commit to in order to reach their initial goals.

Ok, we are now down to one of the most important parts of the **Q.I. System** & it's where a lot of people tend to blow it, the **Q.I. Follow Up**. Up to this point, we have shared that this is mostly a Filtering Process, but when it comes to the Follow Up we need to shift gears just a little bit. When you have someone that has said they want more information on the phone, the interview, the meeting & now they're at the Follow Up meeting, **then they're in your business**, they just want to be led or shown what to do next. So, let's talk about the steps for a successful Follow-Up. Right off the bat, I say, "I know you probably have a few questions but **can I ask you a few questions first?**" "You & I got a chance to meet at (??????), then we talked on the phone and I asked if you had your options open on (product/income) you said you were, we sat down for a quick 15 min. overview, then you came and met the team and saw a full presentation the other night and now we are here. You mention that out of the 3 Priorities you were most interested in (??????) and that you were (??????) with the 5 Timings of life. You also mention (the 4-5 things they related to) the other night at the meeting?" "I also ask you the other night that if we could take the next 5-6 months & accomplish (their pain/pleasure) that would change a lot in your household." "Here's my next question, **would you like me to show what it will take** to accomplish that?" This is where I talk about the 10 Steps of a Team Player, and what they're willing to commit to. I say, "I want to share with you 4 categories of our system to see what you're willing to commit to and even more important what you're not willing to do at this point so we know what kind of Game plan to put together."

## Here's a quick summary of the 10 Steps of a Team Player:

### 1. **Willing to Listen:**

Listening to Training Podcasts Daily.

Listen to Audiobooks on Business Monthly.

Listen to a Plan of Action from your Coach Weekly.

### 2. **Willing to Associate:**

Be Online with Team Calls or Zoom Calls Weekly.

Attend Events that are provided by your Team Monthly.

Game Plan with your Coach Monthly.

### 3. **Willing to do Some Work:**

Develop an Extensive & Growing List of Prospects Daily

Share this business at least 12 times a Month.

### 4. **Willing to Create Volume:**

100% Personal Use of the Products/Services.

On Auto Ship of the Product/Service every Month.

Now if there are any of the 10 steps that they are not willing to put into their calendar at this point, I'd suggest that you recommend them to be a **Preferred Customer** or build a **Small Business** at their own pace & at least get their monthly products paid for each month.

Now I share with them the real honest facts of how the numbers game works in our Industry. I say, "I want to show you an interactive view of how this business works, but I need your help with this." I draw out 12 circles on a horizontal line and ask them "If they were going to put together 12 of the best & most talented partners/team members, who would they be?"

## Let's talk about who would be on that list:

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Name:**

How you know them:

Age:

Married/Single:

Occupation:

Phone Number:

**Why Them:**

I get them to share with me their name, how they know them, their age, if they're Single or Married, their Occupation, a Phone number, and the most important question are Why them, why would they be a good partner. I do this with 12 people that they know asking at the end of each, Why them. When I finished with the last name I share with them that out of 12 people they know that in the next 12 months some of these people are going to be looking for a change in their **3 Priorities**. And with the **Timing Chart** what we have found is out of 12 people, 3-4 are in that 5% and are ready to do something right now! Here's the Magic Question that I ask them. "So, do you want those 3-4 in your business or let somebody else have them?" If they say I want them in **MY BUSINESS**, then I reach across the table and say, "welcome to the team, here's what we need to do next!" Now you're ready to follow the **8 Steps of**

**Launching a New Distributor** that we talked about in **Chapter 2** and get them started and answer any questions that they might have now.

The only thing that I have not covered in this section on the Follow-Up is the type of **Objections** that you might get. Over the years I have found that most people only have about **Five Things** that they usually bring up at this point as objections. The top five things are: Don't have the **Money**, Don't have the **Time**, I'm not a **Salesperson**, I Don't **know anybody**, I've **Tried It Before** and it didn't work. So with those Five Objections, I'm going to make this simple with what I think is the best way to handle **ALL THESE OBJECTIONS** and that's with one easy phrase that anybody can learn & memorize. Here it is, say "**HOW WOULD YOU LIKE TO NEVER HAVE TO SAY THAT EVER AGAIN**" There it is, one simple phrase that pretty much gets down to see if you're working with the right person & how bad do they really want what you found out from them in the **Information** & the **Pain/Pleasure** section of your Overview.



## **The 6th Filter:**

**The Q.I. GETTING STARTED:** this is where you learn how to Slow Down to Speed up and make sure you start every Distributor Correctly.

I know that we have already covered this in **Chapter 2**, and this information will be a repeat, but I wanted to take a whole chapter and emphasize how important it is to get Distributors started correctly, and how it fits within the Q.I. System. So, you met this potential Distributor at the Hardware store, called them up and set up an appointment to show them a brief overview of your business, then brought them to a business presentation and introduced them to the team, gave them some homework to do and you're through with the follow-up meeting and answered all their questions and they're ready to get started. Before you dive into all the things of how great your product or company is and how blown away they're going to be with the compensation plan, it's time to Slow Down and get your new Distributor started correctly with the outline in **Chapter 2** below:

**The 1st Step** is the **8 STEP SYSTEM** that you start every Distributor with.

**The 2nd Step** is teaching that **THIS IS A BUSINESS**, not a Membership Club.

**The 3rd Step** is to **SLOW DOWN** in the beginning, **SO YOU CAN SPEED UP LATER**.

**The 4th Step** is knowing what you're **TRYING TO GET ACCOMPLISH** with everything they do.

**The 5th Step** is getting rid of **BUSINESS CLIQUES**, and getting everybody **PLUGGED IN**.

**The 6th Step** is doing the **WORK ONE TIME** correctly so that you can **GET PAID FOREVER**.



# DOOR #4

PROPER STRUCTURE, DEPTH & **TAPROOTS**



Nexus Affiliates





## **DOOR #4:** **The Proper Structure, Depth & Taproots**

In the **FOURTH DOOR**, we'll look at an Area that marks the real difference between the top money earners in the Network Marketing Industry, & that's **Structure, Depth, and Taproots.**

*Here's what you'll learn:*

**The 1st Formula:** Understanding the **NUMBERS GAME** when it comes to building the Proper Structure of Width for your foundation.

**The 2nd Formula:** Knowing that **WIDTH** gives you the places to work and profitability, but building **DEPTH** allows you to find your **LEADERS** for Residual Income.

**The 3rd Formula:** Finding Leaders is a Science, but **DEVELOPING LEADERS** is an Art. We want to show you what you need to do when you find that Special Leader.

**The 4th Formula:** Knowing when to Slow Down and **BUILD A FIREWALL** before you go to the next level of your business.

**The 5th Formula:** Knowing that most problems (volume, growth, momentum, etc...) in your Network Marketing Business is because you're **NOT DEEP ENOUGH** in your different Teams.

**The 6th Formula:** Do you know the difference between **BUILDING DEPTH** and Developing a pure **TAPROOT SYSTEM** in each of your Teams?

## The 1st Formula:

### **Understanding the NUMBERS GAME when it comes to building the Proper Structure of WIDTH for your Foundation.**

Well, we have come a long way with the teaching so far and this topic could be the first subject of the whole book because the building of the foundation of your business is one of the most important things you need to get a real grasp of from the very beginning. What you put together for the foundation of your business will be the basis of how strong your business will be in the long run, and it will affect the decisions that you make every day with your short-term goals, so we have to get this part right! Over the years in this industry, I have had the privilege to meet, talk, and even be mentored by many of the Top Income Earners from quite a few companies, and in those conversations, I heard one statement over and over from a Positive and Negative standpoint as these Leaders looked back at their business over the years. The one thing I heard was “I wished I would have put together a **STRONGER and BIGGER FOUNDATION** in the beginning”, or “I have what I’ve got today because of the personal width that I put in place at the very beginning of my business.” All these leaders understood that when building a house, the foundation is the most important; most time-consuming, and usually the most expensive part of building a home. But in the end, it was either the stability of their long-term business or the reason they had to keep going back and shoring up their foundation over and over through the years. The one thing I also heard a lot over the years from people in the industry when things were a little rocky in their business was, “ I need to go put a new **BATCH** of people in my business” and the sad thing is they said this several times over the years trying to do what should have done at the beginning of their business launch. So let's talk about that **FOUNDATION!**

As I discussed in the **Third Chapter** on the **Q.I. LIST BUILDING**, you remember I emphasized the importance of

starting with 300+ names in the beginning and adding to that list every day. The reason for taking the time to put together everybody you know locally, 3 hours away, the other 49 states and the people you know internationally is so in this chapter we can talk about the NUMBERS GAME. First of all, the one thing that bothers me with a lot of Leaders and Teachers in this industry is that they're not being honest with their New Distributors with the **REAL NUMBERS** that it takes to build that strong foundation. Most people get 20-30 names from people to get them started with the thinking that they will get more names when the new distributor gets a little more committed. So again, this is where the **4th Philosophy** and the **3P's** come into play to Provide, Protect and Preserve your Distributors.

**Here's what they get with 20 of their best names:**

- 10** Are looking right now.
- 8** One-on-ones are done because of no-shows/can.
- ¼** Have interest, so that gives you.
- 2** Enrolled Distributors.
- ?** Business Builders.

With the distributors, you can count on getting **1 out of 4** that becomes someone that builds the business long term. In this case, you don't have four distributors to have the 1 out of 4 work in your favor yet. This is why the industry has such a high number of casualties, and people leaving the business.

**So let's talk about what happens with 300 names:**

- 150** Are looking right now.
- 100** One-on-ones with no shows and cancellations.
- ¼** Have interest, so that gives you.
- 24** Enrolled.
- 6** Business Builders.

With the distributors, you can count on getting **1 out of 4** that becomes someone that builds the business long term, so the

percentages give you **6 Business BUILDERS**. With all the leaders I've talked with over the years, most of them have said that with the millions of dollars of volume running through their business every month, 85% of it comes from **3 Business Builders**. So, you can see with the numbers game or sorting through a higher number of people, you get the proper foundation of Customers and Distributors so that the Business Builders rise to the top, and allow you to make early decisions about where to spend your time for better Long Term Business Success!

Now, with the understanding of the right numbers to start with and what you get with those numbers, let's talk about the multiplying factor in this whole formula, **THE TIME FRAME**. Again, with most leaders that have put this all together properly, the time frame in which they did this is the most important part of this chapter. One thing I've heard over and over is "Success loves SPEED" and "It's easier to work with 20 people than it is to work with 3 or 4". During the conversation with Leaders from different companies, they all said that the key is putting this foundation together FAST, and most said their foundation was set in the first 120-180 days. It's was so fast that they didn't get caught up in the details, in managing their distributors or distracted with anything but enrolling 24 people as fast as possible, so that they could identify the 6 that they were going to run with, and build a big business with. So there you go, those are the **REAL NUMBERS**. Therefore, put that 120-day game plan together for your width and be honest with all your Distributors regarding what it is really going to take to create a real **LIFESTYLE** of Time and Money **BUILT ONE TIME RIGHT!**

So, to summarize this Chapter, the Formula is:

$$300 = 24 = 6 \times 120 \text{ days}$$

## The 2nd Formula:

Knowing that **WIDTH** gives you the places to work but building **DEPTH** allows you to find your **LEADERS** for long-term Residual Income.

With the 1st Formula under our belt and the understanding of how important a strong foundation is, let's now take that formula and turn it on its side. WHAT? Yes, let's turn it on its side! If we know that out of 24 people that you enroll personally on your front line or your width gets you, 6 builders, wouldn't it work in Depth? Let's talk about the **Science** of building **DEPTH**. I feel that depth really is a Science while working with people is the ART when it comes to building a Big Networking Business. There's a lot of options on how to build depth, especially with all the different Compensation Plans and how you get paid from your organization, but let's talk about the basics and you will be able to see how to apply it to your company's Compensation Plan. In most cases, we get 6 Builders out of 24 Enrolled, if you take **1** of those 6 legs for example, and put 24 people down that leg one on top of each other **24 deep** you should get **6 builders** in-depth in that leg, right? Well, that's the Science, and yes, you should get 6 builders out of that process, but here's where the different options come in when it comes to the different approaches to depth. This is where the TIME FRAME comes in. If you personally put your 24 New Distributors in 120-180 days, so you can find the 6 Builders that are ready to run now, you now are freed up to work with just those 6 Builders and with their help do the

same in Depth. If you do this in 120-180 days in-depth in all 6 Builder Legs you will find 6 Builders in-depth in each leg. What you now have is 36 new builders along with your original 6 Builders to make it **42 Builders** on your team. This is where **Big Momentum** happens in a Business. You have now spent 120 days putting together your own 24 to find 6 Builders; the next 120 days you went in Depth with your 6 builders and put 24 straight down to find 6 Builders for them, for a total of 36 Builders. Now, the last step is to show all 36 Builders what you did in your first 120 days to build their own foundations so that everybody finishes their own 24 to find 6 and to go into depth with 24 to find 6 Builders in Depth. So, you will now have over 200+ Builders in your **FIRST YEAR** of business and approximately **2000+** people in your business. This creates an **Exponential** growth in your business that creates **MASS!!!!** Mass creates 100's and 100's of Builders down the road which creates **PASSIVE INCOME.**

**So, to summarize, the Formula is:**

**24 Wide = 6 Legs x 6 Leaders in Depth**  
**= 36 in depth = 2000+ in 365 days**



### The 3rd Formula:

## **Knowing when to Slow Down and BUILD A FIREWALL before you go to the next level of your business.**

Now, the other Approach to building Depth other than the previous Formula is a little more conservative approach but gets the same job done, and it's called **BUILDING FIREWALLS** as you're going into Depth. Ok, so you still have your 24 Distributors Enrolled and have found your 6 Builder Legs. Now, this approach is to go into depth by helping people build their list, and enroll 4 Distributors with your help. With the 4 Distributors, you helped them enroll, pick out one, the best of the litter and take them under your wing and repeat the process by helping them enroll 4 Distributors with your help. What you're doing in this approach of Depth is slowing down a little and letting people see the **Q.I. System** in action, and exactly how you build your business from Distributor to Distributors. By building this in 4's, or what I call a **FIREWALL** of 4 distributors, you're able to lock distributors into the business with concrete from Level to Level of Depth. You get to know all the Distributors in that Leg as you're driving into depth nite after nite building relationships as you go, which is the real definition of Depth - **RELATIONSHIPS**. And of course, with each of the 4 Distributors, you're going through the **8 Step System** of **Getting Distributors Started Correctly** from **Chapter 2** and your process has the **LTDs'** (**learnable, teachable, and duplicatable**)

So, you can see the contrast of the two approaches to Depth; one gives you huge momentum, fast growth and allows you to identify Builders quicker, but you will probably have to go back through your team, and sure up the training and process of the system because

of the Fast Pace. The approach above is a little slower pace, but your team is trained and plugged into the system as you go. I'm not saying you have to do one or the other; a lot of leaders have seen both approaches in action and have learned in their own way to approach the building of Depth with a little from both processes, but I wanted you to see the pros and cons of each and decide what you think is best for your team. I've seen incredible results from both approaches from leaders around the world and both have created strong long-term teams and residuals. Below, I have put together a **72" x 36" Firewall tracking system** for your wall that shows you where you are in the process of your 24 Distributors wide, and a checklist of your 24 Distributors in Depth of Firewalls and the Builders that you find along the way. In my 30+ years in the industry, I've not seen anybody put together a way to track the process of driving depth like this. You're going to love how this Poster takes all the guesswork out of where you are, who you're working with, and what you have or have not taught them along the way. But remember, this Poster is the **SCIENCE OF DEPTH**, it's not the **ART OF BUILDING RELATIONSHIP**; so don't get yourself so caught up in the mechanics that you forget the physical needs of the people on your team with all the different personality strengths and talents they bring to the table.

To Summarize this Chapter, the Formula is:

**24 x 4 x Firewalls/Relationships = Solid Organization**

## The 4th Formula:

**Finding Leaders is a Science, but DEVELOPING LEADERS is an Art. We want to show you what you need to do when you find a Leader.**

Leadership is a subject that 1000's of books have been written about, and I'm not going to try to give you the feeling that I totally understand everything about leadership or that I have all the qualities of a Great Leader myself, but I have observed over the last 30+ years in this industry the things that I have seen great leaders do and some not so great leaders do with their network marketing business. There are a lot of qualities of a Leader that could be taught, but with your Networking business being filled with a **Volunteer Army of Distributors** that can't be fired based on what they do or don't do in this business, we have to approach this subject of Leadership a little differently. As with the last 2 chapters on getting your width and depth, you're going to run across a lot of people with different styles, personalities, talents, and baggage that they bring into your business. Let's start with the premise that you're a leader or working hard to become a better leader yourself, so you can handle all these types of people coming into your business. And when you look down at your entire team, can you say that you'd like to have 1000's of distributors that have the leadership qualities that you have, or don't have duplicated throughout your team? So, right off the bat, I would say that your **EXAMPLE** is what your distributors are looking at, not what you're teaching them. Are you **EFFECTIVE**? In other words, are you getting results in every area of your own business with the process and skills that we have taught in the previous chapters yourself? Next, are you creating an environment of **TRUST** with your Distributors? This is absolutely Vital! These first three leadership qualities tend to lead to **RESPECT** by the people on your team, and this is when they really start listening to you. What they're listening for is whether you lead from your head or your **HEART**. When they hear your heart, they will see your **VISION**. When they connect with your vision, it leads to what I feel Leadership is all about, one word: **INFLUENCE**. Even when you have people on your team going through the process of building their business at every level of

commitment, you still may not have any **INFLUENCE** with them which can affect your overall business **COMMUNITY** (*common unity*).

Now, let's talk about the process of the beginning steps of developing Leaders on your team. First, for the people that have never been in a position or taught anything about Leadership or Teamwork, the first step is to see how they handle themselves when you ask them to do something small, like introduce you at their small home gathering or the closing comments to end the home gathering. If it goes well, then next time have them cover one of the easy/short topics real quick at their home presentation. If things are still going smoothly, have them Introduce you, handle a couple of the topics, and close down the meeting. And lastly, have them do the whole meeting and get YOU UP to close down the meeting. In this step of closing down the meeting, your goal here is to **EDIFY and EMPOWER THEM** with all the successes they're having, and how proud you are of them and turn over the **LEADERSHIP** of **THAT MEETING** to them.

Next, we mention that the **6 STEPS** of creating the right environment above for people to allow you to Influence them is vital; now, you have to have a **SYSTEM** in place on your team for people to be recognized for the different levels of leadership. In your team activities, when you get your team together, whether it's a small get-together or a large gathering, you'll always want to recognize people for **ANY ACTIVITY**. When Activity is high, you'll want to recognize people who are getting **ANY TYPE OF RESULTS**, then when Results are high, you'll want to recognize people who are getting **EXPLOSIVE or MASSIVE RESULTS**, then you want to single out that person, start recognizing **HIS/HER TEAM** as a Whole. Now, this is where things change; you can now add the leader of this team to your **TEACHING TEAM** when you get **ALL YOUR TEAMS** together and let them help with a small part of the event. And like the flow with the small home gatherings, you want to allow this leader to be a part of working through the

teaching topics at your Big Team Events along with watching the growth and numbers of their own team at this event. The Goal here is at some point, you want them to grow to the level of numbers so that you can **EDIFY** them to your whole team and that it's time for them to start having **THEIR OWN TEAM EVENTS**, but plugging back in with ALL YOUR OTHER TEAMS every quarter so the other teams can see the growth and meet the new leaders on their team. The goal as a leader is to learn how to **LEAD LEADERS** as they are off doing their own thing. This is where you coach them, not their team, and show them just how big they can be with a little game planning and mentorship every once in a while. The only thing you do now is Edify them to their team.

And lastly, we all know we're going to have people come on our team that are Leaders in their other fields of work or business, and we need to recognize them for that personality, but we have to be careful not to raise somebody up in our business for what they have done in other places versus the Activities and Results that it takes in this industry. We also need to not get our Ego out of line when we have people who come into our business that have already paid the price over the years in their own life of leadership; they come into your business and outgrow and develop a bigger business than you have. Learn to **GET OUT OF THEIR WAY** and hand them off to someone in your upline team that can handle them. Remember to be grateful that they're in your business.

The goal here is to recognize people for the small things they do, and down the road, you'll be recognizing people for the massive things they're doing. Be a Leader that develops Leaders; then a Leader that Leads Leaders, and then someday, people will see this trail of thousands of Leaders all over the world that you had a little hand in reaching down and helping them see how great they are, and in turn, they do the same and when you're gone, your Legacy will be **"LOOK AT ALL THE LEADERS THEY LEFT BEHIND"**

This Chapter's Formula is: **Example + Effective + Trust + Respect + Heart + Vision = INFLUENCE!**

## The 5th Formula:

**Knowing that most problems in your Network Marketing Business are because you're NOT DEEP ENOUGH in your different Teams.**

This might be the shortest chapter in this book because as business people, it should be pretty obvious at this point if you follow the first couple of formulas in this chapter and get your 24 personally enrolled **people of quality** to find the 6 Business Builders that are **ready to go right now** and you start the process of Driving Depth with either approach down each leg of your business, you are on your way to some incredible success in this industry. But, as we all know nothing is perfect and you're going to experience a few bumps along the way with People, Life, Slow Growth, etc... This is where a lot of leaders get bogged down and start managing their business, problems, and people and forget what they're trying to get accomplished. Remember, in the beginning, you were in this mode of **MAKING THINGS HAPPEN** with putting in your 24 and finding the Builders to work with, and then a lot of Distributors got involved with all kinds of commitment and activity levels and then the Depth that **YOU WERE BUILDING** yourself slowed down or stopped because you got involved with all the Distractions and Problems. What I've found over the years is, when a lot of people are making a lot of money because of momentum and excitement in their business, there seem to be fewer problems. So, most problems tend to bring on Low Volume, Slow Growth, No Momentum, etc... is because somebody stopped **DRIVING DEPTH** or **YOU'RE NOT DEEP ENOUGH YET!** So the bottom line is, you have to remind yourself that every time there is a lull in your business, you have to get back to **YOUR Depth Firewalls Poster**, and remind your builders to sit down with you with **THEIR Depth Firewalls Poster**, and get back to the key to what all Top Earners know: **IT'S ALL ABOUT DEPTH, DEPTH, DEPTH!**

This Chapter's Formula is: **Personal Poster + Team Posters = Volume, Growth, and Momentum**

## The 6th Formula:

**Do you know the difference between BUILDING DEPTH and Developing a pure TAPROOT SYSTEM in each of your Teams?**

Ok, we have talked about the Real Numbers Game, The Science of Depth, Building Firewalls, The Art of Developing Leaders, and The Firewall Tracking Poster. Now, let's finish up this chapter by talking about **TAPROOTS**. This is a word that you don't hear a lot in the Networking Industry, most people just talk about building Depth. Let me help you understand the difference between Depth and Taproots. As we have mentioned in this chapter about building depth in fours with firewalls as we drive a leg in-depth and talked about developing leaders and turning over that leadership to them as they grow into the different levels of Activity with their business, I want to make sure you understand the difference between turning over Leadership and Depth versus Building a PURE TAPROOT SYSTEM into your business. As you build depth by yourself in the beginning and start putting into the distributors **THIS REVOLVING DOOR SYSTEM**, you're going to have to be willing to do all the manual labor of building out each leg in the beginning. Each leg needs to have your Time and Money, your **Business Philosophies**, your **Getting Started System**, your **QI System**, your **Building Depth**, and **The System** in it. Now, you will start having Distributors rise, learning, growing, and becoming leaders in your business, and being able to help you with some of the workload. But remember, as you build down in 4's or Firewalls and you pick the best of the litter so you can go down in depth through the process again, this is where you start the **TAPROOT SYSTEM**. With all the time, work, effort, and even money that you have invested into **YOUR** business so far, why would it make sense to turn over the building of **YOUR** business to a person that has no real skin in the game yet? Is it **YOUR** business or theirs? You have to have a **PURE** Taproot System, which are the people you have picked in that leg, the training and events you've put together, totally being run by you and no one else. In other words, without sounding like a control freak, No one, I mean **NO ONE** messes with the Taproot, the People and Progress that you are personally working within Depth, even though I know that they are their

Distributors. So, I explained to them this process, and that I'll build one leg for them to China with my efforts, but they have to promise to stay out of the taproot unless I ask them for their help. It's sort of like the illustration I saw early on in my Networking Career that made this real clear. This guy came on stage with 7 empty glasses, a picture of Water, and a Picture of Red Kool-Aid. He showed us what most Leaders do with their Time, Training, and Expertise which the Red Kool-Aid Represented. He poured some of the Kool-Aid into the first glass and a Distributor poured some water into that same glass, now the 1st glass was a lighter shade of red. Then, the Distributor took that glass and poured it into the 2nd glass along with a new Distributor's help, the glass was an even lighter shade of red. This went on with each new distributor helping down seven levels. By the time it got to the 7th level, the glass looked like clear water with a slight hint of pink hue to it. So, the guy got back up and had everybody empty out their glasses and then he started talking about his **Philosophies, Getting People Started, QI System of Skills, Building of Depth, and The System** as he poured the Red Kool-Aid into the first glass. He then talked about his 6 Step System as he poured the Red Kool-Aid into the second glass. He did this down to the 7th glass making sure we heard his 6 Step System each time he poured the Red Kool-Aid, and when he finished, everybody was able to see 7 Glass filled with the **PURE, UNDILUTED RED KOOL-AID**. That's a Taproot System of Skills, Training, Mindset, and Relationships, which you put into everybody you work with down that leg till you have a Leader (1), backed by a Leader (2), backed by a Leader (3) backed by a Leader (4), backed by a Leader (5) that understands the System like you do and gets the results you do. Then, at that point, you might start the process of tearing out of that leg with your physical work and go into a different level of Leadership and Mentoring of that group.

**So, to sum up, this Formula:**

**Depth** = Enrolling people in Depth

**Taproot** = Your Time, Money, Mindset, and Skills in Depth





# DOOR #5

BUILDING TEAMS WITH A **S.Y.S.T.E.M.**



Nexus Affiliates





## **DOOR #5: Building Teams with a S.Y.S.T.E.M.**

In the **FIFTH DOOR**, we will talk about Six Secret Weapons and **A Powerful S.Y.S.T.E.M.** for all your Distributors to plug into. *Here's what you'll learn:*

**The 1st Weapon** is knowing that the **BIGGEST PROMOTERS** of the S.Y.S.T.E.M. are the ones with the Biggest Teams every time.

**The 2nd Weapon** is knowing the **3 VITAL TOOLS** that have to be in your system to **UNITE** your team together for long-term growth.

**The 3rd Weapon** is knowing **WHAT GEAR or PHASE** each of your Business Team is in so that each team knows what they're trying to accomplish at this moment.

**The 4th Weapon** is having **The 5 C's** built into each leg of your Business for Real Leadership.

**The 5th Weapon** is having these **4 BUSINESS PULSES** checked every month in every team will help you see the Real Stability of your Business.

**The 6th Weapon** is **EDIFICATION** the **ONE** thing that you must get good at if you want to see duplication and major growth in your business.

## The 1st Weapon:

**Knowing the BIGGEST PROMOTERS of the S.Y.S.T.E.M. will be the ones with the Biggest Teams every time.**

Ok, I know that every Networking Organization out there says they have a system, and usually, that system is a **Corporate System** that is put together by the Corporate Leadership team and every Corporation has to have one in place so they look like they know what they're doing, look organized and professional. I get it! This chapter is not designed to have you go against what your Corporate Team is teaching, but most Corporate Leaders have not been in the field putting together an organization, so they don't have the insight of what a team needs, the personalities, the goals, etc..... Over the years, I've seen a lot of systems, some very poorly put together and some that have been put together in excellence. So, with all the ideas that have been developed, I want to bring to light what I think is a combination of a lot of years of study of systems and what I feel is just the right amount of essential things that every Distributor and Networking Team needs to have Duplicated for long term Growth and Stability.

First of all, a couple of things that are important to the philosophy of a system is that it has to be something that is taught every time you get together with your team, even if it's just a quick reminder for everybody so that it's a part of the fabric of your team's thinking. A lot of teams are based around a **Superstar Distributor** that's made a lot of money, but long-term most Distributors can't duplicate a personality or even some of the things that might have been done in the building of the Superstars business when it comes to their skills and mechanics. And the most important thing is what happens to the team when the Superstar decides to retire from the everyday building of their business? I feel that basing a business

around a System versus an individual is better for the whole team long term when LIFE happens to the team.

Ok, with those concerns out of the way, let's talk about the components of a good system. I feel that it has to be comprised of **4 Disciplines**:

The **1st part** has to be the Disciplines around the **Product Use** of each Distributor.

The **2nd part** has to be the Disciplines around plugging Distributors into their **Upline Team**.

The **3rd part** has to be the Disciplines around the personal **Self Development** of your Distributors.

The **4th part** has to be the Disciplines of the everyday **Income Producing Activities**.

So, with those 4 Disciplines spelled out, here is an example of what I consider to be a good Team System that everybody can easily remember and teach to their teams.

### **The 10 Steps System of a Team Player on your Team**

1. 100% Use of the Products/Service.
2. On Auto Ship of the Product/Service every month with at least 100 pts.
3. Be online with all Team Calls or Webinars.

4. Attend ALL Local, Regional to Corporate Events that are provided by your team.
5. Game Planning with Your Coach on a Monthly basics.
6. Listening to Training Podcast/Audios Daily.
7. Reading 15-20 Minutes a Day from a Recommended Book List.
8. Connect with 3 New people every day & add them to your Growing List of Names.
9. Share both your Story and your Company for a minimum of 15 times a month.
10. Review your Goals and Plan of Action and Coordinate with your Coach weekly.

As you see, the 10 Steps of a Team Player are divided up into 4 Disciplines and are simple to teach your team members as they come on board, but the secret with Leaders that have Good Teams and the ones that have Great Teams is in the promotion of this system. Most leaders, when promoting something like a good book to their newest Distributors say something like this, “Here’s one of the books that I’d recommend you read at the beginning which I feel will help you in your new business” versus what a Leader that understands that the **BIGGEST PROMOTERS** tend to have the **BIGGEST TEAMS** says “Boy do I have something that’s going to knock your socks off, have you ever read (????) Book? This book was life-changing for me personally and for my business. I won’t spoil anything for you, but if you’re not much of a reader like me, just read chapter 3, in this chapter the writer.... (tell a quick part of the chapter that got you excited) be upbeat about the book so that your new distributor can’t wait to get home so they can start reading this book to see what is in Chapter 3. See the difference between passing out information and promoting? You do this with **ALL 10**

steps of a Team Player System and you're going to get people plugged into a system that is going to serve them and their teams in a big way in the future. And remember what you do as an example to your team is what gets Duplicated; how would you like a team of 20 Big time leaders on your team promoting this 10 Step system to their teams, **JUST LIKE YOU PROMOTE**. I don't like using this term, but it's the only word that gets the message across; you want to get your Distributors **ADDICTED** to each of these 10 steps so they can't wait for the newest Podcast to come out, or are afraid to miss your next Team Meeting because they don't want to miss anything, or they're looking forward to the next Book you promote because of the big changes the last one had on their life or business. You see, with a good system that's put in place, you can **start checking off** each part of the ten steps with each of your Distributors with what they're doing or not doing, which can help you determine how to help them. This also helps you when you **pull individual teams together** for Team Meetings. What if you look down one of your legs of business, and you see that the personal volume is low or unstable, then at the next Team meeting, you know that you need to emphasize the first 2 steps of the system which is 100% product use and Autoship; then you just gloss over the other 8 steps. What if you have a team that's not plugging into the Team Calls or Webinars, that's what you spend a lot of time on at their Team Meeting and gloss over the other nine steps. You see, having this 10 Step system in place even helps you bring the **right tool for teaching** to each of your teams because every team is different and needs a **different medicine** to get them on the right track for growth.

## The 2nd Weapon:

**Knowing the 3 VITAL TOOLS that have to be in your system to unite your team together for long-term growth.**

Now, let's talk about the 2nd most powerful weapon in your arsenal. These three tools are vital to **UNITE** your team together. We talked about them a little in the last chapter as part of the 10 Step System; so let's get a little deeper into why these tools are so vital for long-term growth for your team. Let's start with the **1st Tool: Audios and Podcast** that either you provide or your Corporation offers for your team to listen to. Yeah, Yeah I know you're saying, "what's the big deal with Audios, everybody's got Audios or Podcast." Well, I want to give you a little bit of a different viewpoint of how to use the audios and podcasts in your team versus just pointing your Distributors towards a link of Audios available by you or your Corporation. The Secret here is as a leader, you have to realize that even with the success you might have now, or in the future, **NOT EVERYBODY RELATES TO YOU**. When you or your downline Leader brings a Plumber into the business, and you're a previous Corp. Executive, the Plumber might not relate to you or your background. Or one of your Leaders is previously an Hourly Wage Worker with a blue-collar background and they enroll an Accountant for a Top 100 Firm, they might not relate to your Downline leader. So, you have to use the million-dollar tool that you have access to, and selectively get into the hands of your Plumber or Accountant's Audios of Leaders on the Team who are Plumbers or Accountants or lots of Audios of Blue Collar Workers or Professionals that are now Leaders on the Team that they can relate to in the very beginning of this phase of their business. Remember, in the beginning, they were looking for how they fit into this new community that they're a part of now, and right now they don't relate to you, so you better have a system of Audios of people that speak their language and think like they do or you're going to have a Distributors that feels like a fish out of water with this new team they're a part of. In my opinion, it's more important in the beginning to get into their hand's lots of **stories of people**, their **backgrounds**, their **thinking** prior to getting into business, their **reservations**, and **where they are now** with a successful business than it is to get them listening to a lot of "how-to" audios on how to

build their business. Once they have gotten through the Relating Phase, they will be Hooked on the Audios and where to find them, and they can now explore other areas of the Audios and you can **Check-Off** that part of the 10 Step System for your New Distributor.

The same process needs to be in place for the 2nd Tool: **BOOKS** that you or your Corporation offers to Distributors. With this being a People Business, it's imperative that you get your new Distributors at the beginning involved in reading some of the **People Skill Books** quickly. As we all know as Leaders, that relationships in business have been destroyed because either one side or both have failed in knowing how to **DEAL WITH PEOPLE** and to preserve the relationship at all costs. I heard a great leader say one time, **“do you want to be right or do you want to keep the relationship and the business, it's your choice”** People move and buy products which in turn creates a profit for business not the other way around, so in Networking, you're going to deal with a lot of people, thousands and even 100's of thousands of people, and so it's vital that you understand that the more people that are studying and mastering people's skills in your business, the fewer problems you will have in a long term. From there, your next step is having available **Personal Growth Books** for your team, because with thousands of people on your team that has brought with them their talent and all the Baggage from their life, it's important that you have available books that can help them resolve some of the areas of their life that might be a little frustrating for them and that some don't even know they have problem areas until they read about themselves in a book. Books are a lot like Mirrors, reflecting back areas of people's lives that need some attention. I heard another great leader say when it comes to us as people, “either you're growing or dying, there is no middle ground”. Personal Growth Books allow Distributors to start Growing again. And last of the sections of books that need to be available to your team is **Leadership Books**. Over the years, I have seen that when it comes down to it, everything rises or falls based on the Leader in charge. There's no way you can lead thousands of people by yourself, so you have to have lots of Leaders helping you run your



business. So if you can get people through the People Skill and Self Development Books, it's now time to get them involved in the Leadership Books. I think it first starts with them understanding how to be a **Great Team Player**, then showing them with your help how to lead a small **Team of Team Players**; next is how to be a **Great Leader** of their team, and Last, is how to be a **Leader of lots of Leaders**. So, as you can see with this section on Books, that there has to be a system of Books in place for you to be able to grow people up, empower them and bring out the best in them in order to truly have a big long term Networking business that will continue to grow whether you're personally involved anymore or even when you're gone. A great leader once told me, "sit down with a drawing of your entire organization and circle the Team players, Up and Coming Leaders and the Leaders on your team, now X yourself out of the drawing, how well will your organization do with you gone or not leading anymore, that will show you the maturity of your group". I guess what I'm saying here is, if you will sit down with every Distributor and share with them the importance of Book for them and their future team, and then **GIVE** them their first few books in these 3 areas and then plug them into a monthly system of books, you can then **Check-Off** that part of the 10 Step System for your New Distributor.

Well, we come to the **3rd and last Tool: EVENTS**. Let's just start right off with a very powerful statement. If you ask every Top Income Earner in every Networking Company, 95% will tell you that the Commitment or the Decision to sell out or go all-in with their Business came with something they heard, experienced, or saw at a Major Event. So, for you to have a huge team of Leaders that help you run 100's of thousands of people on your team, you have to put importance on every Event that your Upline, Corporation or you put together. And remember, the **Biggest Promoters have the Biggest Teams**, so you can't just make an announcement every month or put out an email, or a Facebook post and expect to have a great showing for your event. Make this a priority in your business, by seeing how many people you can get from this event and see if you can increase this number from Event to Event. Teach people how to promote their teams, and maybe have an incentive

to the team that has the most numbers at the next event, make it fun from beginning to end. Out of the three tools, this Tool is probably the most important; a matter of fact, out of all the chapters and verses in this book, this is the most important thing you can do for your Distributors and Teams. With everybody on your team coming to these events, and somebody that they relate to trains them on a topic in this book and they finally get it, comes home, and makes that same commitment that the top leaders have made, you have allowed the biggest tool in the tool bag to make you millions. There's no way you can know what everybody on your team needs, what they're thinking, but somebody says something at an event that hits them right between the eyes, and it's over! So when we look at events in general, there are small local events that allow you to bring all your new Distributors to and train them with the basics every month. There are the Regional events that are usually 500+ in attendance, and are usually a couple of hours away and take a little commitment on your distributors part to put gas in their car, buy a couple of meals, a ticket to get in the door, and maybe a babysitter to attend once every 3 months or so. These are great events because for the first time your new Distributors gets to see that this business is a little bigger than they thought and they get to see some of the people that were on the audios they have been listening to, and can now put a face to the voice; so make sure you make time for them to meet these Leaders and others that they might relate to before you leave. And lastly, are the **Major Team or Corporate Events** which are usually 5000+ in attendance and are usually a weekend event that will take traveling up to 300+ miles, a hotel, multiple meals, ticket cost, and emotionally a **big commitment** for your new Distributors. This event will show them what they're really involved in, the vision of the company, lots of people to relate to, and a lot of successful Distributors. Because this can be overwhelming for a lot of people, it's important that you help your new Distributor have a smooth

weekend, and make sure they're involved, having fun, and connected with the team, so they don't get lost or feel disconnected; because, you want to create an environment for them to hear, see or experience that one thing that allows them to go home with a commitment to **THEIR BUSINESS**. The goal here is not for them to get all motivated or inspired; not that it's a bad thing to be inspired, but you want them to walk away from the weekend making a **Commitment** to their future. A lot of Distributors walk away Motivated or even Determined to do more or set some goals for their business, but a wise leader once said "Determination keeps you on the road, but Commitment tells you how long the trip will take". I say all this to remind you of what you're trying to get accomplished at these events. A lot of leaders go to these events with an agenda of getting around all the other leaders backstage, at the restaurants, and little private meetings, and we all need to be sharpened by other leaders from time to time, but I feel these Events are a Time for Leaders to **GO TO WORK** for their team. Are you there to Hobnob with other leaders, or are you there to help as many Distributors as possible **HEAR, SEE or EXPERIENCE** that one thing that they need to go to the **NEXT LEVEL** in their business. You have to be intentional and present at these events, so you can be there for your Distributors, looking for as many ways as possible to help them **GET IT!** This is not a Networking Vacation for you, but a time to go to work while you have your whole team together in one place, which might happen only 3-4 times a year. Take advantage of this time, and pour everything you got into as many people as possible over the next three days. And when the weekend is over, you can then **Check-Off** that part of the 10 Step System for your New Distributors.

### The 3rd Weapon:

**Knowing WHAT GEAR or PHASE that each of your Business Teams is in so that each team knows what they're trying to accomplish.**

Let's talk about a topic that might be a little **Controversial**, but stay with me. The Incentives, Rewards, and Upfront Bonuses that Companies and Team Leaders offer, I feel, get people off track from what they're **trying to accomplish** in the long term and the foundation that needs to be built from day one. Now, I'm not against people making money upfront if all they are after is little money and a small team. As I said, this is a topic that can be controversial for most Networking Distributors, because in the beginning they really don't know what a Big Group looks like as far as a foundation that's needed, but in the end, a lot of distributors that go on to make some pretty good money look back and most of the time wish they could go back and re-do a few things with their foundation. So, let's talk about what I feel is the proper way of building your foundation with Duplication built-in from day one. Let's say that you sponsor your first Distributor and your Company or Team says if you sponsor **X amount** of Distributors in an **X amount** of days you will get **X bonus** or incentive. First of all, the bonus or incentive right off the bat puts you in the mindset of what **YOU GET** for doing this instead of thinking about the New Distributor you **JUST** sponsored. Instead, what if you thought "how can **I HELP** my new Distributor sponsor about 3-4 new Distributors, and help each of those get 1-2 Distributors for a total of 10-12 Total Distributors with volume moving through this new team of people". By doing this, your focus was to build a small little team with everybody getting a little bit out of it financially, and if done right with the steps you've learned in this

book, you might have locked this little team into your business for a long term, versus what **YOU** got out of the Incentives or Bonuses the company offered. Remember: What you are trying to Accomplish by Doing the work once and getting paid forever is better than a little bit of Upfront Money or even some Recognition from your upline team leader. So with this new leg, you're in a **Building Phase or Gear** not in a Qualifying stage for yourself to get the Cookie I call it. So, after a time in the Building Phase with a leg, and you got a pretty good foundation built, now it's time to draw out this leg of your business and look at where all the holes are, when it comes to Training and Volume of Distributors, or how are the 10 Steps of the system doing with this particular leg of your business.

So now, it's time to go into a different gear with this leg called the **Stability Phase**. Go through the leg and sure up all the loose ends from a system standpoint and get everybody in the leg caught up and on the same page before you go to the next step. Remember: Slow down, to Speed up. While everybody else in Networking is going after the next Rank Advancement, you're Stabilizing and Securing the work that you have done so that it sticks versus having to start over with a new leg or rebuild what's leftover. Now at this point, you might go back into the Building Phase to take the leg to the next level several times to get enough people, volume, and leaders in the leg so that it starts to grow on its own with other leaders helping with the building phase.

Now, the last phase to talk about is pretty exciting; it's called the **Mass Phase** or Gear, this is where you get together with all your leaders in the leg and talk about what each Leader individually will contribute to the overall leg with volume, people and up incoming leaders. After all the numbers are in, you help put together a Team Goal that can be accomplished in the next 3-4 months or the next Big Event with each leader talking about what their individual goals

are for volume and numbers by that date; add it up and make a big announcement about where that particular team is going to be in the next 3-4 months. Put together banners, Flyers, etc.... to promote the Goal and talk about it all the time. Now, have your leaders go to the bottom of their teams and help each Distributor set their own goals and have them add up the numbers to make sure everybody is involved and on the same page with the Goal before the next Big Event. Now, for the next 3-4 months, put your blinders on and **GO TO WORK!** The cool thing is, I just talked about you putting these phases down one of your legs as an example, and can you imagine putting these different phases into all the legs of business according to where and what gear each leg is in at this point. This approach to building a Network is something that most leaders don't do; they usually have one approach, one teaching, one training for all their teams or they just throw mud **against the wall** and see what sticks, or wait to see who **rises to the top** from all their distributors. I feel that at the beginning of building a network, you must be willing to make things happen and be willing to do whatever it takes to get your legs off the ground, instead of waiting to see what happens. So, you can see this approach again might be a little controversial, but in the end, instead of **YOU** chasing all the cookies, incentives, bonuses, and recognition that is put before you, this approach allows you to accomplish what got you into the business in the first place, for Time and Money which equals Freedom, not building and rebuilding your network from year to year which I feel is just another part-time job. Remember, residual or passive income is you putting in X amount of work once and get paid for that work 10-20-30-40-50 years from now. Now, that's closing the revolving doors of your business for **FREEDOM!**

## **The 4th Weapon:**

### **Having The 5 C's built into each leg of your Business for Real Leadership.**

Well, we're down to the 4th Weapon and a Teaching that can get a little detailed, but my goal is to try to make this as simple as possible. As a leader of a **Voluntary Group** of businessmen and women, you don't get to automatically step into the role of their leader just because you might have been in a position of leadership in other parts of your life. You have to earn this position; it doesn't work like the workforce hierarchy in which people get paid to listen to you or the boss makes you the boss and tells everybody to listen to you, that's called **positional leadership**. The Networking Business is a very different bird when it comes to how you become the leader of a team of people, and it doesn't fall into place just because you sponsored someone or you're at the top of a group of people on your team, that's still positional, not **true leadership**. So, how is true leadership built with this Voluntary Group of Distributors? It starts with understanding that you have to have the **5C's** flowing through every leg of your business. The **First C** is **Communication**, and it has to work both ways. You initiate it by communicating with your new Distributors what you are getting ready to do in their business, upcoming dates they need to know about, anything that will make sure they never feel blindsided by anything going on in their business. They need to know that you have nothing to hide and you are willing to trust them with any and all information about their business. Then and only then will they be

willing to start the communication process with you. Once the Communication is flowing the **Second C** is that your new distributors need to feel and see that there is **Consistency** with everything you do with them. They see that the System does not change, the way you get people started stays consistent; your emotions when they're around you are always stable, how meetings are conducted is something they can count on. In other words, they know that they can count on you, the system, and the business at all times. The **Third C** comes into play when your new Distributors get to watch you in action in their business with their friends, family, and coworkers, so are you **Competent** when it comes to getting results. People need to see that when you train them on the skills of building a Network, then go out and put it into action, you get more positive results than you do negative ones. When Distributors see you get results over and over, the **Fourth C** is automatic. They now have **Confidence** in you. When you have the first 4C's flowing down all your legs of business, then **YOUR TEAM** sees that you have the **Fifth C** which is **Credibility**. They see that not only are you credible with them, but the Upline Team starts recognizing you for all **5C's**; this is when you are truly **THEIR LEADER!** You have earned this, worked for this and your **TEAM MAKES YOU THEIR LEADER**, this is true Leadership. Welcome to a very special club of Leaders!



## The 5th Weapon:

**Having these 4 BUSINESS PULSES checked every month in every team will help you see the real Stability of your Business.**

You know when you go to see your doctor for your yearly check-up, what are some of the first things that he/she checks on to get an overall view of your health right off the bat? They will check your Temperature, Blood Pressure, Weight, and Blood Test to get an idea of your overall health right? What if your doctor came in and checked your weight and your temperature and that's it, would they have a good idea where your overall health was? Not even close, but a lot of Networking Leaders do just that when they take an overall look at the Health of their Business. They usually look at how many people they have in their group and how much volume their business is doing so they can Qualify for all the perks that their company offers. I want to show you how to check what I call the **4 Major Business Pulses** for the overall health of your business outside of your numbers and volume. Let's start with the **Pulse #1**. It's the pulse that determines the multiplier factor of Growth in your business, and that's how many people besides you are **S.T.P.** or Sharing the Plan about your Company, Product, and Compensation plan each week and month. When you're looking at this number instead of volume or numbers, you can really see where your business can be in the next 3-4 months down the road. Let's look at the power of checking this major pulse every month. Let's say, you have four builders and yourself **Showing the Plan** 3 times a week consistently every week for a month, here's what you really have.

### 5 Builders S.T.P.

x 10 plans per months

= 50 plans per month

2 out of 10 get started

**=10 NEW DISTRIBUTORS**

### 10 Builders S.T.P.

x 10 plans per months

= 100 plans per month

2 out of 10 get started

**=20 NEW DISTRIBUTORS**

### 25 Builders S.T.P.

x 10 plans per months

= 250 plans per month

2 out of 10 get started

**=50 NEW DISTRIBUTORS**

### 50 Builders S.T.P.

x 10 plans per months

= 500 plans per month

2 out of 10 get started

**=100 NEW DISTRIBUTORS**

As you can see, it gives you a better overall view of where your business is going versus hoping that your volume is going to go up based on how many people you have in place now. Let's talk about **Pulse #2**. This is how many distributors do you have on your **Monthly Autoship Program** of products. In my opinion, this gives you a true and honest look at the stability of your Volume and your true residual income that you know you can count on, and all the other Volume is just icing on the Cake. All the other volume from Customers and Distributors that order when they want are too unstable to count as the Real Volume of that Leg of your business. Just like your Health, you want to be honest with the numbers right? **Pulse #3** is how many Distributors are plugged into the **Education Program** of Books and Audios. Like with the Chapter on the 3 Vital Tools we just talked about above, the numbers of Distributors that are Learning and Relating to the Audios, Podcast and Books gives you the real pulse of your Distributors when it comes to how many people are being trained and personally growing in each of your legs of business. Besides, the fact is that after a certain number, there's no way you can physically help everybody on your team personally. Knowing who's plugged into the education program gives you a chance to see the real number of serious people that are on your team versus bragging about how many people you have in YOUR Business. It's sort of like lying to your doctor when he/she asks you how many days you exercise per week; it's only hurting you not your doctor when you give him/her an inflated number, right? Ok, let's finish this chapter and talk about **Pulse #4**, how many **Distributors are attending Events** Monthly or Quarterly? Well in the above chapter, we just talked

about the most important topic of the whole book **EVENTS**. So, you can imagine that the most important pulse of the four pulses that you check for the health of your business is **Numbers at Events**. As we mentioned above, a lot of things happen at Events for the Distributors on your team, and I feel that if you focus most of your promoting time on getting the numbers growing from Event to Event, you will see the other three pulses grow when people get back from these special weekends. You will have more people S.T.P., more people getting serious about their product use and staying on Autoship, and they will hear all the leaders talk about their daily habits of plugging into the Education program of Audios and Books. So many things will get done for you and your team, if you will just get your teams there, Events will **Save You Stress Time Emotions**, and **Money** a (S.Y.S.T.E.M.). So to recap, Draw out your different teams each month and be honest with yourself and put down the 4 Pulses of each of your business legs. Because each of your legs is different, see what the health of each team is, and the overall health of your team, and take these numbers to your upline mentor/coach and have them give you some insight on what they see. Then, come back from your planning session with your mentor/coach and put together a plan on how to increase all the different pulses between the Event you just left and the next one coming up. If you will do this every Quarter with your coach, they can give you a realistic assessment of your **Team's Health**, and maybe if you're open-minded, the overall health of **YOU AS A LEADER**.

## The 6th Weapon:

**EDIFICATION**, the **ONE** thing that you must get good at if you want to see duplication and major growth in your business. . . .

Well, we have come to the last chapter and the last Topic of our Book, so I wanted to save the best for last and talk about the **GLUE** that holds your team together. **EDIFICATION** is a very powerful tool that if misused will break down the entire Trust and Credibility of your whole team. I've seen this tool used **Properly** and it catapulted people, teams, and leaders to heights in their business that they could not have ever done by themselves. But I've also seen this tool used in a way that **Manipulates** people and teams only for the gain of the Leader or Leaders. What I've tried to emphasize in this book comes down to the **Golden Rule** "**Treat others like you would like to be treated**" and you can never go wrong when it comes to dealing with People, Teams, or Leaders on your team. Use this tool as a Manipulation, and you might get some results initially, but you're not going to fool people in the long term, they will see through it eventually, and at that point, you will never get their trust or commitment to the team EVER again. I feel along with Edification if you have some good Cardinal Rules that you won't allow yourself or your team to cross, you will have some good boundaries set, so your team knows where the lines on the Field/Court are. Here are a few examples of some good cardinal rules that are good for Networking Teams:

1. Don't do anything **New** for the first time without checking with your mentor/coach.
2. Don't speak anything **Negative** to your Downline or Crossline, only to your mentor/coach.
3. Don't **Embarrass** anybody on your team or your mentor/coach.
4. Never mess with anyone's **Money**
5. Never mess with anyone's **Ego**
6. Never mess with anyone's **Spouse**,  
Partner, Girlfriend, or Boyfriend

So, with some good boundaries set and a good foundation laid, let's talk about this powerful tool called Edification. First of all, let's talk about the Definition: "to build up, to establish or speak good of someone in a way that improves their character." I know that for some, this is totally opposite of most environments that we are part of in our everyday lives like the "dog eat dog" business environment or workplaces that are filled with such cutthroat gossip and backstabbing, but trust me this will create such a difference in your team that it will be part of your Community (common unity), and be the reason you will grow and stay together in the long term when most don't.

**1st Step** in the process of getting the Edification started with your team is, whenever you're with one of your team members, and you see anything big or small that they're doing, sincerely compliment them on the great job they're doing. Most people from childhood, to adulthood, have **NEVER** had anybody believe in them their whole life. Your job as a leader is to **EMPOWER** people and bring out all the greatness that's never been recognized and show it to them. Like it's been said, "Recognize people doing the smallest of things, and soon, you will be recognizing people for doing big things." This is where it all starts; building people up every chance you get not just in front of them, but here's a secret, compliment them to your other team leaders even **when they're not around** because somewhere down the road, it will get back to them and that's when they will see how much you really believe in them and their greatness.

**2nd Step** in the process of Edification is, when you're around your team whether it's a small house event or a Team Meeting when you're up giving different talks or training at your events, this is the time to not talk about what you're doing or your latest success but with any teaching point, use people on your team that is great on the topic you're teaching as the example. Your talk needs to be sprinkled with you edifying the up-and-coming leaders for the things that they're doing and tie it back to the teaching example of your

talk. It can be small in the beginning, with you talking about how good their first house meeting went, to how good they are at inviting people to events, but get your team used to hearing you edifying people on the team and the qualities they have and the talents they bring to the table, not the success you're having. It will be more powerful for your upline to come in and edify you for the things you're doing than bragging about it yourself.

**3rd Step** in the process of Edification is, now that your team is growing and you have leaders on your team that can help you with Training at the Events, it's time to recognize people in a little different way. Before you were edifying people from the stage as great examples with your training, now you get to go to the next level and edify them as you're **introducing them on the stage** to help you with the training. This part can really be fun and at the same time a little dangerous, so be careful. You're establishing to your whole team information of how things are to be done, but now it's coming from one of your team members' mindsets and not yours anymore. So, your introduction and edification of them need to be thought out because to your team, having them on your stage has **a lot of weight to it** and your **stamp of approval** on them and their teaching. Having a Planning session with all of the speakers before the event will help you guide them with what and how to teach the team. Remember, it's your business, so be careful who you turn your team over to for a brief moment. This is not a Control Thing, but you have put a lot of time, effort, and finances to get the team to this point, so be aware of what is poured into your team; this even includes outside speakers that you bring in to talk to your team.

**4th Step** in the process of Edification is now turning from edifying a person to edifying a **Whole Team** and its Leader or Leaders. You're going to have people rise and develop into leaders of their own teams down the road, it's a little bit sad on one end and incredibly exciting on the other because remember the whole goal

of the Networking Industry is to build a business that you can walk away from someday because you have developed so many leaders that don't need your help anymore, that's called **LIFESTYLE**. So, now that you have leaders running their teams, your responsibility is to edify them back to their teams as we mentioned at the beginning of **Step 2**, with you talking about your downlines' successes, and letting your upline come in and edify your success. Now, the process has come full circle, you let your upline come in and talk about you, while you come in and edify your leader to their team. People want to feel that they're on a winning team and they have the best coach to help them keep on winning, so your job now is to show the people on that team that they're absolutely on the best team. Spotlight the best of your leader's qualities back to their team; how incredibly proud you are of them, how blessed you are to have them on your team and have them as friends.

**The Last Step** in this process of Edification is to make sure that every team leader is duplicating this into their own teams. Walk them through **Step 1** to **Step 4** of the processes and make sure that they understand the power of having Edification running through their team. Now, the last and the ultimate level of Edification is when all your team leaders understand how important it is to **EDIFY** the other leaders on **YOUR TEAM**; even when there might be a little competition, they know that **THE BIG TEAM** being unified together is more powerful than **THEIR TEAM**. So, when they're up on your stage, it's important that everybody hears a **UNIFIED BIG TEAM** with all the leaders edifying each other because remember, YOU didn't get up on that stage all by yourself, some of your leaders heard something from a crossline leader and it's the reason why they're growing now, it was a **TEAM EFFORT OF EDIFICATION**.

# TO SUMMARIZE THE BOOK

*Here's what we talked about:*



## **In the FIRST DOOR, we talked about the KEY BUSINESS PHILOSOPHIES.**

### **The 1st Philosophy:**

Is getting your Distributors to have **100%** Success in everything they do.

### **The 2nd Philosophy:**

Is what you do to keep your new Distributors **MIND** on their Business.

### **The 3rd Philosophy:**

Is how you train your new Distributor, with the **L.T.D.'s**.

### **The 4th Philosophy:**

Is how to Build Belief in your Distributors with the **3P's**.

### **The 5th Philosophy:**

Is how you begin Building **TRUST** with your new Distributor.

### **The 6th Philosophy:**

Is the **MINDSET** you teach your Distributors to have from the beginning.



## **In the SECOND DOOR, we talked about STARTING PEOPLE CORRECTLY.**

### **The 1st Step:**

Is the **8 STEP SYSTEM** that you start every Distributor with.

### **The 2nd Step:**

Is teaching that **THIS IS A BUSINESS**, not a Membership Club.

### **The 3rd Step:**

Is to **SLOW DOWN**, in the beginning, **SO YOU CAN SPEED UP LATER.**

### **The 4th Step:**

Is knowing what you're **TRYING TO GET ACCOMPLISH.**

### **The 5th Step:**

Is getting rid of **BUSINESS CLIQUES**, and **PLUGGING** everybody in...

### **The 6th Step:**

Is doing the **WORK ONE TIME** correctly & getting **GET PAID FOREVER.**





## In the **THIRD DOOR**, we talked about THE Q.I. FILTERING SYSTEM.

**The 1st Filter:** is the **Q.I. LIST BUILDING**, where you start the Filtering System with 300+ names.

**The 2nd Filter:** is the **Q.I. INVITATION**, where you see if they're currently looking or not.

**The 3rd Filter:** is the **Q.I. INTERVIEW**, where you see if they connect with at least 2 of the 6 concepts.

**The 4th Filter:** is the **Q.I. MEETING**, where you see if they connect w/ 5 things of the Full Presentation.

**The 5th Filter:** is the **Q.I. FOLLOW UP**, where you show them what you're willing to commit to.

**The 6th Filter:** is the **Q.I. GETTING STARTED**, where you Slow Down and start every person Correctly.



## In the **FOURTH DOOR**, we talked about Structure, Depth, and Taproots.

**The 1st Formula:** is understanding the **NUMBERS GAME** with the Proper Structure of width.

**The 2nd Formula:** is **WIDTH** gives you places to work, **DEPTH** allows you to find your **LEADERS**.

**The 3rd Formula** is finding Leaders is a Science, but **DEVELOPING LEADERS** is an Art.

**The 4th Formula:** is Slowing Down and **BUILDING a FIREWALL** before you go to the next level.

**The 5th Formula:** is knowing that most problems mean you're **NOT DEEP ENOUGH YET**.

**The 6th Formula** is knowing the difference between **DEPTH** and developing a pure **TAPROOT SYSTEM**.



**In the FIFTH DOOR, we talked about  
A Powerful S.Y.S.T.E.M.**

**The 1st Weapon:** is knowing the **BIGGEST PROMOTERS** have the Biggest Teams.

**The 2nd Weapon:** is knowing the **3 VITAL TOOLS** that have to be in your system to Unite it together.

**The 3rd Weapon:** is knowing **WHAT GEAR or PHASE** that each of your Business Team is in.

**The 4th Weapon:** is having **The 5 C's** built into each leg of your Business for Real Leadership.

**The 5th Weapon:** is having the **4 BUSINESS PULSES** checked every month in every team.

**The 6th Weapon:** is it's the one thing that you must get good at for a Big Team, **EDIFICATION**.

# CLOSE THE REVOLVING DOORS

**of your Network Marketing Business**

Many know how to Build a Network, Few know how to Keep it Together



Nexus Affiliates

