



HOW TO
FIND THE
GIANTS
in
NETWORK MARKETING

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In NETWORK MARKETING

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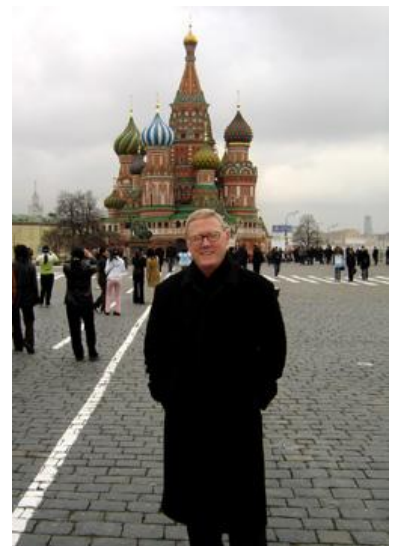
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INTRODUCTION

For most of my 20 years in network marketing I've been at the very top level in the business in North America, Europe and Russia, with thousands upon thousands of distributors under me and millions and millions of Dollars, Euros and Rubles in sales in my organizations.

I've had the multi-million dollar home, the Mercedes in the driveway, the fat paychecks and exotic vacations around the world. Travel? I've been to 65 countries which means my wife and I have about 175 more to see!



This book is for anyone in any network marketing company so I will not mention mine. It's for people who want to develop a major income in network marketing, so if you only want to make an extra 500 bucks a month, this book is not for you. I am called a "Legend" in my

company and I train thousands of people every year, around the world, and I want to train you.

In my time in this business I've seen network marketing done in all the wrong ways possible, and occasionally, in the right ways. But there is one key to success above all others, even above persistence, a positive mental attitude, setting goals, the law of attraction, hard work, massive action, and all the other things success books will tell you is #1.

Listen to me: I don't know anything that ranks higher as the method for gaining big success in this industry than the ability to discern, focus on, and recruit the best.

Even if you are terrible at doing presentations and are paralyzed when asking for the money, if you get in front of the best prospects, you can go to the top. And even if you are irresponsible with follow-up and have to pass your new people to your upline for support; if you can discern and recruit the best, you can go to the top in network marketing. If you can learn how to recruit the best and let them become giants, you win, end of story, case closed.

There is an old saying in network marketing, “Your success will be directly proportionate to the number of people you help find out about your opportunity.” Brilliant! It’s only missing one thing and here is my revision: “Your success will be directly proportionate to the number of people you help find out about your opportunity, *who have many of the ten basic qualities necessary to succeed.*”

The first thing you might ask yourself is, “What about me? Do I have one of the ten qualities?” Good question. I’m a firm believer in self-examination as long as it isn’t another excuse to procrastinate from going out the door and doing presentations. If I wanted to go to the top and I had to choose between reading another success book and going out the door and doing another presentation, I’d throw the book down and hit the streets!

Fortunately, you can and must do both. Remember, practice doesn’t make perfect. Perfect practice makes perfect. Doing your homework so you know what you’re doing is essential. If you go out the door and repeatedly

do the wrong things or have the wrong mental attitude, you'll just be a very active failure!

This is a business that is hailed by some as wonderful, and radically criticized by others. I have lots of very intelligent, reasonable friends who think I've lost my mind to be in network marketing. Most of them never did the business in a successful, money-making way, so they walk away and for the rest of their lives, criticize it as a "pyramid scam" or "not a real business". That's one of the reasons for this book. I'm sick of people joining and then doing all the wrong, unprofitable things and sabotaging their chances for success.

I've only been full-time in two companies because I believe in sticking with a commitment and taking it to the top, not jumping around. As I've mentioned, my first company marketed electronic products and my second, anti-aging skin care and nutritionals.

My first company used a stair-step breakaway plan and my current company uses a binary and both systems work. I could write a book on the strengths and weaknesses of both systems as well as all the other systems in network marketing but my focus in this book

is *how to find the potential GIANTS* so you can recruit them into your business.

I've narrowed it down to 10 types. It may seem like the categories cover every person on earth, but believe me, I'm talking about a maximum of 20% of the population because most of the rest just pretend to be ambitious for a great life, but they will never discipline themselves to get it. And success is a daily discipline.

You have to develop the skill of discerning the pretenders from the 20% - the real potential giants. Study these ten types, get them down deep in your subconscious, and you'll find when you are meeting new prospects that your inner, "GIANT filtering system" will, using some simple deductive reasoning and key questions, immediately eliminate 80% of the people you know or meet as potentials for your business and that will save you a fortune in time.

Then you can simply enjoy the ones who don't qualify to be network marketing leaders as your fellow human beings, friends, relatives and/or customers. You don't have to think of them anymore as network marketing prospects.

By the way, many leaders will tell you to recruit everyone because “every dud knows a stud”. What that means is, when you meet someone who has little potential for success (a “dud”) they may know someone who could make you a lot of money, so use the dud to lead you to that possible leader (a “stud”). The dud loses all their investment in products and time and money and you cash in. It’s a disgusting user mentality and no surprise why network marketing has a bad name with millions of people.

Before you read further you should know that this book is NOT about the basic actions in recruiting like how to make your list or how to invite using the telephone or how to dress for a successful meeting or how to give the presentation or how to ask for the money or any of those things. I’ll write another book about that.

This book is on *how to find the potential GIANTS* so you can recruit them into your business. I believe it is the most important skill for big success in this business. *The following chapters are not in order of importance or priority for success.* You can recruit any of these types and they can become giants but your greatest

success will come in *finding those with many of these key factors.*

Remember this: If you read this book and you still choose to recruit and work with people who have few if any of the following attributes, don't be surprised if you are earning NO MONEY!

This is a business where people can make make their big dreams come true, but you need to decide right now that YOU ARE GOING TO MAKE LOTS OF MONEY! Try buying a house with no money. Try paying your kids tuition to a great university with no money. Try traveling the world with no money. Try retiring with no money. If you feel bad about having lots of money, go ahead, get rich and give it all away!

But if you don't learn how to find the giants in network marketing, you will not make much money. It's just a fact. Now, get focused, "on purpose", and study the ten types that follow. Then go recruit them.

A Teachable Spirit



Sitting across the table from me at a Christian Businessmen's Lunchtime meeting in Prague, capital of the Czech Republic, was Tomas, who seemed to me to be the most easy-going, friendly, funny guy I could remember meeting in a long time.

He could have walked away from that lunch never knowing his potential as a powerful motivational trainer and network marketing giant but I asked him a key question: "Do you have time for a quick cappuccino after lunch so I can hear your story?" He said he had an hour free before his next meeting.

One of my key strategies for pre-qualifying a prospect is the "cappuccino meeting". Instead of asking a prospect to: "Hear about an amazing opportunity!" I

invite them for coffee or tea. All the walls come down and they don't think for a second I want to sell them something. During the hour I ask questions – all about them. My goal is to get them to talk the whole time and to feel guilty at the end of the hour because I didn't say a thing about me.

That's what I did with Tomas and when his time was up he said, "Hey, I did all the talking! That's not fair! I didn't learn anything about you!" Which is another way of the prospect saying; "When can we meet again, at your convenience, so you can tell me about you?" Then you decide if you want to recruit them, based on their answers to your questions.

Now I could set the time and location and I asked Tomas to come to my home when he had a morning or afternoon free. In my home I had my products, computer and an internet connection – all you need for an excellent presentation.

I shared the business with him and he didn't get it. This business is so non-traditional, he simply couldn't get the concept. But I knew if I kept sharing and if kept listening, eventually he would have what is called and

“Ah hah! experience” where the paradigm sinks in. Tomas eventually joined, became a big event speaker and built an organization that spanned a continent.



One of the most beautiful sentences you will ever hear from a new recruit is: "I don't know, but I'm willing to learn" and that was Tomas' response as he had never heard of network marketing. The person with a teachable spirit won't try to reinvent the wheel. He

understands that this business is new for him, and to be successful, he must listen to the people who are successful.

The person with an un-teachable spirit is a nightmare. When you tell him to have his list of prospects ready when you meet for the first time in his home, he not only won't have a list prepared, he will want to know if he can run expensive recruiting ads because he doesn't want to tell his friends he's in "one of those network marketing things".

When you tell the un-teachable person to come to the Saturday training, he won't show up, or, if he does, he will leave early. When you tell him to come to opportunity briefings with his best prospects, he will come alone. By this time you've wasted many hours of your life, and when the hours are wasted you can never get them back. And it's not their fault; it's yours for not qualifying them before signing them up.

It's easy to know if a person is teachable and can become a teacher. Remember, and this is HUGE: the big money in network marketing comes not just when you learn, and not just when you can teach, but when you

can teach others to teach others who can teach others. Here is the test to see if you have a “teachable teacher”. You tell him to do the basics, he does them, and he immediately wants to show it to someone else. It's as simple as that.

The basics make money, and the basics in this business are: making a list of all your prospects, contacting and inviting them to a presentation, doing lots of presentations, asking for the money, helping new people get off to a great start, building leadership teams and filling events.

If people do this, they make money. If you work with people who don't do the basics, you are wasting your time and money. Tell un-teachable people that you will give them some of your valuable time when they do what you tell them to do. Until then, focus all of your time on people who do the basics of the business and do what they say. In network marketing, everything else is simply pouring your life down the drain.

Passionately Ambitious



He looked at the mansion with the manicured lawn reaching out to the sea and the huge yacht beneath him. With no advanced education, Hank was a young man who couldn't get a good paying job so he found himself cleaning yachts for rich people in Florida.

Every day he was down on his hands and knees, polishing the brass and scrubbing the toilets and decks while he looked out to see mighty mansions facing the Gulf Coast. He dreamed of owning one of those, but how could he get it? When one of those millionaire yacht

owners walked by one day, he saw a young boat cleaner on his knees in dirty shorts and t-shirt, but he saw something more.

The older, wealthy man stopped and asked the young man, “Would you like to own a yacht like this?” Hank enthusiastically replied, “Sure!” And that’s the only qualifying question and response the rich man needed. He invited the young man to a network marketing presentation that night in a local hotel conference room.

At the presentation that evening was a packed crowd of people wearing their sharpest attire, and in walked the Hank the boat cleaner in filthy, stinking cleaning shorts, t-shirt and sandals. He went right to the front of the room and took a seat front row. Everyone stared and I’m sure many thought to themselves, “Who invited him?” And, “They’ll let anyone in here!”

As the meeting progressed, the boat cleaner watched with fascination his new rich friend hosted the meeting, and a lot of very ordinary people gave testimonies of their success. An old woman said, “I made \$300 last week just selling our diet pills!” A former truck driver said, “I used to work long-haul runs cross-country and I

sure missed my family, but last month I made \$10,500 and moved my wife and kids into the house of our dreams!”

And of course, Hank was on the edge of his seat. The result? He jumped into the business with both feet and today owns one of those gulf-front mansions, a grand yacht and has traveled around the world telling his story. How did he do it?

Certainly his success was not because of his education or experience. And it wasn't because he was so good with people. He's not the most warm and caring guy I've ever met. It was simply raw ambition. And he would never have joined the business if someone had not asked him a simple question: “Would you like to own a yacht like this?”

It's fine when you recruit someone who wants to make just enough money in the business to make the monthly payments on a good, dependable car. But it's fantastic when you recruit someone filled with passionate ambition to help their family or buy their dream home or send his or her kids to a top university. I

get excited when I work with people with exciting, challenging goals, and they excite others.

If you start to recruit someone and they tell you they think people who have big ambition and big goals are living in a fantasy world or that having a lot of money is evil, please, sell them some products and then run away from them as fast as you can! This kind of small-mindedness is infectious.

Ask people, "What would you like to have if you had unlimited resources?" If they answer, "Let me show you my list!" then immediately share the business with them! Ambition is great. Have lots of it, and search for others who have it. And remember, like takes after like. Ambitious people probably know a lot more ambitious people.

Has the Ability to Buy

In my first company I had a dearly beloved friend who wanted to join me on the road to the top. The only problem: he didn't have enough money to buy even one product. So kind-hearted me used my hard-earned cash and brought him into the business with the big package.



In that company you would try to bring people in with the biggest possible first order and make immediate cash. The problem is that you can get into the bad habit of recruiting people regardless of if the person really has any chance for success. They spend the last of their life savings and never make a penny of profit.

The authorities in most countries try to shut these companies down or make them amend their systems, but new front-loading deals come along every day.

Of course, my beloved friend who got the high level, paid-for-by-me package, failed. Why? Because I paid and it cost him nothing: no effort, no sacrifice, just free. Have you ever tried to interest someone in buying your products when you don't believe in them enough to buy them yourself? It's hard for that person to look people in the eye and many can smell a liar.

As they say in the business, you have to “pay the price” and be a "product of the product." If you use the product and know it works, you can get excited about marketing it.

Ask yourself this question: "Do I have and use all the mainline products that my company makes?" You better because you not only sell what you use and what you own, but your recruits copy you. If they see that you own it all, they will want to own it all and that means volume and the big money comes from volume in your organization, not your personal retail sales.

If you focus on recruiting people who have no money and no ability to buy the core products in your line, they will be crippled when they try to build the business. With nothing more than a starter kit, they will

constantly want to borrow your products to demonstrate, or they will always want you to do their product presentations and recruiting.

That's a duplication killer because you can't be in more than one place at a time. There's only one you, and you can't do all the selling in your organization. That's why it's called, "NETwork marketing." The work is done by the whole network, not one person.

When you recruit poor people, don't be surprised



that they only know and try to recruit lots of other poor people who also can't buy even the basic package.

I didn't say these people are bad, I just said they are poor. Remember my story: poor can be a lifetime condition, whereas a person who has a big vision for success may be currently "broke", but it is temporary.

Recruit people who have the money to buy a package of products that represent the best that your company has to offer. I didn't say ten of each product, but at least one of each for their personal use, one set to demonstrate and one set to sell, with extras of the most easily marketable products.

This means that their first order will bring you a nice override bonus, they will want to recruit people who can buy the same, and they will make some immediate cash from retail sales. When your people make money in their pocket in the first week or even month, they are excited, recruit more effectively and they stay in the business longer, giving them a chance to build a team.

Strong Self-Esteem and a Positive Self-Image



She met me in the train station in the quaint little German seaside town near the border of Denmark. Hanna was a new leader in our business and she had a big dream of being first in our company in Northern Germany.

Sitting in the living room of her beautiful home, I looked at her and marveled. She was smiling ear-to-ear

as she served her guests delicious homemade treats and she was obviously having the time of her life preparing for me to do a network marketing home presentation.

But sitting in the next room was Hanna's husband, head down, staring at the floor and muttering about having a bunch of strangers in HIS home. He would occasionally step into the living room to bark an order at his wife or to criticize her in front of the others.

After the presentation I asked Hannah, "How can you smile so much and be so positive while living with that grouch?" She said, "Oh, he's not so bad. I just let his insults go in one ear and out the other and keep being thankful for how God has blessed me with a wonderful home and great business!"



Wow! If I could find ten more like her I'd triple my pleasure and success in this business! Wherever Hanna goes she brings joy into people's lives. If you ask someone, "How are you?" And they answer, "I'm great!" That's the mentality that can take someone to the top in this business. People love people who feel good about themselves. These people are magnets for success. You see, most people fail their way to the top.

What I mean is this: all successful people have the ability to face the problems and failures we will all experience in life, but successful people learn from it and find a way to go forward. And all truly successful people have or develop strong self-esteem and a positive self-image.

When a person with low self-esteem faces a problem, he says, "This is impossible for me to do! I'm never going to be successful!" And you know what? He's right! But people with a positive self-image are not defeated by problems. They feed on them. They think, "I'm a winner, and I will succeed. This set-back is just fuel for my fire! I'm going to the top!"

One of the hardest things to accept in network marketing is that you can't save people. You may have a best friend or relative with low self-esteem and a negative mindset, and you know they really need your business and to be around all the positive, successful people.

But let me tell you the facts: if they have been down and negative for as long as you've known them, don't expect them to change. Don't sign them up under you and try to do the business for them. They won't ever “get it” and suddenly start being successful. Move on. Start with people with a winning mentality and you will build a winning team.

Once you are on the top and you have some expendable time and income, go ahead, if you must, and encourage your negative friends and relatives to join you. Who knows? Maybe they've had a major life-change! But don't be surprised when they turn you down or if they do join they don't last long. You can't save them.

Are you listening to me? You can encourage them and you can have compassion for them, but you can't

save them. If they have subconscious goals they include dragging you down with them. Give them positive books and videos, hope and pray they wake up, but whatever you do, don't build your business around them or you won't have a business.

Deeply Dissatisfied



Being from the coast of California, I love the sunshine, sea breeze, a great cappuccino at a beachside cafe and long walks along the shore with my wife and close friends. For me, it just doesn't get any better than that and without owning my own network marketing business I might be like most people, stuck in an office or shop somewhere, looking out the window and dreaming of my lifestyle!

Michael was the most likeable guy in the world but he spent every day trapped in a little box. He owned a small men's clothing store on Ventura Boulevard in the San Fernando Valley in Southern California. He had a young, bored salesgirl working for him, trying to look interested in her job while folding shirts or opening new shipments of ties and belts. Another employee worked in the back room and Michael manned the front desk, dealing with finicky customers who picked at his beautiful line like they were in a second-hand shop.



This was his life, eight to ten hours a day, Monday through Friday, with no end in sight. When I met

Michael it was at a party at my home. All it took was a few simple questions and he was ready to join, like shaking a fruit tree full of ripe fruit that falls into your outstretched hands.

You've probably memorized the acrostic, "F.O.R.M.", which is used when you're talking to people. The letters stand for Family, Occupation, Recreation (sport, hobbies, fun), and Money.

You simply ask a person a question about each of these topics. For example about family: "So David, how are those adorable kids of yours? I'll bet you spend lots of time with them!" And a common answer might be, "Yeah, right! I leave the house to go to work before my kids wake up and I usually get home so late they're already in bed. I dream of having more time to spend with them."

Now you know he's strongly dissatisfied with the amount of free time he has. Next you could ask him about his occupation, for example, "You're the Assistant Manager at your company. That's great, isn't it?" And most people would tell you something good and something bad, like, "I'm good at what I do and I could

work my way to the top, but I would rather own my own business.” Or they may say, “It’s a fine job but my boss is an idiot and that’s never going to change and I’ll never make great money there.”

When you want to share the business with someone, first, find out what they are dissatisfied with like: time with their family, a bad job, too little money and too many bills, or not enough time for leisure, hobbies and fun, (“Recreation”).

Then show them how they can solve their problem with their own network marketing business. The key to finding potential giants is to find people who are so dissatisfied with something in their lives they’ll do anything, no matter the cost, if they see it as a way out. And you provide the solution.

But if you go through the "F.O.R.M." questions with someone and they are generally satisfied with most areas of their lives, don’t waste your time trying to recruit them. Even if you get them to join you will have to try to motivate them ever day to build their business. Remember, long-term motivation doesn’t come from the outside it comes from within the person who has a

burning desire. People have to be hungry for something from an empty feeling in their stomach, not yours.

If you meet someone who is completely satisfied and happy the way they are, sell them some of your products, try to get referrals, and move on. But keep their name and number and call them every few months to see how things are going. Life isn't always "fine." The day will come when they are facing some problems so big they may need exactly what you have to offer.

Uses the Internet as a Powerful Marketing Tool



Every few years I meet a prospect who is sharp, handsome, great with people, already an excellent public speaker, is open to finding a good opportunity and once he joins will be tenacious and not quit. I have a guy in my organization like that named Dalibor. He's from the Czech Republic and he was recruited by Tomas, "Mr. Teachable Spirit".

Dalibor came to my home one afternoon to talk. He had been in my network marketing organization for a while and using the internet he had recruited people in other countries, even on the other side of the world. He used me for regular “Skype training” for long-distance distributor groups.



I assumed he wanted to talk about that and how I could help him, but instead he came to teach me. He asked, “Would you be willing to let me brand you on the internet? With your experience and credibility I could help you go viral, do webinars and it would help me to get a lot of prospects.”

At this point I had heard of branding and viral marketing and I received an incredible amount of emails and social network stuff from some of my favorite success trainers. A part of me was irritated by their

constant barrage of video clips, webinars, books, DVD's and success systems. Another part of me realized I was watching their clips, listening to their webinars and buying some of their stuff and I wanted to be like them.

One of these success coaches said something that jumped out at me and this little book is the result. He said, "At some point all the legends in the business come around to realize they need to monetize themselves and their experience." I knew he was talking about me and I was missing out on a lot of money and prospects. There is an old saying: "When the student is ready the teacher will come." I was ready to be a student and Dalibor is my teacher.

You don't have to have my 20 years experience in network marketing or to be a fearless public speaker to thousands to make a big profit in your network marketing business off the internet. And you don't need to have any experience in building websites or posting videos or using social networks and search engines to advertise your opportunity. Just recruit a person with the knowledge and learn from them.

I won't put in this book the number of millions of people using Facebook or how much revenue is created using their advertising or how much Google makes using Ad Words because one year from now, maybe 90 days from now, those figures will probably double. Within a year of this book being published we know a new, major ".com leader" will emerge to compete with the existing giants. The marketing power of the internet is exponential and unstoppable and how to use it is constantly changing. Recruit people who love it!

A word of warning: there are people who refuse to interact with others face-to-face and who want to hide in their homes and not help anyone except themselves and use the internet to do it. Can they be successful in network marketing? Yes, because the number of people online is so huge that if you found a way, from the comfort of home, to write the perfect online ad campaign and get it to "go viral" you could recruit thousands and make a fortune.

There are two problems. The first? Only a small percentage of people can sit in front of a computer screen all day and gain real joy in basing their entire

network marketing business on that, so it's not duplicateable and you end up hoping to keep 1% or half a percent of your downline active after they sign up and get eye-strain and total boredom.

The other problem with doing all of your network marketing online, apart from missing out on all the fun of being around the wonderful people in this business, is assistance and training. Distributors launching a network marketing business need help – personal help.

They need a real, live, human being to be in the same room with them when they do their first presentations and when they face the inevitable rejections as well as to share the joy when someone says, “Yes! I’m in!” The “glue” of network marketing that keeps people in the business is called “building a culture”. And it’s fun! It’s all about spending time together at presentations, backyard barbeques, trips to events, laughs in the Jacuzzi and simply becoming best friends. And THAT’S DUPLICATABLE!

Salespeople and Entrepreneurs



He stands on stages, tall and slender with a big beautiful smile that lights up the room. Roberto is all Italian with the style and humor to charm any crowd and when he trains it is with total conviction and authority. I've never seen a better public speaker and trainer and I consider it an honor to call him my friend.

He has two abilities you want to look for when you are building your team. Roberto is both master salesman and a man who loves to take on a new opportunity – the entrepreneur. It seems logical that these two types, the salesperson and entrepreneur would be naturals for network marketing.

There is a difference between a salesperson and a sales manager and in network marketing that difference is huge. Top salespeople who never move into sales management are a special breed. They can work the long hours doing presentation after presentation until they reach their goals, often associated not only with big, immediate cash, but also with high level recognition, awards and incentive trips.

They want to be “on top of the leader board”. They have no fear of speaking to people, even complete strangers, and they play the numbers. They know that X number of presentations equal X number of sales and they know how many buyers will follow through with payment and get them X amount of commissions.

There are several down sides to recruiting professional salespeople. They are often motivated by

quick cash, which doesn't usually come when you launch a network marketing business, so when that fast cash doesn't come they often quit. And if a salesperson stays only in sales and doesn't move on to become a sales manager it is usually because they don't have a natural desire to care for people long-term.

A great sales MANAGER can focus on short and long-term goals. They have no problem understanding that it takes time to train and develop people in their network marketing organization. This is a business of recruiting, presenting, selling, teaching and inspiring others; and then you do it all over again, and again, and again. When others get bored and quit, a sales manager can stick it out. If you want to build a huge organization you can't do much better than to recruit a great sales manager, just make sure they love to work with and develop people.

The reason I put entrepreneurs into this category is because these people, who love to start new businesses, usually also come in two types and have many of the same attributes as sales people and sales managers. One type of entrepreneur jumps from new deal to new deal, looking for that one that will make them a billionaire,

preferably over night. In network marketing you can get rich over time, not overnight.



And then there are the entrepreneurs like Roberto, who carefully research new opportunities and only go into them with a long-term plan. This kind of person actually enjoys working very long, almost insane hours to make sure his businesses are successful.

If this kind of person decides to join a network marketing company they will usually buy a significant first order of products and they already know that to make money, they have to sell lots of products.

If they currently own a sales business they already know that they need a constant flow of new salespeople to be successful, and they won't be afraid to recruit people to join them. And often the prospects

entrepreneurs recruit will be other opportunity-minded people who know lots of people.

The down side of even the best entrepreneur is they don't want to focus on one business for their whole working life. They feed on the challenge of launching multiple successful businesses, but the greatest success in network marketing comes from sticking with one good company, going to the top, and driving your organization deep and wide to provide a lifetime, walk-away income.

The “Too Busy” People Person



Wow! If you can personally recruit a few people who seem to be able to do everything, know everyone, are always "too busy" and they decide to give your business 100% you will race to the top in network marketing.

That's because the people who are constantly surrounded by people and activities in this world can accomplish more than most average people ever dream about. I don't know where they get their energy or how

they keep all their activities organized and juggle so much, but for them, there is no other way.

Think about it. Who has to live an organized life, follow goals, and carefully plan, every day, to get the most accomplished – all hallmarks of highly successful people? It's the people who are always busy heading up committees, hosting events, launching a new business and still finding time to go to fitness and raise a family!

Who will attend an evening or weekend meeting and has little or no time to sit in front of the television or indulge in other time-wasters? Busy people. Right now, close your eyes and think of the busiest leader-type person you know. I imagine up to now you have not done a presentation to that person because you are certain he or she would not be interested. They're just too busy!

And that's exactly why you should present the business to them. Often, inside, these people wish they could find the key to having an income that would keep coming whether they focus on money-making activity or the dozen other things they want to do!

When you call the busiest person on your list, and he says, "I'm just too busy to look at anything!" don't give

up! Offer to take him to lunch. If he says yes, bring an upline leader who understands the time benefits of this business. If your prospect doesn't have time for lunch, offer to stop by his house or office for just a moment and drop off an audio or video or leave some printed material. Different people like different forms for getting information.



When I do training, I always ask, “Everyone in the room who has 100 names or more in your mobile/cell phone, please stand up.” Usually almost everyone in the room stands up. Then I say, “Everyone who has 250 or

more names and numbers, keep standing.” Half of the people sit down.

Finally I ask, “If you have 500 or more names and numbers in your phone address book, that you can show me right now, keep standing.” The people who are still on their feet are often top leaders, they are “busy people” and they always have big, beautiful smiles. Why? Because these are the people who love people and people love them. And with their list of friends, they never have to worry about finding new prospects because everyone they know also knows 100 or 250 or 500 more people.

The bottom line is this: never give up on busy people. Keep visiting, keep calling and keep leaving recruiting materials. Whatever you do, don't quit until they are either one of your best customers giving you many referrals, or that person is the newest star in your organization. Now, go put the busiest people you know back on your prospect list!

A Successful Background in Network Marketing



When I wrote a website offering network marketing professionals the chance to “*BE FIRST IN EUROPE!*” I never imagined it would be so effective it would result in doing events on over 20 trips to Russia, the Ukraine, Kazakhstan and the Baltics!

I had already launched an organization that spread from Slovenia to Italy, Croatia, Serbia, Bosnia, Malta, Hungary, Mexico, Turkey, the U.S. (and more) and my business did millions in profits.

Now I was focusing on the north of Europe. Tomas translated the recruiting website into German, our other key player, Pavel, did the programming and translated it into Czech, and we began running Google Ad Words

advertising to get some network marketing giants. Facebook wasn't number one in advertising at this point.

We started in the Czech Republic because I was living in Prague. I've always taught that you start your business in your own home town. Then we expanded to Slovakia, Norway, England, Poland, Austria, Germany and other countries, doing endless presentations and often with the support of my upline North American leaders, Dan and Joe. These two guys prove that there are upline leaders who will go anywhere and do anything to help their people.

A guy in Hamburg, Germany named Klaus saw the recruiting website Tomas and I put on the Internet and asked to meet us. He signed up, we introduced him to Dan, the No. 1 guy in our company world-wide, and Klaus said, "My wife is Russian and lives in Moscow. I think she would be interested."



His wife loved the products and marketing plan and shared the business with a top professional in Moscow named Elena who flew to London to meet Tomas and make a decision.

Next, Elena brought in a group of experienced pros and flew to Bologna, Italy to meet with Tomas, me, our immediate upline leader, Joe, and some people from corporate. The team she chose to reach the largest country in the world included Maria, Larisa, Nataliya, Lilia and Sasha. The rest is history and this organization just keeps on growing across the continent!



The network marketing business has a huge learning curve. Like any occupation, it takes years to master. Only

one tenth of one percent (or less) can join this business for the first time and quickly understand all the right things to do and go to the top.

Since the odds against success are so huge, it makes a lot of sense to recruit people who already have years of experience in network marketing. But if it was easy everyone would be doing it and all my people would be on the fast road to riches. Recruiting top pro's is a rocky road so proceed at your own risk.

There are basically only three types of experienced network marketing prospects to recruit. One type is the person who loves the business, has been doing it for years, and was never successful. Unfortunately they will probably have the same results if they join you. They are easier to recruit but so very hard to abandon their past failing ways and to succeed with you.

The second type of experienced person is one who was successful in the past but for whatever reason, not related to their ability, is currently not active in network marketing. This is a great prospect! They have experience, they've been through the tough times and the good times of the business, and they probably miss

the industry, especially if they've been working in a traditional job for a while. The approach is the same as for category three, which is the person who is currently a high-earning network marketing leader.

Keep in mind that successful leaders in network marketing have an immense amount invested in their current organization, most of their closest friends are in their current company, and making a change to a new company (even if your products, and marketing plan are better than theirs), is an extremely painful, time-consuming and costly choice.

These big leaders also know that their old company will probably terminate their high position the moment they join another deal and they will lose all residual income and their entire downline.

These highly-experienced, successful network marketers don't want to work with inexperienced people who have never been successful in this unique business. So if you are not already a top pro, don't imagine they will want to talk to you. But you can still recruit them.

If you find a leader in another company who is open to looking at your opportunity, the number one way to

build their interest is to arrange a phone call between that person and your top, successful upline leader, preferably a person with many years of high income. There is a language a seasoned, successful professional speaks with other top professionals that a person with little money-making experience and few years in this business just doesn't speak.

If that call goes well, a face-to-face meeting (if they live near) or a "Skype" video meeting between the two leaders can be arranged. Today, using the internet and a credit card, it takes minutes to sign someone up as a distributor. Unlike people who are not successful in this business, a seasoned pro doesn't hesitate to ask for the money.

It is common for top leaders who will switch companies to want special benefits and privileges to join your company. They will ask you for comparison computations on volume and income in your deal vs. their company. They will use lingo that is only for giants. Do you know how to answer their questions? Probably not. That's why when you bring a big leader to the table,

hand them over to your top upline leaders because they know what to say.

Dan and Joe, my direct upline leaders who are No. 1 and No. 2 in the company worldwide, have helped me bring in some of the biggest leaders in my business and are happy to help sign up people under me.



If a network marketing giant joins up under you, the result is potentially huge, long-term volume and income. But understand that it can take years and cost you a small fortune to sift through the guys who say they're the great ones to get to the real giants. Your greatest ability will be finding people with huge potential and helping them become giants.

A Burning Desire



When I picture a person with a burning desire, I remember an experience I had at an event in the winter of 2008 in Novosibirsk, Russia. I was the first North American leader from our company to go to the city and do a business opportunity presentation and weekend training event. The weeknight evening presentation and a short “quick start training”, with translation, took about two hours.

When I finished a Russian leader named Tamara asked me to meet with a group of her distributors. She explained that they had traveled by bus from Kazakhstan from early morning and all day to see me and hear me

speak that evening. I must say I was shocked. Most of my distributors in North America and Western Europe felt they were making a big sacrifice if they had to travel more than a few hours, and usually driving in nice cars.



What really shocked me was when Tamara explained that others from Kazakhstan were not in the group I met because they hadn't qualified to attend my weekend training. They had to leave immediately after to catch the bus back – traveling all night and arriving back home in

Kazakhstan the next day. How many people do you have in your downline that would do that, smiling and thankful they had the opportunity to meet a top leader in your company? I'll never forget how humbled I felt by that group and how thankful I was to go to Kazakhstan!

Have you ever sat in a business briefing with a prospect by your side, and as the presentation goes on, he leans forward, he nods his head with the speakers' comments, and at the end of the briefing, he turns to you and says, "I'm going to do this! When can I start!"

You think it never happens? I've seen it many times. The true test is whether this new recruit signs the application and buys product, attends the briefings and trainings, and brings prospects to see the business. If after doing the basics a year later and they are still excited and ready to do more, you have a person with a burning desire.

Look at the success story of any great business leader, athlete, entertainer, political leader, or humanitarian. There is one common denominator: a burning desire. These people have a vision before them and nothing and no one can stand in their way. We read

their biographies because they fire us up! So if this success attribute is so important you want to develop it.

If there are two people who do all they can to communicate a burning desire they are Dan and Joe, my immediate upline and always the last two speakers at any major event because they are the #1 and #2 leaders in the entire company, world-wide.





They are best friends and are having the times of their lives traveling the stages of the world! I've known Dan for about 20 years and Joe for seven and in all that time they haven't changed, haven't lost what may be the greatest key ingredient to success: A Burning Desire.

There are two ways I have found that can help your people to develop a burning desire. First, never stop reminding your people of why they got into the business.

People don't join network marketing because they are anxious to learn a new business and work long, additional part-time hours. People join network marketing primarily for three reasons: the amazing, positive community and health products they find in network marketing, to own their own business, and to make the money necessary to achieve some big dreams.

It could be money to get out of debt and have ample savings, money for a better life for their family and a great college education for their kids, money for a new house or car, money for a wonderful retirement, or money to launch a restaurant or become a jazz musician. Whatever the reason, your job as a leader is to have a burning desire to know what your people's dreams are, to never stop reminding them that they can achieve them and to help them get there.

The other way you can help people develop a burning desire is to put them in front of people who have a burning desire. Put them on the front row at your company's big events to hear the most exciting and motivational speakers. Choose the speaker-leaders who tell their own story of the frustrations and struggles in

their lives and how they were victorious because of their success in the business.

Often these stories will speak to your people's hearts, and the heart is the home of a burning desire. Don't underestimate the power of books, audio messages and videos with these same true story testimonials. These are powerful tools for developing a burning desire.

Are you on fire? Do you have a burning desire that causes others to want to follow you, believe in you, and they are inspired by your money-making example? I was at a big conference and the keynote speaker, a man who had made over 30 million dollars in network marketing said, "I tell people to come and watch me burn!"

Can Everyone Be A Giant?

Do you know the one thing you can do in network marketing that will destroy your chance of success more than any other? Recruit people who have no chance of ever doing well in this business and then spend all your time trying to make them successful.

If you've been in network marketing for a few years, after you read that last statement you probably laughed and cursed yourself because you, and I, have wasted so much time and energy trying to help our friends and family do something (be successful) they won't do for themselves. We've all done it and we need to stop.

After you're making a fortune you can help them all you want – but please – don't bring them into your network marketing business. Whenever I hear a big leader stand on stage and say, “EVERYONE can be successful in network marketing!” I want to stand up and yell, “Why don't you tell them the truth?!?”

Believe me when I tell you, EVERYONE CANNOT and will not be successful in this business. But some can and with billions of people in the world, you only need a tiny

percentage to make your dreams come true. If you recruit people who have the greatest chance of being successful, *only focus your recruiting energy on those, and never stop recruiting*, you can reside at the top.

Finally, ask yourself these questions: Am I the kind of person I would love to recruit into my organization? How many of the ten qualities people need to be successful in this business do I have? Remember that your success will be directly proportionate to the number of people you help find out about your opportunity *who have at least one of the ten basic qualities necessary to succeed.*”

As I reviewed the list, I realized that when I was first recruited into this business I had five of the ten qualities and I’ve done pretty well by anyone’s standards. When I recruit today, I look for prospects with as many of the ten qualities as possible because I know, the more they have, the greater their chance of success.

My Story



I grew up in poor neighborhoods in the Western United States. My mother, a cocktail waitress in bars and casinos, had to take care of three sons and a daughter, usually on her own and often while working two jobs. I am the youngest and the only one living in Europe.

Mom was kind, loving, great with people, a hard worker... and a drunk. I loved her very much and it was sad watching her destroy her health with a drink in one hand and a cigarette in the other. Maybe that's one of the reasons I got into network marketing. The wonderful natural products and an emphasis on a healthy lifestyle really attracted me.

My mother must have been quite attractive because she was married (and divorced) more times than Elizabeth Taylor. And she was just as bad at picking men, as most were alcoholics, often unemployed and not in any way fathers. Being a stubborn child, I got more than my fair share of beatings. This, plus the constant moving from town to town and living in alcoholic environment with financial insecurity made me an angry kid with low self-esteem.

When I was 18-years-old I joined the United States Army and quickly became an alcoholic and drug addict like many of the men around me. On Christmas Eve when I was 21-years-old and an atheist, I decided to go see a free movie that was advertised at an Army church. The movie was on the life of Christ and for the first time, I opened my heart to believe. In that moment I was set free of alcoholism and drug addiction. A miracle gift from God!

A few months later when I was out of the military, I heard a message in a church about the meaning of the Cross and how Jesus Christ died to take my sins away so I could have a personal relationship with God.

In studying the life of Christ, I could see how I could become a healthy, forgiving person and even love myself as God loved me. It was a revolutionary change for me and the beginning of my road to high self-esteem and becoming a successful person.

I spent a lot of years in college and got two degrees, but they didn't take away my deep-seated "failure mentality". To this day, it is only through daily Bible study, prayer, and reading or listening to success mentality books that I am able to snap out of failure thinking and look at the truth. And the truth is good.

I live in Central Europe and I'm married to Anna, my sweetheart and the living fulfillment of my best fantasies of what a wonderful and loving Christian wife could be.



One of our favorite things to do is hop in the car or on a plane and travel together to see amazing Europe and Russia and meet some of the fantastic, hard-working people in my organization.

My wife and I host a weekly meeting in our home for Christian fellowship and Bible study. We lead teams from the church to nearby towns and other countries to help orphan children as well as refugees and the homeless. Anna is really wonderful with children!



One of my great joys is preaching and teaching the Bible in churches and retreats, and training about marketing and public speaking. If you'd like me to speak at your church service or Christian or business conference, please contact me. I'd love to come.



I am committed to being a follower of Jesus Christ and proclaiming His love. He has blessed me with so much and in so many wonderful ways. I pray the same for you. And remember this Bible promise:

“Take delight in the Lord, and he will give you the desires of your heart.” (Psalm 37:4)