

How to Be
**WILDLY
SUCCESSFUL**
IN
NETWORK MARKETING

Building Your Dream One Miracle at a Time



MARK VICTOR HANSEN
JAMES SKINNER
ROICE KRUEGER

How to Be Wildly Successful and Profitable in Network Marketing

Building Your Dream One Miracle at a Time

Mark Victor Hansen, James Skinner, and Roice Krueger

“How to Be Wildly Successful and Profitable in Network Marketing” is your invitation to success in one of the most exciting business opportunities the world has ever seen!

Give this book to everybody in your downline. You can only be successful in network marketing by helping others to succeed!

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How to Be Wildly Successful and Profitable in Network Marketing

The Authors

MARK VICTOR HANSEN is the co-creator of the *Chicken Soup for the Soul* empire and is the best-selling nonfiction author of all time. His goal is to make the planet work for all humanity!

JAMES SKINNER is the founder of two global financial groups that manage billions of dollars of assets. He is also recognized as one of the world's foremost business thinkers and appears regularly on Japanese television.

ROICE KRUEGER co-founded Franklin Covey, the world's largest training company, and has supervised consulting projects for 80 percent of the Fortune 500.

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Miracle 1: Create an Irresistible Two-Minute Sales/Enrollment Talk that Works Every Time!

Network marketing is about storytelling, and whoever tells the best story wins the immediate sale, enrollment, and recruit.

Telling the best story is the secret to building an outstanding organization and team.

Our life and our network's life are about the quality of the stories that we tell. The better the story, the better the results and the bigger and faster your organization grows.

Mastering the fine art of storytelling is mastering the ability to effectively and rapidly enroll customers: those who buy, re-buy, and encourage friends to buy; and enroll recruits: those who understand the two parts to the business, which are 1) the opportunity story and 2) the product story.

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The **opportunity story** tells why anyone and everyone is almost instantly qualified to create a business.

Debra Jones eloquently says: “You can go from thin air to millionaire, as a network marketer. Do it now.”

Let’s look at what she said. “You” is the sweetest and most important word to every listener.

When you are enrolling someone, you want to be totally and absolutely “you-oriented.” They are tuned in exclusively to WIIFM: “what’s in it for me.”

Most people, including most already rich and famous, well-connected people, want to BE MORE, DO MORE, AND HAVE MORE.

Spiritual law wisely says: “Judge not and be not judged.”

For network or direct marketers, that means including everyone in your enrollment offer.

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You can never tell by looking, hearing, seeing, or knowing someone what they really want.

Some people just want to be your friend and create a new network of friends.

Some want more money or just enough not to go bankrupt, which is about \$300 extra a month and, depending upon your company and its compensation plan, may mean as few as a couple of regularly buying “retail customers” and one new recruit that becomes what I call “ignorance-on-fire.” I will detail this with a story in a couple of paragraphs.

To build a big network marketing business you need an irresistibly compelling opportunity story.

An opportunity story talks about how your listener can make big money in a short time and dramatically change their life from good to phenomenally good and help others do the same or even better.

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The story has got to be a grabber that grips them and has them begging for you to tell them more.

It has to be exciting, enticing, and compellingly believable to them.

It has to be something that they want to do and can see themselves doing.

In the beginning, ask your upline, success line, support line, or company leadership to give you a script. Then drilling, practicing, and rehearsing the script will give you results each and every time you say it.

Remember that as you become more and more successful, you need to keep saying the script!

Don't get caught up in the trap of thinking, "I did it, so now my downline will automatically create never-ending wealth for me." Your downline will DUPLICATE EXACTLY whatever you, their leader, do.

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Master your **product story**.

As you keep being a “product-of-the-product” by using it, retailing it, and forever talking to everyone about it, you automatically and irresistibly sponsor more and better people and show those around you how effortless it is to do the business, so they will automatically and axiomatically do the same or more.

One of the companies that I became the number-one salesperson for and number-one recruiter for sold nutritional products.

They had a product that ended constipation naturally. I had the problem. I knew that most entrepreneurs were stressed out to the max, which resulted in impacted ascending colons.

My product talk was simple, and it worked every time I worked it.

I enthusiastically and expectantly said to my friends, relatives, clients, and everyone I talked to: “May I tell

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you what happened to me and what I just discovered? Stop me if you don't want to hear it." (I think I always got the green light to tell my story.) "I just discovered that if you are having healthy bowel movements, they should be "fluffy floaters that are fawn colored, and about a foot long. At your best and most normal, you have three choo-choo trains of food go into your body per day. The question is do you have three healthy choo-choo trains of waste come out of your body per day? I admit I did not until I discovered this product."

Then, I shut up. Invariably, they asked what the product was (the company and product no longer exist, unfortunately), and I told them and sold or enrolled them.

I got teased about talking about poop, but people listened to my stories and bought and signed up. I was paid exceedingly well, was gifted with a BMW Z3 the first year and a Rolls-Royce Silver Cloud 3 the second year, and won every international trip that they offered with all expenses paid, living in the best suites and staying in the best cabins on cruise ships. So, I know

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from experience that it pays and pays and pays to master your opportunity and product talk and combine them together.

It pays and pays and pays to master your opportunity and product talk!

If you stay tuned in, turned on, and motivated by attending seminars, listening to motivational, educational, and inspirational tapes and CDs on your iPod, you will stay on fire. Shut off television and especially the news and newspapers. Your mind needs to be tuned into the channel of uplifting and inspiring possibilities. There is no end to self-improvement, growth, and development. Your excitement and enthusiasm radiate to and through your team.

The story at first can be someone else's experience or story that you repeat until you have your own that works every time you use it.

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Miracle 2: Use the Power of Ignorance-on-Fire

“Ignorance-on-fire” is what I call those people who for whatever reason (need for the opportunity; change in occupation; desire to travel, win a new car, or to get some other reward; respect for you; hoping to generate new results; or because that person is a true believer in the product) are on fire with profound enthusiasm and have what is called a “Big Why” that overcomes all rejection, obstacles, and resistance.

A Big Why is an unstoppable need!

If you have a BIG WHY, you can overcome anything!

The husband of a lady that I know well left her and her kids. He left her with \$248 and two children who had cystic fibrosis.

Cystic fibrosis is an inherited chronic disease affecting the lungs and digestive system. In most cases it means that the person may need at least one lung replaced, which costs a minimum of \$200,000.

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She had a Big Why. She had didn't have any insurance that covered lung replacement.

She had no education, qualifications, rich relatives, foundation connections, or support system that would or could serve her.

She decided to have courage—which means strength of heart—and bravely set out to do what she had never done before and learn, master, and quickly manifest lots of money in network marketing, because her children's lives depended on it.

She did what I will call **“do-the-do”** and mastered earning vast, fast cash to pay the enormous costs of her children's treatment.

Amazingly, she made a fortune and paid for the operation.

She not only paid for the operation, she mastered herself—the greatest challenge of all—and is now busy

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raising \$100 million for research, because researchers say with those funds, they can find a cure for cystic fibrosis.

She discovered a niche market in her problem. She enrolled other parents who had children with cystic fibrosis.

I say **grow rich in your niche.**

Other parents who love their kids but are beleaguered by an enormous health challenge will often unite and be willing to learn a new skill like network marketing and selling and find their talents to meet the need and do-the-do.

Likewise, I say that whatever your problem is, it is also potentially and probably the start of your solution.

If you take on a higher awareness, your problem is solvable.

Albert Einstein said, “You cannot solve the problem at the level of the problem.” That means,

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metaphorically, on a ladder with ten steps on it, if your problem is on the first step, you must elevate your awareness, consciousness, or thinking to a higher level and look down on the problem with a mind that owns the solution to the problem.

The mother of the two children with CF could have stayed on the first rung of the ladder and said, “Woe is me and my children. Nobody cares—not my husband, friends, government, or insurance company. I cannot do anything; so I will cry, moan, feel despondent, disconsolate, and depressed—and therefore be inactive, suffer, complain, blame, and feel awful.”

But what she did do is what I am sincerely recommending to you. **SHE TOOK ACTION.** She “did-the-do.”

Ralph Waldo Emerson said: “Do the thing and you’ll have the power to do the thing.” The mother thought about it, talked about it, got into it, and learned as she earned. She became the number-one product

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salesperson and number-one recruiter in the company in one year.

That was not her goal; her goal was her Big Why: I WILL SAVE MY CHILDREN. As her confidence, courage, ability, skills, talent, and successes grew, so did her earnings, leadership, and future opportunities. They did for her, and they will for you.

Be on fire and you will light up your downline!

Miracle 3: Find Audiences Who Have Audiences

Each of us knows at least 250 people that we don't even know that we know. Each of us has constant and continuous meetings with people: spontaneously in the elevator, on the bus or on the train to work, at the grocery store—everywhere.

Decide that you are a master of the Law of Attraction. If you haven't seen the video called *The Secret*, by Rhonda Burns (it has been viewed by more than 100 million people), get it, watch it multiple times, and use its easy, result-getting principles. Also be sure to

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read *The Master Secret* and *The 9 Laws of the Power of Thought* in this series. These books are phenomenal and will change your life instantly and forever.

Every one of us is forever attracting. As we become conscious of this principle, we can use it more wisely and effortlessly to achieve all the good that we desire.

Use the Law of Attraction to think about bringing into your experience the ideal people who need, want, and can easily afford your product and who have a network of their own that they would like to share it with immediately.

Like you, they have 250 people they would invite to their wedding or who would be invited to their funeral.

All they need is a request stimulus to do-the-do.

When I was with the above-mentioned herbal and vitamin company, I was forever ready to talk to anyone and everyone about it.

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A client and friend of mine in the mortgage industry had me come down to Puerto Vallarta, Mexico, to speak to her group. The night before, at dinner, she mentioned that her six-year-old son was having constipation problems and was only going to the bathroom once every ten days. She said that her doctor had said if that was normal for her child, it was OK.

She intuitively knew, and now heard from me, “Three meals in should equal three meals out—each and every day.”

I explained the product. She loved the story and wanted to see the product. When she looked at the 29 herbs in a can, she exclaimed, “But . . . it’s dust! Surely you don’t think my child will drink dust?”

When her son arrived, I mixed some of the powder in purified water; and we each drank a glass. The next morning before dawn, the son pounded on my door ecstatically, shouting, “Hey, you won’t believe it; it was this long!” He demonstrated with his widely spread hands that he’d had a two-foot-long poop. All this

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happened because he had ingested the right nutrition and it went through his ascending, transverse, and descending colon. His mom became a true believer, compelling storyteller, master recruiter, car- and trip winner, top earner, speaker, and presenter in the network marketing industry and a big-time money maker.

Inside of you, as Dr. Russell Conwell wrote in his must-read, classic book *Acres of Diamonds*, you have unlimited potential just waiting for the requisite stimulus.

Let this be the requisite stimulus to help you help yourself, your family, your team, and your future enrollees to have a bigger, better, greater, and grander future.

Even if you don't know enough people to make you wealthy, the people you know know enough people!

Miracle 4: Do the Doing!

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At the end of the day, network marketing is a business; and to succeed in business you have to follow through.

Many people in network marketing spend all their time planning, scheming, and dreaming instead of doing, living, and modeling their business.

Talk to people. Tell the story. Do the doing, and win the winning.

The more time you spend doing, the more you will end up having in money, satisfaction, and results.

The beautiful thing about network marketing is that you can do the doing wherever you happen to end up being.

You can talk to anyone about the product or the opportunity. You can constantly share your own experience. And you can do it in a way that helps others and is readily accepted.

To have the have, do the do!

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Miracle 5: Help Others to Succeed

Network marketing is about building a network. This makes it different from individual marketing, which is just you, and consequently has no leverage.

To build a network, you need to focus on other people. You need to help other people to succeed and to have everything that you have, and to be everything that you are becoming.

Successful network marketers are those who motivate, encourage, and train their downline constantly.

They are turned on to the psychology and technology of success and are constantly finding and sharing the best ideas with others so that they too can succeed.

Newton said, “If I have seen more clearly than others it is because I stood on the shoulders of giants.”

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In network marketing if you succeed, it will be because the giants in your downline stood on your shoulders!

Your success is found in the success of others!

Miracle 6: Believe in You!

Believe in yourself. You are God's greatest miracle, and you are here to succeed.

If you don't believe, for whatever reason, that you don't have what it takes, all you have got to believe is that I believe you have what it takes and YOU WILL HAVE IT.

I give you my permission to positively and correctly believe in yourself starting now, because I believe in you.

In the beginning of your career, you may need to tell someone, as you are shoring up your strengths, talents, and abilities, "Mark Victor Hansen, James Skinner, and

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Roice Krueger said I have their permission to succeed and succeed big. Do you want to work with me now?"

Shut up and let them respond. Do not talk again until they do. Be exceedingly and, if necessary, excruciatingly patient.

You are God's greatest miracle!

In Summary

Here are the six miracles that will take your business just as far as you want to go.

1. Create an irresistible two-minute sales/enrollment talk that works every time!
2. Use the power of ignorance-on-fire!
3. Find audiences that have audiences!
4. Do the doing!
5. Help others to succeed!
6. Believe in you!

May your journey bring you and your downline all that you deserve and desire.

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With best wishes,

Mark Victor Hansen, James Skinner, Roice Krueger

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