

How To Totally Win In Network Marketing

Speaker: Jerry Chen

Hi, welcome to this video, "How To Totally Win In Network Marketing." Now you might be watching this on the physical DVD or the online version. Doesn't matter, it's the same content. What we try to achieve in these particular training pieces is to have you review the basic structure of the network marketing industry and how you can personally totally dominate your specific niche within network marketing. I just want to throw a disclaimer out there. There might be information that your uplines don't necessarily want you to hear. Which is ok. People are entitled to their own opinion, but I can guarantee you that the information I'm about to share with you is basically from 20-30 years of different field experiences from different experts within the industry that will open up your eyes to how you can potentially build a large network marketing business using some of the methods I'm about to point out. I don't claim to be the expert of everything I'm about to share with you but what I can do is point you in the right direction so you can find the help needed to help you succeed.

Network marketing is a very simple industry. It's extremely professional but very, very simple. There are basically 3 components to successful network marketing business. I'm going to draw it up on the board. Again network marketing is a very simple industry. I'm going to draw it out on the board. If you can have a little cheat sheet, just talk from the cheat sheet. All it takes is a little bit of consistency and persistence.

So three components: you have the business opportunity itself. This could be health and nutrition, dietary supplements, some kind of juice or vitamin packs. Or if you're in beauty: cosmetics, skin care, and so on. And there's definitely other types of network marketing business opportunities. Greeting cards, travel services, even containers. I think there's only one company that makes that product. So the business opportunity itself is the company that provides the products or services with which you can make commissions. In order for these companies to operate, they need people to purchase the products like every other business. Their business motto is to distribute their products through private distribution channels who we call distributors or independent business owners, or whatever you want to call them. But essentially, individual entrepreneurs who would like to help the company get the word out through word of mouth advertising or other forms of advertising.

Outside of this (business opp) there is another integral component to a successful network marketing business which is "marketing system." This can be "marketing/support system." The marketing/support system generally comes from what we conventionally call your uplines or your training organizations. What they are supposed to be doing is to provide training on how to stay motivated and how to properly market your business. I'm going to spend more time talking about the marketing system because everybody chooses their own business opportunity. But in terms of actually how to build a successful network marketing business, there are definitely very specific ways with which you can expand your business. Your current support organizations might be teaching you certain methods that

work for some people, but for yourself, you might want to pick something else that suits your strength.

The last piece of this whole puzzle, what I call the network marketing triad, but certainly not the least important, is you. You can call this “You” or “You, Inc.” but it’s you. You are the reason why that contract was signed on the dotted line. You are the reason why this company can distribute the products through you to your circle of influence. Why you are building your network marketing business, only you know why. It is very, very critical because without you knowing the reason why, without the proper motivation, you’re not going to take action. And there’s some scary stats out there that something like 85% to 90% of all “network marketers” are product or service users. They’re not actually out there building a business. If you apply the Pareto Principle, which is the 80/20 rule, you can understand why that’s the case. Are you part of that 20%? Or that 15 or 10%? Or are you part of that 90%? Well again, it depends on that reason why, your reason why that will propel you to take action.

Be mindful of this: you are probably the most important component out of this triad here, what I call the network marketing triad.

I’m not going to spend too much time talking about business opportunities or compensation plans because every company has their specific products and specific comp plans. You can definitely study that by going to BuildAMagneticNetwork.com. There’s more detailed information there.

The marketing/support system that you are currently plugging into – again, I don’t know what your company is and I don’t know what system you’re plugging into, but generally there are only three types of approaches to building a network marketing business. You might’ve heard of one of the ways or all three. If you have heard of all three and understand how each method works and have success with each of them, or one of them, that’s great. If you haven’t heard of some of the things I’m about to share with you, I can guarantee you that you’ll be wanting to take some notes here. Let me just draw a smaller version of the triad (erasing board). I’m going to spend more time talking about marketing systems.

So really quick: We have the business opportunity, we have you (actually this is the most important piece), and then we have the marketing/support system which we’re plugging into. This is the network marketing triad. Let me take a minute to talk about your “why” first. If I ask you, “Why are you interested in building such a large successful network marketing business today?” If I ask you that question, what is your answer going to be? Now you’re watching this DVD so obviously I can’t hear the answer but I can just picture all of you who have access to this particular information saying out loud, or thinking it in your head, “Oh I want to make money. I want to make money.” That’s the most typical answer you hear from someone who’s looking into a business opportunity. Now, money is great, it’s a big motivator, but at the end of the day it’s not the primary motivator. What really motivates you, people, is what money can do for them. Not money itself. There is that old saying by D. Kennedy or somebody else that, “Nobody buys a drill just to buy the drill. They buy the drill to drill a hole, so what you want is the end result.” The drill is the tool. Money is a tool. If you live in the U.S. and you have a stash of U.S. dollars sitting right in front of you, you can take that money and do whatever you want

with it. You can buy a nice car, buy a house, you can travel, send your kids to nice schools, whatever. The things I just described to you: car, house, send kids to school, travel, all these different things, those are the motivators. Those are the reasons why you'll want to build a network marketing business. What is your reason? You might want to write it down on a piece of paper. Some people refer to something called a "dream board." Basically it's a collage of all the things you want. It could be material, something that's emotional, whatever. You want to see that dream board in front of you on a regular basis. Hopefully daily, because that's what's going to remind you to work hard and to work smart to reach your end goal. So you'll want to think about your dreams and goals. What are they gonna be? Generally, I would suggest that you think about things that you want first and then think about things that you need. Why? Because, if you think about things that you need, a lot of times you'll settle for less. You might find another way to make extra 25 dollars or 200 dollars or whatever your minimum goal is to satisfy your basic needs. Your minimum goal could be something like, "I want to make enough money so I can pay for my cell phone bill," or, "To pay for my Internet connection," or "My electric bill," or something like that. So something somewhat smaller in scale, and it's ok to have those goals. But you'll want to think about the big, long term goals as well. You need to have a long term goal and a short term goal. If you just have small dreams, small goals, and don't think long term or something bigger, you're going to be either too complacent after a certain point or you're going to give up too easily because you think, "Hey I may as well just go get a part time job, or get a second job and make that extra 100-150 dollars a week." Nothing wrong with that. Again, if maybe you are interested in building residual income-based network marketing business, large, long lasting and profitable, then you want to continue watching and set some real goals for yourself. One of my early mentors said, "The worst thing that can happen to somebody is to have a small dream and have it come true." You may not agree with that, I do. I think to have too small of a dream and have it come true, a lot of times makes people complacent. That's human nature. It's not about whether it's wrong to have small goals. It's more about, what do you want long term? What's the vision?

Let's talk about things like being financially free forever. What does that really mean? Only you know, but attach a specific number, something that's measurable to your goal. This could be 150K. We live in CA so let's bump the number up a little bit more. Let's say your dream is to have continual income of \$500,000 annually for the rest of your life and of course self-adjust for inflation. Other goals could be travel to every country in the world with whoever I want. Send kids to best school possible. And on, and on, and on. Remember to keep this in front of you, close to you, and review this on a very regular basis. You'll want to do this because it's been proven time and time again this works. Most humans are visual learners. We see things, we picture in our head and we try to create that reality based on what we see. People say, there's no reality, there's only perception. When you can perceive this as something that you can have in the future, you are going to work for those goals. I want to show you one last thing before I jump into the marketing systems, which is what we call the income circle.

Most people, their brain operates like this: if this is your income, and your dreams are here (directed on whiteboard), what most people do is they shrink...what you'll want to do is expand your income to meet your dreams. That's the reason why earlier I mentioned that you'll want to set your dreams to

something that you want, not just what you need, something that you want, there's an emotional connection to you. Sending kids to private school, taking care of elderly parents, to be financially free forever. What you want to do is keep your dream big, and then you'll work hard and smart to create more income to meet your dreams. And that's what successful business owners do. A lot of times if we're in an employment situation, and that's not bashing jobs. This is just the reality. A lot of times when we're in an employment situation we have this employee mentality. What we tend to do is we work in reverse which is – instead of working hard and smart in our business to meet our dreams, you end up shrinking your dreams. Which is really not your dream anymore. You're changing your dreams on the fly. A lot of times when we're in an employment situation and we're surrounded by people who have employee mentalities there's that tendency to shrink our dreams because of the income that we're receiving from the employer. Is that wrong? Again, what do you want? If what you want is bigger than what you have now, and you want to continue to expand that dream and to achieve those dreams, you want to think bigger and find a vehicle that can help you. Network marketing is a vehicle. There are other businesses that are vehicles too. But, by my experiences, observation, and through chatting with some friends who are highly successful 8 and 9 figure earners, they all agree that network marketing is a great way for the average person to step into the business world without having a lot of money. You can make a lot of money in network marketing as well.

I hope this makes sense to you. You want to work hard and smart, to expand your income to meet your dreams, not to shrink the size of your dreams to meet your income.

After all that you're thinking, "Yeah, that sounds great Jerry. That sounds really good on paper." And you might have seen something like this a few times from your uplines or your company presentations. And you know what? Absolutely right, this is a very simple industry. I wouldn't be surprised if you've seen this a few times. I just want to hammer this point home and hope that you understand that you are still the most important factor in the success of your business. I'm going to talk about marketing support systems now but be a winner. Don't be a whiner and understand that the marketing support system is a tool to help you. If you're not satisfied with your current support system and if you've tried absolutely every single thing that you can possibly think of...an example, a question I would like to ask people: if somebody is pointing a gun at your head right now and asked you to do every single thing your upline has told you to do, can you honestly say that you've tried every single thing that your upline asked you to do? Hopefully it's all legal. If you haven't, it might be a good idea to start trying, and start doing, and start measuring your results.

In terms of marketing and support, generally there are three ways to approach a network marketing business in terms of expansion. Number one is what we typically call offline face-to-face marketing. Some people call this warm market recruiting which is basically talking to friends and family and people that you know and you want to show them your business opportunity and recruit them to become business partners. Can that work? Absolutely. It's worked for many people for years. It's actually worked for me. That's the environment where I came from. Am I saying that's the only way to build your business? The answer is, there are many different ways. I'm going to show you three main

categories of strategies that you can apply in your business. Number one, we call face-to-face or warm market recruiting. What I want to speak to in terms of face to face or warm market recruiting is- if you're online today, maybe you've never heard of me, maybe you have. When I invited one of the guest speakers onto the Build A Magnetic Network training website, she's a big name online. First thing she said to me was, "Wow you're a really polished leader in network marketing. How come I've never heard of you?" And I kind of chuckled and I wasn't offended at all because she's in her own niche, I was in my own niche, and the way she asked me the question really made me think about how big this industry is and how many great leaders there are in this industry. You can do no wrong applying any of the methods I'm about to share with you. As long as you get the results that you want, that's what really matters to you and your family. Out of the three ways I'm going to share, this is probably the most effective method of marketing. You can ask any marketer, they'll probably tell you face-to-face communication is by far, bar none, the most effective way to communicate a message and sell something. Nothing builds a relationship and trust more than sitting in front of the person that's trying to deliver a message to you. The downside is that it's slow because you've got to go to a coffee shop or go to a physical location, you've got to drive somewhere and you've got to sit down and chit chat, and so on and so forth. It's extremely effective, not the most efficient but extremely effective. And again, that was my background. I've gone through several years of training in this area which is what really helped me become a more effective communicator. I have a background in engineering and you might have already noticed too, I speak with an accent. I worked really hard on my communication skills. Why? Because I moved to the states when I was sixteen years old. I went to high school for 2 ½ years and I went to Berkeley to study engineering for 4 ½ years and those were all very challenging times in my life, yet I had great friends who helped me through the tough periods of my life. It was fun, but it was very challenging. And here I am today talking about business. I wasn't born a business person, but I learned. I was trained, I was coached. If you can get a hint from me, get a coach and stick to what the coach is telling you. Do everything your coach tells you until you've done everything the coach said you needed to do. And then you start measuring your progress. Face-to-face, warm market recruiting does work. Slow, but effective. Sometimes it might be the most intimidating process as well because in public speaking, you're standing in front of some stranger and you're supposed to deliver a message or speech. And in your head, you're like, "Oh my gosh. My palm's sweating and I don't know what I'm going to say next." It's all right. It's all the same process that people go through. The same fear, frustrations.

Process number two, or strategy number two is buying business opportunity leads. Network marketing leads. Multi-level marketing leads. And so on. Essentially the way this works is that there are third party or fourth party, if you will, there's you, there's your training system, and there's your company. Business opportunity leads are generated by advertising companies or agencies that specialize in creating what we call landing pages, or lead capture pages that allow people seeking for specific types of information to submit their personal contact info to the company in exchange for information they're looking for. And so you can basically buy their contact information and call them up and offer your particular business opportunity to them. It sounds like a fantastic idea, I know, and I've never actually

personally done this myself, but I do know, again I'm not claiming to be an expert of every single thing I'm going to cover, but I do have friends. I've actually gotten to know quite a few leaders in the network marketing industry who've built massive downline organizations using business opportunity leads. In fact, one of my better friends today, [Tom Challan](#), he's a great trainer, down to earth person, he offers an amazing training system that allows you to do this very easily. Now, the pros and cons of this: the pro is that you can get instant access to a ton of people to talk to. You can buy a thousand leads today and talk to all, or you can try to call a thousand people today. I'll refer you to some credible sources later on, either in this DVD or on the Build A Magnetic Network.com website. But long story short, [Tom Challan](#) created a humongous business using these particular methods. He personally recruited 500 people which duplicated to over 40,000 in his downline in two years. So definitely not a one person effort. It duplicated, it worked. And there are other leaders, which I won't name in this particular video, which have done very well with this.

So the downside is you need to spend money, you need to invest money to buy the leads. How much are these leads? It depends. It can be anywhere from a quarter, twenty-five cents for super bad quality leads to upwards of \$15-20 for super high-end leads. If you do the math, it depends on how well you convert these leads into actual distributors or team members in your business and also how well your company pays in the compensation plan either on the front end or the back end. It depends on the opportunity. Buying business opportunity leads requires monetary investment, you need to talk to a lot of people on the phone because you're basically going through the numbers to convert a few. And also, you need to guard yourself against burnout. Actually, like any other methods, you need to guard yourself against burnout. Which I will touch on later. The pro of this is, of course, you can talk to a ton of people, fast. Let's just say, in face-to-face communication you can convert two out of every ten prospective business owners, or prospects, and have them join your business. So that's 20%, 2 out of ten. If you can do that in one week, then you are going to sponsor two people per week. In strategy number two, let's just say you can close one person out of every hundred. Or one person out of every fifty, so that's two out of a hundred. So let's just say you can buy a hundred leads and call on those hundred leads per day, that's a 2 percent conversion, yet you can have access to a hundred people on any given day. So in a week, that's 14 people that you can sponsor into your business versus a 2 over here because you can only talk to 10 people in a week and sponsor two. Over here, you're talking to six, seven hundred to sponsor 14. The numbers might sound scary but I'll tell you, this is all a numbers game. Even if you don't like math, put on your math student hat for a second. This is dollars and cents. We want to cover this now so that later on, you won't say, "Oh man I don't wanna do math." Listen. I would rather that you get frustrated and cry for a bit right now and work through the math with me than crying later because then you're blowing your money. Your money's on the line, take care of your family. So face-to-face, business opportunity leads...

Number three, which has become extremely popular over the last 3, 4, 5 years because of the Internet which is called online attraction marketing. Some people call this a funded proposal. So why don't we call this "Attraction Marketing," or "funded proposal." Attraction Marketing/funded proposal basically

involves a similar process to number 2 as far as how the leads are created. In attraction marketing, you're basically learning how to put up some kind of lead capture device to "build your prospects list" and build a relationship with them, either through a service of a piece of software called e-mail auto responders or through social media today like facebook and twitter. There are different ways to do this. But essentially what attraction marketing is about is that you need to create front end attraction by giving value. To give people something useful that they can take and apply in their business, for example. Since we're talking about network marketing and you want to offer value on front end. As a matter of fact, this very video you're watching is going to be used as my attraction marketing giveaway product. I took a substantial amount of time and effort to create this professionally done video for you so that you can take the strategies that I share with you freely and apply in your business. Are you going to join my business? I have no idea. Do I care? A little bit. But if I help you build a stronger, better, larger, more profitable business so that you can achieve your dreams, then I've done my job. I've helped you. My absolute conviction in network marketing hopefully can be communicated through this video here. But again, this very video you're watching is a part of my attraction marketing funnel. Attraction marketing basically involves you creating some front end value, build relationships with your prospects on your list and sponsor a few people that are interested in joining your business. Are you going to sponsor every single person? The answer is no, but you have a much better chance of successfully sponsoring somebody through attraction marketing versus business opportunity leads or these commercially available leads that you can buy. And the reason is, through attraction marketing, the landing page or the capture page or whatever device or tool you're setting up on the front end, to attract, to draw qualified prospects to you is branded with your name, with your picture, with a video of you talking or something that has some information about you, the person. So that your prospects at least know your face, heard your voice, know who you are, and you're more likely to be able to build a stronger relationship with them.

Attraction marketing is somewhat of a cross between buying business opportunity leads and doing face-to-face, warm market recruiting. Technologies allow you to do this effectively today. Some of the more famous or popular attraction marketing training programs or systems, like Mike Dillard's Magnetic Sponsoring, Traffic Formula – my personal favorite and one of the most impressive I've ever seen in terms of empowering entrepreneurs and network marketers through attraction marketing is a service, or a company called [Renegade Professional](#). As a matter of fact, I have become pretty good friends with the founders of the company and they've shown me the inner workings of their company. People of great character – [Ann Sieg](#) and [Mike Klingler](#) and their team – just so dedicated, give great value. I highly recommend [Renegade Professional](#).

These are the three basic ways to build a network marketing business. Which way are you adapting right now in your business? Your support organization might be teaching you this, and this is what most people would refer to as "old school network marketing." And also buying opportunity leads. Some people categorize this as old school network marketing as well, but it doesn't matter. It's all the same. What do I mean by that? In principle, same thing. You need to create value on the front end because

through face-to-face or warm market recruiting – this is how the human brain works. If you're not doing anything that's of value, or you don't have anything that has high-perceived value on the recipients end, there's no reason for them to want to do anything with you or for you or join your business. Even if they're your good friends or family, maybe they'll join your business because they see you as a good friend. There's some value there. Other than that you need to offer something that's more substantial like real marketing training, real marketing education and real results that people can duplicate after. If your uplines are not currently supporting what you found to be interesting and can play to your strength, for example, if you're a particularly good person on the phone as a recruiter, (points to business opportunity leads) this might be the best choice for you at this particular moment. As you're leveraging your strength to build your business, you can develop other skills and strengths in your business to further your education as a leader. And then, teach different ways of building a network marketing business, like I have done with attraction marketing. Like I said, I've never done this before (points to buying leads), but I kind of skipped and I learned attraction marketing and I love this particular method and I've become pretty effective doing this. I still do face-to-face warm market recruiting as well because they kind of go hand-in-hand. These are not mutually exclusive, I just want you to know that there are three basic ways that you can build your network marketing business.

Lastly, if your upline speaks against you going out and learning different ways to better promote your business or you're afraid that your upline is going to be upset with you, trust me, I've been there. But I did it anyway. I did it at the expense of me losing sleep because what I was doing was I did all the warm market recruiting, face-to-face marketing system that I was plugging into. I was going to all the hotel meetings, I was going to people's living rooms to show presentations, supporting downlines. I don't regret that experience because it has helped me develop my skills, yet I was secretly learning attraction marketing and internet funded proposal systems in addition to what I was doing offline. Basically I had to sacrifice my sleeping hours learning to do something that was out of the ordinary, or at least as far as my supporting system goes and it's really paid off. If you're at that particular place in your business and you're struggling to combat what you're upline is teaching you versus going out and learning something that's a little bit different, you have to decide what you want to do but do what you think is best for you. Who is paying for your bill? You are paying for your bills. Who is taking care of your family? You are.

I hope this has been helpful to you. Let me review: face-to-face, warm market recruiting, business opportunity leads and calling business opportunity leads to offer your business, or learn attraction marketing and funded proposal. What I forgot to say was this: attraction marketing, funded proposal – if there's any downside to this, the biggest downside that I see is if you are technically challenged, the learning curve is going to be steep for you in learning how to do attraction marketing. It doesn't mean that it's impossible. What it means is that you need to overcome that fear or that frustration of having to learn a few technical skills like how to set up different accounts on the internet or put yourself in front of a camera or something like this or put yourself in front of youtube. Just like all the other methods too, it's just a different challenge you need to overcome. I was just talking to somebody today about this. In fact one of my early mentors and a great friend of mine who is now just starting to learn

about attraction marketing, and [Renegade Professional](#) did a great job helping ease her mind so keep that in mind. Learning curve here (attraction marketing). There's a learning curve in all three, but just different learning curves.

You'll want to explore what works for you. You need to really think about what your strengths are and how to leverage your current skills set and how to build upon it instead of trying to force yourself to do something that has too big of a learning curve, takes too long and gets yourself to a point of giving up and feeling that you're worthless. Might sound negative, but that's the truth, we're all humans. As much as your upline leaders want you to become successful, and they show examples of how people have become successful in your primary business opportunity, there's no such thing as a one size fits all system. There's no such thing. You need to explore what your strength is. Build on that strength. If something that your upline is offering right now does not play to your strength, again I'm not saying you should be egotistic and say, "Hey I'm not gonna listen to you. I know what I'm doing." What I'm saying is follow the directions of the successful leaders in your business. Duplicate what they're doing. Go after the information they're sharing with you and do whatever is necessary. But if it's not working out and it's stretching you too far to a point of giving up or feeling that you're not worthy for some reason-It's not about people making you feel good so you stay in the business. It's more like, if something's not working, you gotta go find what's working, right? What's the definition of insanity? The definition of insanity is doing the same thing over and over and expecting different results. And I'm sure you've heard that from other business presentations or uplines before when they talk about working in a job. Like a hamster spinning a wheel. Doing all the same things expecting different results. The question for you is, "How long are you going to keep doing the same thing over and over without seeing results before you say enough is enough? Let me look for something that's gonna work for me. It doesn't mean you should stop building your particular business opportunity. That's not what I'm saying. What I'm saying is find what's gonna work for you in your business opportunity.

I hope this has been helpful to you. If you need to review this, please do. Review this once, twice, three times, fifty times until you finally get it. Go back to [BuildAMagneticNetwork.com](#), subscribe to the premium membership program if that's what you desire. If not, there's plenty of free information on the site to help you build your business larger and profitable. There's a resources section with all kinds of good stuff on it. I can guarantee you that you're gonna learn something that's gonna be worth tens of thousands of dollars in your business if you actually go out and apply – even just the free information from the website ok? Lastly, I just want to re-emphasize a point. I came to the United States when I was sixteen years old. I struggled with the English language even until today. When I'm saying this to you I'm feeling extremely uncomfortable. Maybe I'm showing, maybe I'm not, I don't know. If I can do it, I mean English is not even my first language, but I still do it. Why? Because I have a dream so big that even if I have such a strong fear in terms of public speaking and not even speaking a language perfectly, not having a hundred percent mastery of the language, I still do it anyway, because my dream is big enough. I want to achieve great things. I want to help a lot of people. And hopefully that's the same thing you want to accomplish in your life and in your business. So take care and we'll see you in the

future. Bye-bye.