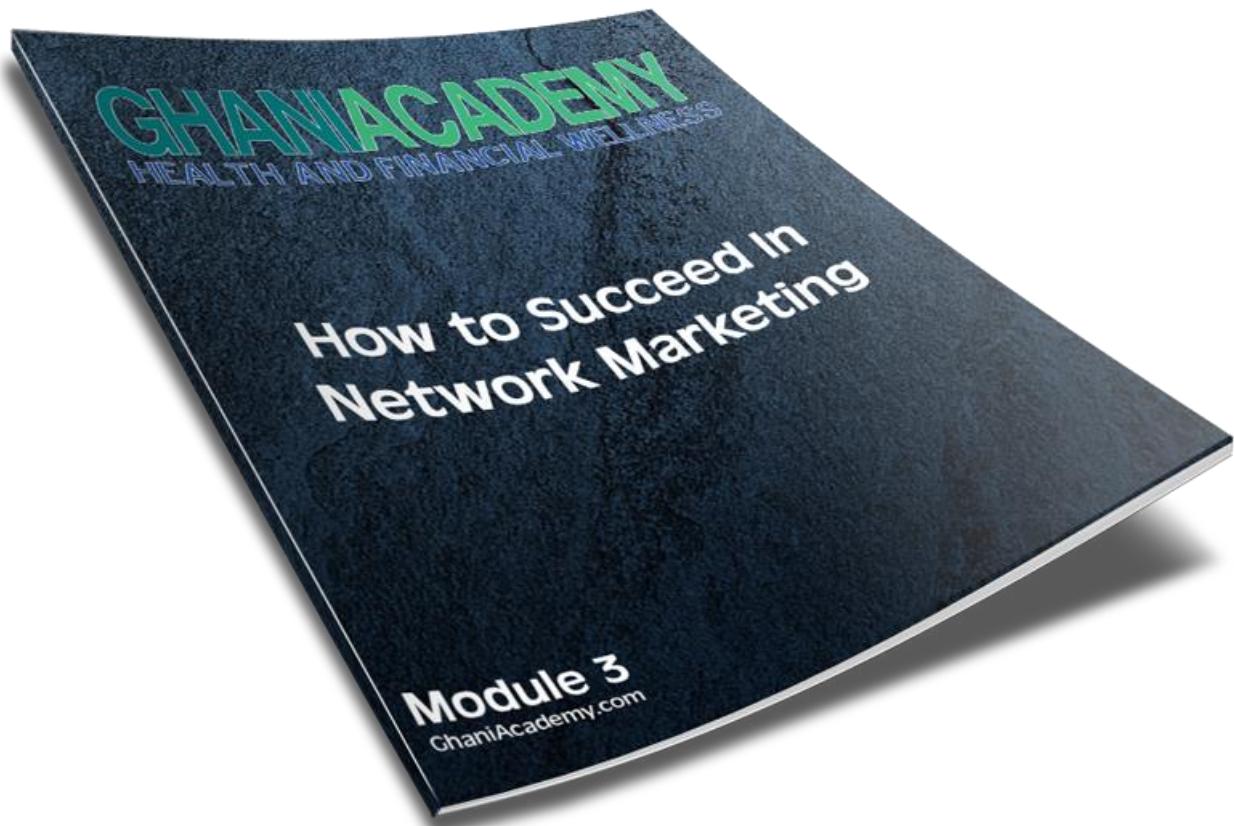


**GHANIAACADEMY**  
HEALTH AND FINANCIAL WELLNESS

# How to Succeed In Network Marketing

**Module 3**  
ChaniAcademy.com



## **Direct Selling ~ Module 3**

### **How to Succeed in Network Marketing**

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The author is a successful network marketer of a large Network Marketing company that deals in supplements, personal care products and cosmetic products. Hence it is natural that the examples and references made using network marketing products could be biased towards health and wellness products. The author is recognizing this bias and no intent is being made to prospect and recruit. The sole intent for the mention of products is to give examples in the lessons. In many sections of this course, one will come across terms like; Diamonds, Star Diamonds, Crown Diamonds and the like. The mention of these terms are examples of levels or positions that could be held in a network marketing company. In many of the chapters while quoting examples, gender has been retained in some cases as male only for ease of reading. The author is not gender biased.

## HOW TO SUCCEED IN NETWORK MARKETING

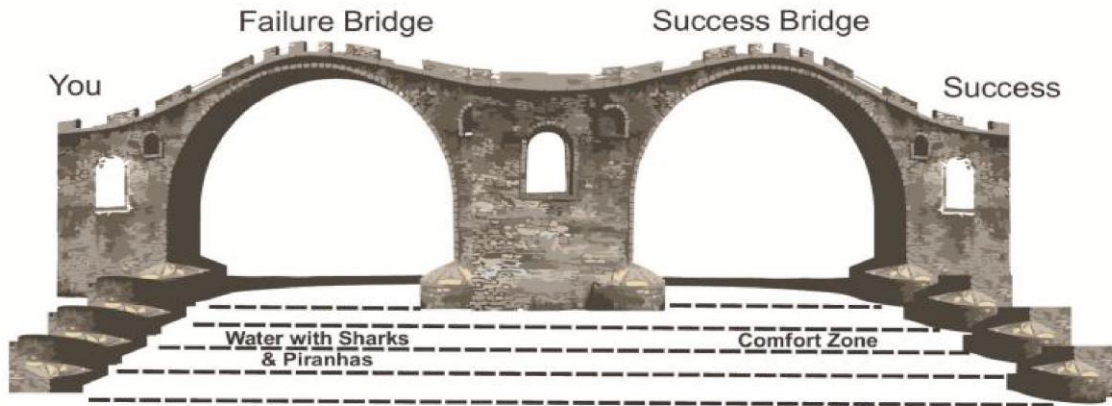
Picture the words “Success” on one side and “Failure” on the other side of a coin. In both words, there is the letter “U.” If you were to leave your future to chance, you could toss the coin and whichever side it landed on, would dictate whether you would succeed or fail. If you wanted to succeed and the coin kept landing on fail would you stop tossing the coin and just call yourself a failure? It is YOU who should learn that you can stop tossing the coin and playing a game of chance and simply reach down and flip the coin over. The main point we are trying to make here is that in Network Marketing, it is **YOU** who will decide your fate as to whether you will Succeed or Fail with no one to blame but yourself.

To understand what success is one needs to understand the opposite dynamic which is failure. If you understand failure and what the cause and effects of failure are, only then can you begin to experience success.

To illustrate more visually I want to introduce you to what I call the “Bridges of Failure to Success”. Every network marketer will cross these twin bridges. Trying to swim is not an option. I guess you could make the swim, however, the chances of you reaching the other side, well the odds are just not in your favor considering the sharks and piranhas!

Once you have decided to make your journey across the great divide you will be faced with the first span, the failure bridge. If you know what to expect on this part of your journey it will enable you to push through this period and get to a safe point which is located at the half-way mark.

# BRIDGES OF FAILURE TO SUCCESS



Failure & Success Bridge Diagram

Every network marketer wants to be successful. All success comes at a certain price - sacrifice, professionalism, patience, discipline, and perseverance. To reach any level of success, one will go through many challenges, obstacles, and failures. Nobody has succeeded overnight. Between you and success lies failure.

***“Success is, stumbling from failure to failure with no loss of enthusiasm.”***

- Winston Churchill

## **What must you do to cross the bridge of failure?**

Seven Steps to Cross the Failure Bridge:

- 1) Know your strengths and weaknesses.
- 2) Know the potential of Network Marketing.
- 3) Know how to handle objections.
- 4) See and feel the benefits of the products.
- 5) Keep charging yourself with continued training, and be in the company of successful leaders.
- 6) Master the “Natural Approach” and “Natural Presentation.”
- 7) Know the negative people on the bridge.

If you have the support of your mentors, up-line success leaders, crossing the bridge of failure can be accomplished easier and faster.

## **Who is on the failure bridge ready to throw you into the water infested with deadly fishes?**

- 1) They may be your own close relatives and friends, who have not forgotten your past mistakes and failures and remind you that you cannot do it.
- 2) People that are jealous of you.
- 3) People with closed minds.
- 4) Failed networkers.
- 5) Negative people.
- 6) Dream stealers. People who do not have dreams of their own and make it a personal plight to destroy the dreams of others.
- 7) You will be your worst enemy. If you say to yourself “*I Can’t*” it is good as saying “*I Won’t*”. Gaining self-confidence, a greater sense of pride and telling yourself “*I will SUCCEED*”, will get you where you want to be.

In Network Marketing business, when you start crossing the Bridge of Failure, you are just an ordinary member/distributor. For a complete year, you will face all the hurdles, the U-turns and the road blocks, to finally be at the end of the bridge and become a Star Diamond. And this is the biggest challenge in your business.

After crossing the failure bridge, you have sufficient knowledge of the product, seen the company closely, and understood the marketing and compensation plan and have gone through the sponsoring and recruiting process. At this stage, you have a small organization and become a young leader - leading 100 to 200 distributors and earning about \$1,000 to \$2,000 per month.

Your next step is to go for a bigger success and a bigger bonus and for that you will cross the second bridge, the Bridge of Success. At the start of this bridge you have dedicated distributors and loyal consumers, who have also managed to cross the Bridge of Failure and are all following you. They have big dreams like you and want to become successful. At this point your role will change from a leader to a coach - you will coach and mentor a hungry pack of young leaders with diligence and dexterity. As a coach and a mentor, your responsibilities increase and you need to see that all your young leaders also become Star Diamonds. This journey takes anywhere from 3 to 5 years and helps you grow your business. In 5 to 10 years' time, you should have helped a few hundred people to cross the Bridge of Success and have made them not only Star Diamonds but Crown Diamonds - where you start enjoying the residual income along with many other Diamonds.

## **30 WAYS TO BE SUCCESSFUL IN NETWORK MARKETING:**

- 1 Push yourself to change from a jobber mind-set to an entrepreneur mind-set. Change your inner-self.
- 2 Build a vision; visualize the big opportunity in Network Marketing. Allow your mind to comprehend the fact that a big opportunity can be associated with such a small start-up cost.
- 3 Switch from a hobby mind-set to a business mind-set.
- 4 Invest time and effort to grow the business.
- 5 Perseverance pays. Don't quit because of no or low bonus.
- 6 Educate yourself with proper Network Marketing knowledge.
- 7 Receive the right training to build and promote your business and achieve the success that you rightfully deserve.
- 8 Have a positive and eager learning attitude about the company, product, and compensation plan.
- 9 Discipline yourself.
- 10 "Walk the talk"- do what you say and say what you do.
- 11 Communicate efficiently by talking less and listening more. Know the right and simple words. Become a powerful presenter.
- 12 Connect more with people - be it up-line, down-line, cross-line or even company staff, stay in touch with them and become a people's person!
- 13 Earn people's trust to build your business.
- 14 Use new technology in the right way - internet, social media, and internet marketing can turn around the business.

15 Become a product of the product by using the company's products. It is important to use, see the difference, feel the benefit, and then share with others.

16 Build a team and develop it to a big network.

17 Ensure to provide truthful information to your prospects. For example:

- a) Tell the prospects that they will pay \$100 to become a member, and that there is a monthly maintenance that requires \$100 every month. Maintain the monthly PV (Point Value – Points associated with each product).
- b) Invite prospects to seminars or home party with complete transparency; tell them why they are invited.
- c) Mention what they will be doing after joining - learning, prospecting and duplicating.

18 Be genuine. For example:

- a) Talk about the benefits of the products without any claim and hype.
- b) Be sincere in explaining how they can start getting \$1,000 per month from Network Marketing in the first year and increase the income to \$5000 by mentioning the amount of time, effort, and money required to be spent.
- c) Follow through with your promise that you will support them after they sign up.

19 Have a personal coach/mentor.

20 Be loyal to your company and down-line.

21 Network marketing business revolves around constant prospecting—a new member should know what skills are needed to prospect.



22 Respect everyone in the company, be they in your up-line, other leaders or company staff.

23 Motivate yourself.

24 Build strong business ethics.

a) Stay away from stealing prospects/members/leaders.

b) Stay away from stealing consumers and PV.

25 Get motivated by talking to your close relatives and friends.

26 Use the tested system in the industry - Systems A to F (mentioned in Part 2 of the book).

27 Take full advantage of events. Maintain the enthusiasm and excitement created in conferences and conventions.

28 Get proper support from up-line leaders.

29 Personally coach your team to success.

30 Develop leaders in your team.

## **WHY PEOPLE FAIL IN NETWORK MARKETING?**

Struggle, hardship, adversity and difficulties are all part of the initial stage of Network Marketing. Like any business, Network Marketing is tough. People think that Network Marketing is an easy business; they are wrong which is why you see few highly successful people in this industry. Only a disciplined and persistent Network Marketer will succeed.

### **40 reasons why people fail in Network Marketing:**

- 1 Not ready to change from a jobber mindset to an entrepreneur mindset. They are not ready to change themselves - inner self.
- 2 No vision. People can't visualize the big opportunity in Network Marketing. Their mind cannot comprehend the fact that how a big opportunity can be associated with such a small start-up cost.
- 3 Hobby mindset and not business mindset.
- 4 Great expectation of getting big money, without putting big effort.
- 5 No or low bonus. After putting in a year, the distributor bonus is very low and that compels them to quit.
- 6 Lack of Education. How can anyone expect to succeed without proper Network Marketing education?
- 7 Lack of Training is one of the crucial reasons why many fail to achieve the success that they rightfully deserve. The new distributor simply does not know how to build and promote his/her business.
- 8 Poor learning attitude - complacent to learn about the product, company, and compensation plan.
- 9 Lack of discipline.
- 10 Mindset of taking more and giving less - expecting more from the company and distributors and in return giving less.

11 Lack of Communication.

- a) Talking more
- b) Not listening
- c) Not using the right words
- d) Not becoming a presenter

12 Either poor or no connection with people - be it up-line, down-line, cross-line or even company staff.

- a) Losing touch with your people
- b) Have to like people - Network Marketing is people's business

13 Betrayal of trust. Business revolves around trust and trust is not acquired but earned.

14 Not using technology. The use of new technology in the right way - Internet, social media, and internet marketing can turn around the business.

15 Not using companies' products - if you do not become product of the product, it will be difficult to succeed. It is important to use, see the difference, feel the benefit, and then share with others.

16 No team or small organization.

17 Telling half-truth - saying half-truth is a lie. For example:

- a) Telling prospects that you have to pay \$100 and become a member and not telling them about the monthly maintenance and the need to pay \$100 every month.
- b) Inviting prospects to seminars or home party with deception – not telling them as to why they are invited.
- c) Not mentioning what they should do after joining - learning, prospecting and duplicating.

18 False promises. For example:

- a) Product result is fantastic - it cures all kinds of diseases.
- b) You will start getting \$5000 per month from Network Marketing without mentioning the amount of time, effort, and money required to be spent.
- c) Promising a new distributor that you offer support and after signing up you fail to provide support.
- d) Product is so great that it sells by itself.

19 No personal coach/mentor.

20 Not maintaining the monthly PV (Point Value – Points associated with each product).

21 People are forced to join Network Marketing.

22 Arrogance, disrespect/insult by up-line, other leaders or company staff.

23 Lack of motivation.

24 No ethics.

- a) Stealing prospects/members/leaders.
- b) Stealing consumers and PV

25 Analysis of paralysis. Some people over-analyzing situations so that a decision or action is never taken, in effect paralyzing the outcome

26 Jumping jack or the MLM Junkies who have no loyalty to their company and down-line

27 Starting Network Marketing without proper knowledge.

28 No support from up-line leaders.

29 Not personally coaching the team.

30 Not making enough leaders.

31 Putting wrong priority in Network Marketing business - going for personal recognition rather than helping people.

32 Artificial enthusiasm and excitement being created in conferences and conventions.

a) Hype in Network Marketing business.

b) Using hype words after a fiery speech or seminar, like:

*“Are you motivated” or “Are you fired up?”*

c) People get temporarily excited and motivated when they sign-up, but after a few days or weeks when motivation fades, so does the interest in working the business.

33 Some networkers “don’t walk their talk”- they do not do, what they say and don’t say, what they do.

34 Getting de-motivated by pushing their close relatives and friends.

35 Not using the tested system in the industry - Systems A to F (mentioned earlier).

36 Using same language/words for all.

37 Not ready to take a risk while doing a job.

38 Different people join for different reasons, e.g. young moms. Be more specific in giving message, by using the following Natural Approach technique. For example: How to approach a working mom?

After listening to the dilemma of a working mom, provide solution, such as, I help working moms earn great income working part-time from home so that they can be with their kids.

39. Most direct sales companies are too sales focused. The emphasis is on moving product and creating sales volume. These companies in many cases fail to teach their distributors/associates the art of sales, how to generate leads, how to approach and talk to potential customers, how to do an effective presentation and more importantly, how to attract customers.

40. Not getting the right people in the business, resulting in high attrition.

## **MINDSET OF A NETWORKER**

***“Your mind is a garden, your thoughts are the seeds, you can grow flowers or you can grow weeds.” - Unknown***

Have you ever thought who or what is nurturing your mind? We are what we think and these thoughts make us what we become. Most people join Network Marketing industry from the jobber’s background and they have been programmed to get the good education and then get a good job and work for 40 years. When they are introduced to this global industry where they can earn ten times more and get financial freedom in ten years, their minds do not accept this. It is important that new networkers understand that they are stepping into completely new type of entrepreneurship—that is why they need to work on their mindset. You should learn and use the right words followed by positive action and habits. If continuously, positive thoughts and actions are practiced, it will be just a matter of time; the right results will begin to happen.

## **THOUGHTS**

Everything begins with thoughts; every good idea germinates from the right thought. That is why it is said that one needs to fill his or her mind with positive thoughts. How is it possible to do this? What are the ingredients in your life that will help you develop positive thoughts?

- Positive people
- Good books
- Serene and peaceful environment (whether it is at work, home or river side)
- Television, internet, movies, newspaper, magazines (the positive side of these media)
- Positive affirmation, etc.

Amongst all the factors which influence positive thoughts, people have the maximum effect. This is because people are interacting with each other every day. And that is the reason why, it is commonly said that you are judged by the people you surround yourself with.

Your progress and success are directly proportional to the thoughts and mindset you have. If you think positively and continue to work on positive things, you are bound to have positive results. All the successful people in the past were surrounded by highly successful people. I would like to narrate the stories of two great inventors: Thomas Edison - inventor of the working bulb and Henry Ford - who made the first working automobile. Despite numerous challenges and many failures, they never gave up. Edison is one of the best examples of positive and winning thoughts. For a man to persevere despite thousands of failures speaks only of one thing - his winning mindset.

There was a time in Edison's life when he was close to giving up. An unsuspected fire destroyed his laboratory. Henry Ford, who was his close friend, came to Edison's rescue and helped him re-build his lab. It is extremely important that you realize that your success is dependent on the type of people you surround yourself with.

When we are growing up, we are influenced by our parents, teachers and friends. From infancy to adolescence, we are taking in a lot of information from our surrounding; this in turn develops our mindset. When we are young, we start our life journey by attending school. It is here whereby we receive our formal education and are constantly encouraged to get good grades. That is the single most important foundation given to young children. So, what the child hears for 20 years or more, he or she automatically moves on to achieve that; good grades in school means being able to secure a good job and this in turn



means a stable source of income. But this is not true. I have met many academic achievers who are not successful. As far as earning a good income is concerned, very few people can earn good money through their careers. Of course, they can survive but earning an income to get financial freedom is not always possible.

I was taught this same philosophy by my parents and teachers: achieve good grades and you will end up with a good job. I worked hard to get good grades and managed to get a degree in Aerospace Engineering which landed me a high-paying job. From engineering to entrepreneurship was a big shift in my mindset. I decided to change my career because I was tired of saying “Yes Sir!” and more importantly, my family and I were barely surviving with the salary I made. Changing my mindset to achieve personal freedom through Network Marketing was easy. However, attaining financial freedom was an uphill task. There is no commonality between wellness and aviation nor entrepreneurship and engineering. It was a 180-degree turn for me to change my mindset from an engineer to a networker. The transition was challenging but the result was extremely rewarding.

## **WORDS**

***“Without knowing the force of words, it is impossible to know more.”***

- Confucius

Words are powerful; words can make or break a person. The right words can get you connected to the right people. Two words – like and dislike, can change the way you react to a person. If a person says, “I like you” you get attracted towards them and if the same person says, “I don’t like you” you are immediately repelled by them. The words you use will ultimately influence your result.

To change my technical jargon from an engineer to that of a networker, I had to learn new words and their associated meanings. I achieved this by reading books, listening to CDs, and watching videos of successful Network Marketers.

In my natural approach section, I will discuss more about the words that will get you connected to people. In the entire process of Network Marketing, the right words play the most important part in the business.

Learn to use the right words at the right time with the right people.

I remember seeing a short video on YouTube called “Power of Words”, where a blind person sits on the street with a sign board that read, “I’m blind, please help me.” Some people who passed by this blind man dropped a coin or two in his can, but the majority just passed by without feeling for the blind man. When a lady saw this, she just came down and changed the sign board which now read, “It’s a beautiful day and I can’t see.” After that, almost everyone who walked by felt for the blind man, they were touched by the message, and almost everyone dropped a coin or two without any hesitation. What does this tell us? The way one positions the message can make or break a deal.

## **ACTION**

For every action, there is an equal and opposite reaction. You can have the right thought and the right words, but if they are not connected with the right actions, you will not get the desired results. We have heard actions speak louder than words. Sometimes it is your body language that people look and react to. In Network Marketing, it is your daily actions which will determine your result.

## HABIT

Habits are formed because of repetition. Every small thing that you do in recurrence becomes your behavior. It is up to you to adapt a good habit. It is much easier to watch television for hours, eat junk food, and stroll aimlessly in the malls. Instead, read books to stimulate your mind, consume healthy food, or go to the gym to rejuvenate your body. All these positive habits will make a big difference in your life. To acquire a good habit, you need to put in a lot of effort. It is said that it takes up to 30 days to develop a habit and 21 days to get rid of a bad habit. I have discussed what you need to do daily in Network Marketing to form a habit as a successful networker (see section on weekly activities check list).

***“We are what we repeatedly do. Excellence then, is not an act, but a habit.”***

- Aristotle

## RESULTS

In life, seeing the right result is directly connected with the right habit; the right habit is linked with the right action, and this in turn is coupled with words. The most important thing to remember is that words used are directly associated with the thoughts. In Network Marketing, we are consistently on a journey to learn, to apply, to act, and to experience the results of all our efforts.

God has given us all the attributes that make us beautiful. It is up to us to find our real self and discover the gem inside us. Personal growth or development is the key to finding what lies within us. If any person wants to grow, then the sky is the limit. Everybody knows his or her strengths and weaknesses – work on those weaknesses step-by-step

and evaluate after every 3 to 6 months. If you want to excel in Network Marketing, you need to work very hard on yourself. This may take a few years and maybe a lifetime, but I assure you that you will enjoy every moment of it.

People join Network Marketing from all walks of life – engineers, doctors, social workers, pilots, sales people, politicians, housewives, students; insurance agents, realtors, laborer's, security guards, gardeners, cab drivers; in short, you name the profession, we have all of them in our industry. The biggest problem, especially with all educators and influential people is that they think they know everything and that is why they fail in our industry. On the contrary, if they are open to learning about Network Marketing, they can easily surpass the not-so educated because of their education, circle of influence, and personality.

If you want to be a highly successful person in life, you must invest your time, energy, effort, and money in your personal growth. You know your weaknesses so start working on them. Work to change day and night and take the help and guidance from your coaches and mentors.

***"Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions, they become habits. Watch your habits, they become character. Watch your character; it becomes your destiny."***

- Frank Outlaw

# Worksheet

How do you prepare yourself to cross the *Bridge of Failure*?

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What is the Bridge of Success?

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What do you have to do on the Bridge of Success?

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What are your challenges in Network Marketing?

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What are you willing to do to overcome your challenges?

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Are ethics important in Network Marketing? Justify your answer.

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How can your thoughts change your future?

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What is the power of words?

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How do habits affect the result?

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