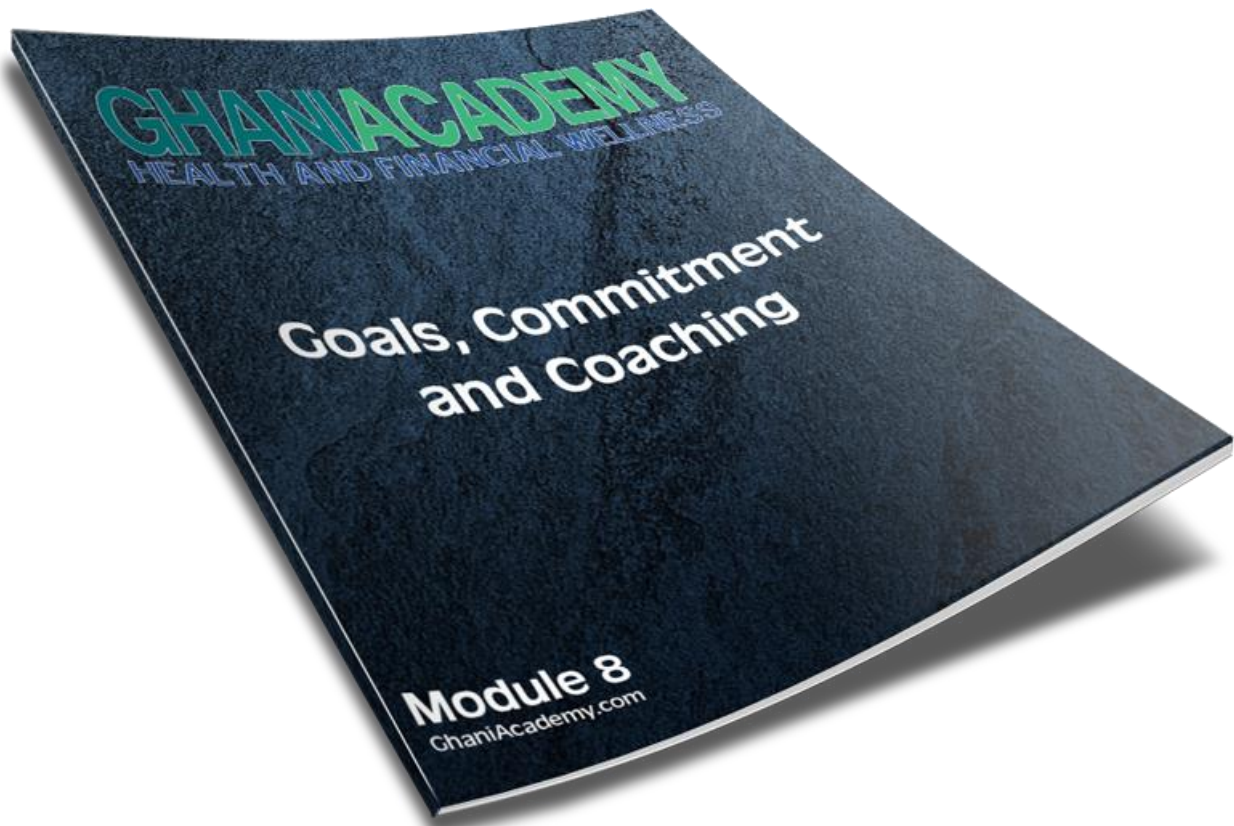


GHANIA ACADEMY

HEALTH AND FINANCIAL WELLNESS

Goals, Commitment and Coaching

Module 8
ChaniAcademy.com



Direct Selling ~ Module 8
Goals, Commitment and Coaching

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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

Goals, Commitment and Coaching

Goals

In life, goal setting makes the difference between success and failure. Napoleon Hill, defines goal in his bestseller book, 'Think and Grow Rich' as *“anything that you want to do, be, have, or achieve.”*

Goals provide direction, definiteness of purpose, and motivation. In a famous Harvard study, it was found that 3% of people who wrote down their goals and planned how to achieve them, earned more than the other 97% who did not. Goal setting removes the confusion and gives clarity in life. It provides excitement & focus in your future. Focus on what you want and not what you have. Focus on health, happiness & wealth.

If you want to set goals, follow Peter Drucker's SMART goal formula. Every letter in SMART gives you a clear goal setting methodology.

- ❖ Specific / Simplified - detail
- ❖ Measurable - short/long term
- ❖ Achievable/Attainable
- ❖ Relevant/Reasonable
- ❖ Time bound

Next thing in goal setting is to follow the 7 goal steps:

1. Write down the goals.
2. Write down the start and completion dates of your goals.
3. Write the benefits of achieving your goals.
4. List the challenges to achieving your goals.
5. Write down the action steps, prioritize, and start doing it.
6. Review your action plan and achievement(s) periodically.
7. Once accomplished, reward yourself.

Commitment

Making a commitment to achieve financial freedom can be accomplished in many ways. One of the most effective is using what we like to call a *Goal Certificate*. The purpose of the *Goal Certificate* is to serve as a personal contract. It is a tool to create accountability and is to be used as a personal reminder of the commitment you have made to the goals you have established to yourself, your family and the network of people you will bring into your new business opportunity.

On the following pages you will find 2 examples of Goal Certificates that you can use and modify as you see fit to begin your personal commitment. The first is for individuals that are making a full-time commitment to their business and the second who are only making a part-time commitment.

Personal Affirmation

“It’s the repetition of affirmations that lead to belief. And once that belief becomes a deep conviction, things begin to happen.”

- Muhammad Ali

Affirmation is another form of auto suggestion. In this you will write three reasons taken out from your 7 Goal Steps or Goal Certificate.

Using a 3x5 Index Card, write at the top “your affirmation statement” then list your affirmations in sequence.

Make 5 copies and place them where you can see and read them every day. It can be; next to your bed, office table, on your car dashboard, bathroom mirror and in your wallet or purse. The purpose of seeing and reading the affirmation daily is to program your subconscious mind towards your achieving goal.

Below is an example of an “affirmation card”

The three reasons why I have chosen Network Marketing are:

- ❖ *I want to achieve financial freedom and spend more time with my family, provide my children best education, own my dream home.*
- ❖ *I want change myself to learn and be a better person and devote all my spare time to achieve my goals.*
- ❖ *I want to help as many people I can to achieve what they want and in the process, dedicate my time to a social cause.*

ACCOUNTABILITY

Accountability means that you are answerable for what you do and say. At your job, you are accountable for the work assigned to you and if it is not done, there will be some form of penalty and that is the reason why most people give their best effort. If that fear factor is not there and people start working because of commitment and ownership, their performance would be doubled and be more productive.

WHAT IS THE IMPORTANCE OF ACCOUNTABILITY IN NETWORK MARKETING?

If the new distributors are committed to attaining their goals and their up-line leaders make them responsible for their actions, they definitely would be successful. If both the parties work together and each of them are accountable for their respective tasks, success is inevitable.

HOW DOES COACHING TAKE PLACE?

Irrespective of the location, coaching is done via Internet - Skype, G-talk, webinars etc. The new distributors/trainees should send coaching forms to their coach at least 24 hours before the coaching session. The time the sponsor/coach gives to every new distributor can be between 30 to 45 minutes.

WHAT IS THE BEST WAY TO BE ACCOUNTABLE TO EACH OTHER?

By having a weekly accountability form where by the new distributors give feedback of their progress, challenges, and all kinds of queries. Following page will give you a guideline on what you as a new distributor have to do and what the coach has to ensure.

Below you will find a *Weekly Accountability Form*. Print several copies and make it part of your daily routine.

WEEKLY ACCOUNTABILITY FORM

Name: _____

Date: _____

1. I did the following last week:

- a. Read _____ pages of _____ book.
- b. Listened to audio on Network Marketing/personal growth for _____ minutes.
- c. Watched video on Network Marketing/personal growth for _____ minutes.
- d. Spoke to _____ new people with *Natural Approach*.
- e. Attended _____ opportunity meetings.
- f. Gave _____ *Natural Presentation(s)* to _____ people.
- g. Learned about _____ products.
- h. Learned about Marketing Plan for _____ minutes.
- i. Attended _____ webinars.
- j. Got connected with _____ leaders and learned _____ from them.
- k. Went to company website for _____ minutes and learned _____

2. The following are my questions:

Products:

Marketing/Compensation Plan:

On Natural Approach:

On Natural Presentation:

Objections from my prospects:

Questions from my new members:

3. The result of my *Natural Approach* to _____ prospects are:

a. _____ were interested to know more.

b. _____ said 'No' and the reasons were:

c. _____ needed more time because:

4. Number of new members I made:

New Distributors:

New Customers:

EIGHT WEEKS OF COACHING

After extensive research, scientists now claim that a person can develop a new habit in eight weeks if fully committed. To go through initial inertia is natural, but if there is discipline and perseverance, positive change is possible. I have made it easy and spread out the coaching program to eight weeks. The weekly checklist has been designed keeping in mind “YOU” as a sponsor to coach the new members. There are two main objectives of this program:

1. The new members should start the business on the right footing and you as a sponsor are there to guide them at every step.
2. You are ensuring what you are teaching is duplicated properly.

WEEK 1

- Sign up **goal certificate** or **commitment form** (the new members should sign this certificate within day 1 or 2 of joining the business given in Part 3 of this book)
- Show and teach how to make a **prospect list** & show how to pre-qualify them. (System A).
- Explain the importance of **accountability**. Show and teach how to fill out **coaching form** (given in Part 3 of this book). Personal or one to one coaching should start from second week onward. The new member should send the weekly coaching form one day before the assigned coaching day.
- **Time in business** - if part-time, put minimum 15 hours per week and if full-time, put minimum 40 hours per week.
- Open the products and show how to use them. If the supplements need special instruction, provide **consumption chart**. Ensure that the new member immediately starts using the products.

WEEK 2

- Ensure the new member read everything the company has provided about the product. Learn the benefits of the core products
- The new member should attend all company trainings, either on or off line
- Start your first weekly **2 to 1 opportunity meeting** with your members' prospects (here you are talking to the prospects and at the same time, your new members are being trained
- Teach the **Compensation Plan** and show how to place the members in the team.
- The new members should go through Part 1 of the book to understand **Network Marketing industry**
- The new member should start reading the Map Your Freedom book as well as start following the system religiously.

WEEK 3

- The new member should thoroughly read the **Natural Approach** described in *Map Your Freedom* the book, Part 2, System D.
- The second **2 on 1 opportunity meeting** with your members' prospects take place, by this time your new member should have recruited at least one new member.
- Get connected to local leaders in your country and region.
- Buy one book from **recommended reading** on Network Marketing or Personal Growth.
- Go through the company website and learn about International offices.
- Grow your prospect list (as given in Part 2, System A of the book).
- Go through the **Business Marketing tools** and prepare your tools as per System C.
- Show the use of technology—webinar, Skype, WhatsApp and Mobile App

WEEK 4

- The third **2 to 1 opportunity meeting** with your new member's prospects takes place and by this time your new members should have at least three members in his team. This is the last supporting presentation you have given to your member's prospects. Next week, he will give presentation and you will monitor as to how he performed.
- Practice Natural Approach (NA) with your new member and after the 2 in 1 meeting show him as to how you used the NA in 2 to 1 meeting.
- The new member should learn the **Natural Presentation**.
- Subscribe to newsletter from Network Marketing websites.
- By now the new member should be talking to at least one person per day using NA.
- The monthly PV should be completed by buying new products. The importance and monitoring of monthly PV should be explained.
- Get connected with your up-line success leaders.

WEEK 5

- The new member gives his first presentation to his prospect and you as his sponsor/coach monitor his presentation. Give him the feedback after his prospect leave.
- The new member should learn **Objections and Objection handling** (System B).
- Register with Network Marketing online webinars.
- Go through the **bonus statement** of your new member and explain all the details and what he needs to do to increase the bonus.
- Start practicing Natural Presentation.

WEEK 6

- The new member gives his second presentation to his prospect in front of you (you are his sponsor/coach)
- Start practicing Natural Presentation.
- The new member should learn the **Follow-Up & Follow through system** (System F).
- Start practicing Objections and Objections Handling.

WEEK 7

- The new member gives his third supervised presentation and you evaluate him.
- Show and read out the **rules and regulations** of company and network marketing business.
- Practice Natural Approach & Presentation and Objections & Objections Handling.
- Show how Follow-Up & Follow through system works and explain the importance of it.

WEEK 8

- The new member gives his un-supervised presentation and explains as to how he performed.
- What you are doing with your new members, he should do the same with his team members-- supporting and training his front line/first generation member – this is the start of duplication process.
- By this time, your new member should have completed Map Your Freedom book and ready to buy second book on Network Marketing from the list given in Map Your Freedom book.
- Show the importance of website and social media usages in prospecting

Special Note: The above 8 weeks coaching program is designed for Duplication. Your new member should get ready to become an independent leader. This may take about three years of dedicated work.

Worksheet

Why is goal setting important for you and your business?

What is your **health** goal? Make a detailed **health** goal according to the 7 steps given in this chapter.

What is your **financial** goal? Make a detailed **financial** goal according to the 7 steps given in this chapter.

Fill out one of the commitment certificate in 2 copies and get them signed by your sponsor or up-line success leaders

What do you understand about affirmation?

Write your own affirmation:

What do you understand about accountability?

What is the importance of accountability in Network Marketing?

Suggest ways that you can be accountable to your up-line leaders.

Why accountability does not work in Network Marketing?

Explain how the 8 weeks of training program will help your new distributors get ready for the field, and help you start talking to prospects?

How much time do you spend in your Network Marketing business now?
How much time can you add per week?

Why eight weeks in a coaching program is important for the business?
