Go Pro

:7 Steps to Becoming a Network Marketing Professional (Unabridged)

by Eric Worre

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<https://youtu.be/mK8ClvsUAsk>

The skinny:

Here are the seven skills:

1) Finding Prospects
2) Inviting Prospects to Understand Your Product/Opportunity
3) Presenting Your Product or Opportunity to Your Prospects
4) Following Up With Your Prospects
5) Helping Your Prospects Become Customers or Distributors
6) Helping Your New Distributor Get Started Right
7) Promoting Events

# Introduction

1. Introduction
	1. Eric’s Story
		1. Made a decision to become a Network Marketing Distributor
		2. Hoped to get lucky – had some luck in the beginning
		3. Started to blame—blaming didn’t help or work
	2. Perfect Career List
		1. White Collar Job
			1. Achievers – must be good at politics
			2. Hiders
		2. Sales
			1. Ups and downs make it volatile
		3. Traditional Business Ownership
			1. Huge capital investment – debt
			2. Must be all things to all people (tax, legal, management…)
			3. Struggle – business owns them
		4. Investor
			1. You need lots of money
			2. Knowledgeable or skill
			3. He shares a story of his personal experience of being sold short
		5. Multilevel Marketing
			1. The perfect career
			2. New economy – things are changing
				1. Old world promises not being honored – loyalty not rewarded
				2. New system

Performance based compensation

Paid for your results

Why – it is FAR MORE EFFECTIVE

Technology replaces Jobs

Globalization equalizes the world workforce

* + - 1. Network Marketing – fits the new economy
				1. Much more effective than any other marketing
				2. No cap on income – companies want you to make as much as possible
			2. Catch
				1. Accept a temporary loss of social acceptance

Embrace the temporary loss of social esteem from other people

* + - * 1. Why

Many people have joined and have not done well

Allure of being paid for the efforts of others – deceiving

* + - * 1. Ignorance of people who think they did it right, but it didn’t work
			1. Potential
	1. Becoming an Expert
		1. Learn everything about the profession
		2. Being an expert changes everything (timing doesn’t matter)
		3. Just focus on becoming an expert
	2. Network Marketing is Better
		1. Unsatisfied in making a living in the traditional way
		2. What is the perfect job
			1. Work when you want
			2. Great product
			3. Great income
			4. Meaningful contribution
			5. International
			6. Low risk and start-up cost
			7. Enjoyable
		3. Compared to other jobs: blue collar, white collar, sales, business ownership, investing
	3. Changes in the economy
		1. Being paid based on performance
	4. Network Marketing is better
		1. Consumers need to be educated
		2. The benefits of network marketing
			1. The goods without the bad
			2. The Catch: loss of social esteem
			3. Must embrace the temporary loss of social esteem from ignorant people
				1. Those people have usually had a bad experience
		3. Perception is not reality – reality is reality
			1. Network marketing is better

# Chapter Two – Decide to go pro

1. Decide to go Professional
	1. Three categories
		1. Posers, Armatures, professionals
		2. Posers
			1. Treat the profession as a lottery ticket
			2. Relying on luck
		3. Armature
			1. Focus on different things
				1. Luck
				2. Obsessed with timing
				3. Positioning
	2. Professionals
		1. Professional – person an expert at the skills required to build a large network marketing organization
		2. Possess the skills required
		3. You can be both excited and skilled and smart
			1. Enthusiasm and Passion are great, but must be joined with the skills
		4. Better way – best to become a professional
		5. It may take about 7 years to become World Class
		6. Must start to focus on skills
2. Decide
	1. When he started to Go Pro, people could sense it
	2. Decide to do it right and treat it like a profession
3. Need to learn some skills
	1. Overview: earn while you learn, background is not a factor, the skills are extremely learnable
	2. Three elements
		1. Company’s products – everyone has the same products
		2. Company’s compensation plan – everyone has the same compensation plan
		3. Yourself – you are the only variable
			1. YOU can’t blame anyone – YOU are responsible for your own success!
	3. Seven Fundamental Skills

# Need To Learn Some Skills

* Three elements
	+ Same Product
	+ Same Compensation Plan
	+ You
		- You are the only variable
		- You can’t blame your upline
		- If you are committed to building a large organization, say goodbye to your upline
* There are only 7 Fundamental Skills

# Skill # 1 Finding Prospects

* Do I know anyone?
	+ You don’t need to have come to the table with a large network
* Posers
	+ Just make a list in their head
* Armatures
	+ Make a little list and get scared when you make your way through it
	+ Believed that your fixed personal list of contacts was your only way to succeed
		- Good list -> Success
		- Bad list -> Fail
* Professionals
	+ Finding people is a skill
	+ Networking is the most important skill
	+ Harvey Mckay –
		- How to Swim with the Sharks
		- Dig Your Well Before You’re Thirsty
* Four Steps to Master This Skill
	+ First – Make a list of as many people as you can
		- Doesn’t matter who they are – put them all on the list
		- Empty your mind on your paper – you will begin to think about new people
		- Every group or organization you have ever been involved in
		- TRULY capture your network on paper
	+ Step Two – Looking at the list and think of the people they know
		- Chances are that they know someone also
		- Add all these people “Who do they know”
	+ Step Three – Constantly Expand the list
		- Add a few people to your list every day
		- Just live your life and MAKE FRIENDS
		- Professional Friend Maker
		- Join organizations where you will meet new people
	+ Step Four – Network on purpose
		- Join a club
		- Find something to get involved in

# Skill # 2 Inviting Prospects

* Properly invite people to get involved in your business
* Hunters vs. Farmers
* Armatures – hunt and immediately recruit their prospects
* Professionals – immediately build relationships, education, and then offer common sense recommendation
	+ Invite people to attend some event
	+ Use a Tool
		- Sampling or booklets/brochures
	+ Help people know who we are and what we have to offer
* Using Tools to help you get the most out inviting people
	+ Properly successfully invite people to use the tool (video or audio)
	+ Parties, Classes, Online events
* Train people to do the same
* DON’T
	+ Don’t try to dazzle the world with your intelligence
* DO
	+ Get a large group of people to do a few simple things over and over
	+ Invite others to do the same
* Four Emotional Rules
	+ Detach Yourself From The Outcome
		- Focus on Education and Understanding
	+ Be Yourself
		- Focus on being your best self
	+ Bring Some Passion
		- Wind yourself up before you present
	+ Have a Strong Posture
		- Bold, Confident, and Strong
* 8 Steps - Invitation Formula (Face to Face or on the phone)
	1. Be in a Hurry – prevents questions & creates Focus
		+ Psychological issue – people are more attracted to people who have things going on
		+ “I’m in a hurry, but I wanted to talk to you…”
	2. Complement the Prospect – gets people to open up – opens up real communication
		+ Sincere complements – this is the key to the complement
			- Find something that you can honestly say
		+ “You’ve always been so successful, and I admire that…”
	3. Make the Invitation –
		+ 3 Kinds
			- Direct approach –
				* “I found a way for you to get rich…” (reserved for people who respect you…)
				* “Are you serious about finding a way to make more money? I found a way to make that happen.”
				* “If there is a business that you can make money part time… would you be interested.”
			- Indirect Approach – Asking people to help and guidance
				* “I just started a new business….would you mind if I could practice on someone”
				* “I’m starting a new business, but would like some guidance, would you look at it and give me some input?”
			- Super Indirect Approach – Tell prospects they are not a prospect, but you are wondering who they know – referrals
				* “This is clearly not for you, but who do you know that is interested in generating additional cash flow.”
				* “I understand that you would like to have some more invitation… Here is some more information….”
	4. If I… Would You –
		+ Example: “If I gave you a video, would you watch it?”
		+ Why
			- You are giving something if they promise to do something
			- Implies you have something to offer (value what you have)
		+ If they want information
			- Tell them the information is in what you are sending to them, will they review it
		+ Do not give your material to them unless they promise
	5. Confirmation # 1 – Time Commitment –
		+ “When do you think you would be able to review the materials I send you?”
		+ Don’t suggest a time for them
		+ They must think about their commitments and get back to you
		+ I don’t want to waste your time… let’s lock in a time
	6. Confirmation # 2 – Confirm Time Commitment –
		+ “So, if I called you Thursday evening, you will have looked at it for sure, right?”
		+ Confirmed over three times
		+ This is an appointment they had set.
	7. Confirmation # 3 – Schedule Next Call –
		+ “Can I call you then to see what you though?”
		+ “What’s the best number for me to call you on?”
		+ Permission Based Marketing
	8. Get Off the Phone –
		+ Great. [you got the commitment] Run…
		+ “See you then. I’ve got to run.”

# Skill # 3 Presenting Products or Opportunities

* If people are reviewing a tool with you not around – nothing to do
* If you are around, then…
	+ YOU are not the issue
		- You do NOT need to be an expert on all the facts
		- Do not be the source of information
			* Too much work
			* Not duplicable (would take too long to get there)
	+ Act as a Consultant
		- Connect them to tools or things that give them their information
* Duplication
	+ It doesn’t matter what works, it only matters what duplicates
* Your Priority
	+ Passion, enthusiasm, and belief
	+ Let the third-party tool do the work
* Presenting
	+ The person presenting has the highest income
	+ You can do the same exact presentation
* Your story
	+ Make it short, compelling
	+ Four elements
		- Your background
		- What you didn’t like
		- How your product came to the rescue
		- Your results – how much better life is now
* Make your presentation
	+ Write it down
	+ Record it and listen to it
	+ Looking for opportunities to present it
* Stages
	+ Learning story
	+ Learning standard presentation
	+ Learning training presentations
* His experience
	+ He was asked to present
	+ He prepared in every single way
* Summary
	+ You are the messenger, not the message
	+ Learn to tell stories to make people curious to hear more
	+ Preparation is key

# Skill # 4 Follow Up

* “The fortune is in the follow up.”
* Important concepts
	+ Follow up is doing what you said you would do
		- Use a calendar
		- Keep your promises
		- “You are either early or late, and my time is valuable.”
		- People respect a person who does what they say they would do
		- People respect a person who values their own time
	+ The only reason to have an exposure is to set up the next exposure
		- Don’t say, “What do you think?”
			* Your goal is not to sell to them on the first exposure
			* Your goal is to just keep the conversation alive –
	+ When you call to follow up whether people have reviewed your information
		- If they haven’t – Express understanding and recommit them
		- If they have –
			* Don’t ask them what they think
			* Ask them what they like best
		- Questions
			* On a scale of 1 to 10 of interest, where are they now
			* How can I help you get to a higher number (interest)
				+ Try product, understand more, talk with a spouse,
				+ Give them that and … set up the next exposure
	+ ALWAYS SET UP THE NEXT EXPOSURE
		- It takes an average of 4 to 6 exposures for someone to join (some may take more than 10)
		- Your goal is education and understanding (which can’t usually be done in one exposure)
		- Keep urgency and be patience
	+ Condense Exposures and have better results
		- Keep people’s interest
		- Stack the exposures as closely as possible
		- Otherwise, people tend to get distracted
	+ Questions and Objections
		- Sometimes, the questions are just there to make them feel important
		- Negative questions or objections – are just ways that help them reveal to you what their blind spots are
		- Concepts
			* Empathy – let people know you are just like they are
				+ Feel, Felt, Found
				+ I know how you feel. I felt the same way. Here is what I found.
			* Tactics come and go, but concepts are timeless.
		- Categories
			* Limiting beliefs in their abilities
				+ What they say…

I don’t have the money … time … not my thing

I’m not a sales person

I don’t know anyone

I’m too old, too young, etc…

* + - * + Bad Approach

Come on… get over it…

* + - * + Good Approach

I had the same challenge. I didn’t know how I was going to pay my bills. I thought about it and didn’t have a solution. I felt tired of being behind and scrambling. I found a better way. If I could show you a way to make it happen, would you be interested?

I’m the same. I had the same objection. (or tell someone else’s story). Here is the solution that worked there.

* + - * Limiting beliefs in network marketing
				+ What you hear

Is this MLM? Is this one of those things? Is this a pyramid scheme? I’m not interested in MLM. I don’t want to bother my friends? How much are you making?

* + - * + What’s behind the limiting fear?

Their past experience: they have done it themselves or know someone who has done it themselves

They didn’t do it right- they thought they just purchased a virtual lottery ticket and it didn’t pay off.

If they bring this up with any emotion, MOST LIKELY they have been involved themselves at some point

Just say, “Wait a minute… you have a story. What happened? Were you involved in network marketing at some point?”

Let them tell the story – it will end up in… they didn’t have success

“What do you think the reason was that you didn’t have success?

I didn’t work at it or I lost interest

“Did you give it a fair shot?”

Not really

“Was it network marketing or was it your timing?”

Probably my timing….

* + - * + If you ask some questions and are friendly through the process, you have a strong opportunity to help them get over this concern.
				+ ALSO, relate to them
				+ Pyramid Schemes

Pyramid schemes are illegal, and I would not be involved with or ask you to consider doing anything illegal.

* + - * + Network Marketing

“Yes. This is network marketing. Do you know anything about it?”

* + - * + “I don’t want to bother my friends.”

Why do you think you would be bothering your friends?

If you truly believe in the product, would you let your friends know about it?

If I can show you how to share this product with others without it sounding like a sales pitch, would that help you?

* + - * + “How much are you making?”

A lot – just say it

A little – I’m working part time and am excited about my future (things are not going to change unless I do something about it)

Share stories of others that have success

* These are about all the objections that people have

# Skill # 5 Help Prospects Become Customers or Distributors

* Prospects will not usually ask for an order form or to sign up
* Closing the sale
	+ Good posture – the way you carry yourself
		- Hold yourself
		- Pursue the nobler goal of education and information
		- Be unattached -farm not hunt
		- People can feel it – it will scare them away
		- Assume that people will be interested
			* Otherwise people can feel it and respond accordingly
			* Project an abundance of belief
		- Model professionals
	+ Asking good questions
* Professionals
	+ Emotionally detached from the outcome
		- Goals is to educate and help people improve their lives
		- Help prospect make a decision that will positively impact their lives
	+ They are very assumptive in their approach
	+ They promote themselves as much as they promote the opportunity
		- “You get me.” “We have a great product and opportunity, and we can take this thing to the top, and we can do it together.”
	+ They are always prepared
		- They have everything they need to get a person started right on the spot.
	+ Ask question after questions
		- They act like a consultant to help the person
		- They must ask lots of questions before they can offer a solution
* Model what the professionals do
	+ Act detached
	+ Be assumptive
	+ Ask questions
		- Figure out if the opportunity is a good fit for the client
		- Ask questions that lead in a positive direction
		- Ask them about their level of interest
			* From 1 to 10 how ready are you to get started right now
			* How interested are you on a scale of 1 to 10
			* Need more information, just guide them to the next exposure
	+ Get started – 4-Question Close
		- How much do you need to earn to make this worth your time?
		- How many hours can you commit to each week to develop that kind of income?
			* Makes them think about their schedule and commitments
		- How many months would you work that many hours in order to develop that kind of income?
			* Makes them think about their level of commitment to get the income above
		- If I could show you how to develop an income of [above] working [above] hours a week for [above] months, would you be ready to get started.
			* Sure, show me how.
			* Pull out the compensation plan and sketch out a reasonable plan for them to achieve their goals.
			* Rarely people will give you unrealistic numbers. Say, “I’m sorry, but your expectations are too high. It will take this long. If you change your expectations, we can talk.”

# Skill # 6 Help Distributors Get Started Right

* Once new distributors are signed up, you must help them …
	+ Set proper expectations
	+ Help get some quick results
	+ Continue to guide them through the phases of the profession
* Help yourself
	+ Identify the top distributors
	+ Listen to what they say
	+ Repeat what they do
* Professionals
	+ Recruit and train (learned from Michael)
	+ Game Plan Interview
		- Validated their decision to become a distributor
			* “Congratulations on your decision” “I’m proud of you for taking charge of your life.” “For now on, things are going to be different for you and your family.” (this removes any doubt of them being a distributor)
		- Set their expectations
			* Most people come to the business with unreal expectations
			* Says same three things
				+ If you succeed in this business it will be you who succeeds, not me

If you fail, it will be because of you

I will work with you, but not for you

* + - * + My job is to help you become independent from me as quickly as possible

Do you agree that is a good goal?

(sets up expectation and roles – for him to be teacher)

(doesn't allow distributors to rely on him for success)

* + - * + There will be good times and bad times (it’s natural)

When bad times arise, and they will, I’ll know because you stop showing up to meetings, calls, etc. When that happens, how do you want me to handle that?

Leave you alone

Be persistent and remind you of why you made this decision in the first place

* + Getting Started Checklist
		- Get quick results
			* Products – personally used by distributor
				+ Must use the products and develop an emotional attachment to the products
				+ Have enough samples on hand
			* Tools – important to build business
				+ Needs to have the tools and know how to get them
			* Get connected
				+ How to find things on website
				+ How to meet with others – leadership calls
				+ (help them become independent as soon as possible, means help them to help themselves)
			* Compensation
				+ Help them understand the basics at the first few levels
			* Fundamental Understanding of How To Invite
	+ Game Plan
		- Race to help people get results quickly
		- Time and compensation
		- Simple Actions you can take in the first week to get results
		- When you get that first check, things will change for you
	+ Assignments
		- New Distributors Crave Direction
		- Respond VERY WELL to assignments
		- Assignments given with a deadline for when they need to be completed
		- Get back to them by certain date
		- Set Up Next Exposure
			* Purpose is to help them get over the line (easier to continue than to quit)

# Skill # 7 Promote Events

* Nothing replaces Face-To-Face interaction
* Most important and impactful event – Destination Event
	+ Travel to a different city and stay at a hotel to participate in the event
	+ Events are big
	+ Destination events are a cornerstone
	+ Total Emerson even if for a weekend. It’s good.
* Importance
	+ Get excited
	+ Gain strength
	+ Grow personally
	+ Go to the top
	+ Social proof – lots of people who made the same decision you have
		- If others can do it you can do it, too
		- As opposed to a world filled with negative opinions about network marketing
	+ Positive peer-pressure
		- Must improve business before you show up at the next event
	+ Recognition
		- Next time, I’ll be walking across that stage
	+ Recharges you
* Promote them
	+ The more people from your group attend events, the more money you will earn
	+ Promote a culture of attending events
		- Lead by examples
	+ Obstacles
		- Money, and time
		- Baby sitters
		- Travel
		- Accommodations
		- Meals
		- Event tickets
	+ Announce or Premote
		- Relentless with the message
		- Take nothing for granted
		- Paint a picture in people’s mind
		- Never buy someone’s excuse or, “No”
			* Don’t buy that excuse
			* Sell it to them
			* Work with them to help them understand the meaning and importance of attending the next event
			* Tell your story, don’t buy their story
* Professional
	+ What’s the secret?
		- Be in the group of people that come back – just keep coming back – outlast people at the big events
	+ Make it a priority
		- Your income will continue to grow after every event
		- An important indicator of how much your organization will grow
	+ Confidence will grow

# Patience (anything Worthwhile Takes Time)

* Expectations
	+ Many people have unreal expectations of network marketing
* You must grow as a person
	+ Your income will always come back to who you really are
	+ You only get to make what you are
* Reality will kick in
	+ You will eventually just earn what you are
	+ To earn more, you must become more – work on your skills
	+ Learn to give up excuses and unreal expectations and GO TO WORK ON YOU
* 1-3-5-7
	+ Take you 1 year to become competent and profitable
	+ Take you 3 years of consistent part-time effort to go full-time
	+ Take you 5 years of consistent effort to earn 6 figures or above
	+ Take about 7 years of consistent effort to become an expert
* If you want to keep making that money, you need to become an expert
* How to learn
	+ Best ways to learn
		- No bad experiences and no good experiences – only experiences
		- You can learn from anything
	+ Active Student
		- Always learning, growing, and trying to get better
		- Get in motion and grow
	+ Model Successful Behavior
		- Find the person who is doing well and model their behavior
		- They are eager to share their secrets
	+ Study
		- Audiobooks
			* Audiobooks are easy to consume over and over, and the stories and information is enhanced in the audio format
		- Personal Development books
			* Top income earners ARE READERS
			* Commit to 10 pages a day
			* (work up to 4 books a month)
		- Video
			* Watch training programs
		- Online
			* Tutorials, videos, and live events
		- Events
			* Best way to internalize life-changing information
* Distractions
	+ Be careful with distractions
	+ Can be tempting to chase after other opportunities
	+ Focus on a very narrow range of skills
		- Finding prospects
		- Inviting
		- Presenting
		- Following up
		- Closing
		- Getting people stated right
		- Promoting Events
* Take action
	+ Learning in Network Marketing is in the doing
	+ Just do more of what you want to learn about
	+ Fear
		- People’s reason to avoid taking action
		- Scared of what others thing
		- JUST BE AFRAID of NOT TAKING ACTION and missing the opportunity
* Plan-Do-Review
	+ Make plans, carry them out, and learn from what they have done
	+ How he uses it
		- Choose a skill
		- Make a plan
		- Do a plan
		- Review the results
* Teaching Is The Best Way To Learn
	+ Teaching information to people is the best way to learn it
	+ Look for more and more opportunities to teach
* Your Associations
	+ You become the average of the 5 most people you associate with
		- The five most important people you associate with
	+ Disassociate with toxic people
	+ Limit association with negative people
	+ Expand association with people who have the skills you are looking for
	+ Every few months, one of those five people will change
		- THINK very hard about who will take their place
* Work Hard
	+ You will need to work hard and consistency
	+ Work is necessary

# It’s All Worth It

* There are many challenges
	+ In the end, it is all worth it
* You will create a career
	+ Doctor or Lawyer
		- High level of skill and a high level of income
		- Requirement 12 years of school and intelligence
		- Money investment and time
		- Barrier of entry and long-term return
	+ Network Marketing
		- Low level of skill and higher level of income compared to the above
		- Lowest barrier of entry to long-term return
		- Freedom you enjoy
			* Having choices, living life as you want it
			* Get a clear picture of what freedom is about
* Rewards
	+ Fulfilling
	+ Help people
	+ Help hundreds and thousands of people to lead a better life
	+ You may have a huge impact on the lives of many people
	+ Many people will be positively impacted
* People you meet
	+ You will be able to meet many amazing people
	+ These people love life
	+ They spend their time lifting people up
	+ Meet people you look up to
	+ Friendships that will last a lifetime
* Places you will see
	+ Travel
	+ Need to support your organization in many places
* Causes you can contribute to
	+ Able to contribute in many ways
	+ Contribute yourself
	+ Being a part of something greater –
	+ Contribute with
		- Your money
		- Your time
		- Your influence
* Personal Development
	+ It forces you to become a better person
	+ Basic: Network Marketing Profession – moves products to the people who need them
	+ Really: Incubator for personal growth
		- Face your fears
		- Solve problems
		- Protect your mind from negatives
		- Grow stronger
		- Learn how to lead
	+ Some start with fear as a motivator
	+ Then: Focus on Your Own Growth and Skills – things you can control
		- Become something
	+ What you need to become to be what you want

“Ladies and Gentlemen, my wish for you is that you decide to become a network marketing professional, that you decide to go pro, because it is a stone-cold fact that we have a better way, now let’s go tell the world.”

Cool link here (STUDY GUIDE): <https://www.mlmmillionaireclub.com/a-study-guide-for-eric-worres-go-pro-book/>