

Associate Feedback on:



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1. **Taking action and maintaining a positive attitude throughout rejection.** “I can create one of two mind-sets. I can strive to be well received by those I approach and that is a one-step process called perseverance. Or I can try to avoid the pain of rejection and that is a three-step formula: say nothing, do nothing, be nothing. “ Persistence, coupled with absolute belie, can never be defeated. Taken from the Paul Del Vecchio story on page 13.
 2. **Don’t micro-manage (babysit) your downline.** Micromanaging causes co-dependence. We are here for moral support, coaching, and assistance in closing their prospects, but don’t try to do for them what they must do for themselves.
 3. **Create a positive environment from the inside out AND from the outside in.** Surround yourself with positive people especially at first. Work on your own attitude towards life and business. Visualize your goals long before they ever happen. Avoid the negative dream stealers, including the public news agencies. Only YOU can control your attitude. DON’T EVER GIVE UP.
 4. **No False Expectations: Win through INTEGRITY** When talking with individuals, always be truthful. Hard work and perseverance is necessary for success. It is a fallacy that network marketing is effortless. Don’t expect your upline to enroll anyone under you. Hundreds of people must be sponsored in order to succeed. Don’t dangle the retirement carrot- you can’t ‘walk away’ from your business. DON’T EVER STOP.
 5. **Most Meetings are counter-productive.** Hotel meetings are a waste of time and create dependency. “Too many new distributors find that it is much easier to become professional meeting attendees than it is o face the rejection of frontline recruiting.” Pg 173. Don’t send new prospects to large meetings for introductions or trainings. You want to have total control over who they meet and what they hear. In home

meetings are best- and should be duplicable. The key to success is duplication- others should find this business “do-able” . Use a one-page training “manual” to get your new associates started: basically, getting a 2000 person warm market list and get started approaching... see pg 207.

- 1) It is an all-inclusive book. Mark Yarnell has covered all aspects of network marketing in this book. And that means more to me now, because in the beginning, “you don’t know what you don’t know”. Now after 8 years in network marketing, I see that Mark was right-on with his concepts.
- 2) The sections on Rejection and False Expectations resonated with me, especially preparing your prospects for rejection. I know that we don’t do this enough. Sometimes we give this industry too much “hype”, giving prospects the feeling of “get rich quick” and that it’s going to be a piece of cake to build this business. And when they join and have their friends and family throw cold water on them for the first time, they freeze up and many of them quit.
- 3) Mark does an excellent job in discussing warm market prospecting. He discusses how a memory jogger works and also discusses all of the possible rationalizations and excuses that keep new associates from approaching their warm markets. He also includes ideas on how to help new associates through these issues.
- 4) One of my favorite sections is on how to avoid the management trap. This is something that I struggled with when I advanced to Silver Director. It’s very easy to get into this trap and try to become “everything to everyone” (Mark calls this the Messiah Complex). I have learned to change that around. The book does a great job with this topic and offers ideas to avoid this trap.
- 5) The quote on the bottom of page 79 is a quote that I still remember and use today. This quote helped me stay focused during hard times early on in my business: “As many as 95 percent of those people who remain in this industry for ten years or longer reach the highest pay levels in their respective companies. Whatever you do, just don’t quit!”

Thanks for the opportunity for me to get a refresher with this book Pete! It was well worth it!

1) Prospectors must be prepared for rejection. Having a clear understanding that not everyone is willing to do what it takes to achieve their goals, or aren't at the right time in life for this opportunity is key. It helps take the sting out of rejection. Also, if we talk to a few people in a week, rejection looms large. But if we significantly increase the number of people we approach, we achieve a more positive balance between acceptance and rejection. At that point, it is easier to concentrate on the positive, rather than the rejection.

2) We are empowered far less by heredity, talent, luck and circumstance than we are by what we truly believe to be possible. Network marketing is the fairest, most liberating type of work on the planet. If we have a clear vision of what we are going to achieve (and that vision has basis in reality!), we can achieve whatever we put our minds to. It is important to know yourself, your strengths and your weaknesses, so you can make a workable plan to achieve your goals. You need to impart this to your downline as well. It is vital to support, but not manage others. Everyone has a seed of greatness within them and you can help them discover that in the course of working with them. By doing that, you will have done a good service to everyone on your team.

3) Our success in USANA will be in direct proportion to the amount of work we do on ourselves. Putting positive information into our brains is essential for success. Our inscape directly affects our outlook and our outlook is what attracts people to us or repels them from us. Watching meaningless TV, besides being a waste of time, does nothing to build you as a person. Watching the news is a sure-fire prescription for depression. News media thrives on bad news. Bad news is sensational and sensational gets good ratings. Frankly, if we believe the media, the entire world is going downhill fast with no glimmer of a hope of salvation. This, in no way, helps us to spread the amazing vision of Dr. Wentz. Working on personal development by reading uplifting books, learning new skills, meeting upbeat people all improve our life and our outlook. Like attracts like, so it's important to avoid anything that will bring you down. Though in practice, this may never be perfect, getting it right 90%-95% of the time will improve your life and business in an upward geometric progression.

4) Perseverance is the best success strategy. Once you understand your business, if you continue to accomplish your daily activities (and not use work or being in management mode), success will become inevitable. For people who watch a lot of TV or the news, this may not be sensational enough to hold their interest. If you can find someone who can make and keep commitments, they will understand this concept. It is simple, but not easy. It requires you to keep going in good times and bad and to trust your decision and to make and remake your commitment as you reach your desired goals. There will always be those trying to lure you away from your company with a "the grass is greener" scenario. As the book states, "The grass is always greener until it's time to mow." Success in any venture requires work, focus and clarity. It can be confusing for new distributors to see respected leaders jump ship. It is also comforting to see other respected leaders stand firm in their integrity.

5) Network marketing is a people business. People from all walks of life join MLM companies every day. And, as with all people, each brings his own pros and cons. A network marketing entrepreneur doesn't work in the same manner as someone in corporate America. In a corporation, things happen based on decisions from the top. As an entrepreneur, we must make

things happen and live with the good and/or bad decisions we've made. A prospect's previous work history can be viewed by them as either an asset or a liability, depending on their belief system. Belief in self is the hardest belief to foster and, being teachable may be the hardest characteristic to find. As network marketing is open to people from all walks of life, there is no "one size fits all approach." It is necessary to build relationships and not just sponsor and move on. It is important to be personal and not make your prospects or team feel like cattle being herded. Hotel, or other large meetings can feel impersonal and can have a low retention for those who join a network marketing company. It is also not necessarily duplicatable. If everything we do as sponsors is out of reach for our prospects, we have just put our company out of their reach as well.

I honestly could go on and on with important lessons in this book. Thank you so much for bringing it to my attention!

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My five biggest takeaways are the following but in no specific order:

- 1) Must Make this Book Part of the Follow Up Training along with the already in place "In Car/Commute" Training Cd by Jim Rohn. Yarnell's Book provides a succinct and relatable path for the 1st /2nd USANA Team associate....although a decade plus old the fundamentals are right on and a short heads up about USANA's refined binary compensation will provide a great next step....also a time line for its completion and feedback similar to this will make it a highly effective training resource and duplicatable action!! (5 books on route as I write this and my old one in someone else's hand today!!)
- 2) Must place primary focus on the simplicity of "Task Oriented" first 2 weeks training... It's apparent that a primary focus on the "Zdanis Training Checklist" must be instituted....have really just used it as a guideline rather than an "Embraced Discipline" and I think the duplication (lack thereof) speaks for itself,,,,,
- 3) Scatter Bombs.....very apparent to me after these years....distractions are everywhere now even more than 3-5 years ago....a frequent reminder to the first year associate will go along way....Keep your blinders on for 2 years and when you look up you will be living in a totally different world of options and vision!!
- 4) Again the message we've heard before but so impactful to a seasoned and I'm sure super-impactful on the 1st year associate..."This business is all about timing, catching people at the right time in their lives when they are open to new areas of opportunity"(pg. 232)....this concept is so fundamental to success in this business that the quicker an associate realizes this the faster his/her business will grow....too much time is often focused on convincing the suspect to become just a prospect that the emotional turmoil takes its toll!! Large numbers of exposure rather than small numbers of convincing conversations are key.

- 5) Folks that have made Millions in this business have made their share of mistakes and obviously survived them just fine...the key is focus and loyalty to a program/opportunity....you will see profile folks come and go but that has ZERO impact on the 1st/5th year associate unless it is an escape hatch for those looking to “Quit”!!

There are so many obvious other points and the reason why this book is a must (in my opinion after completion of the Zdanis Checklist)...one more is the emphasis that this is a business of living room duplication!! Get the action happening all throughout one’s organization and forget the Hotel Meetings EXCEPT of the special events.....2-4-8-16-32-64-128..... and even one more....get the checklist done, started on the products and establish 10 customers....great first 2 weeks wouldn’t you agree!!

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Probably the first takeaway was me thinking that duplication results in you being able to operate 100% by yourself. That was blown apart in the first 20 pages on the book. We spoke about his the other day but it was really driven home. Use your upline to help you sponsor at the later stages.

Supporting the members of your group means being there for them when they call to ask for guidance, moral support, or request that you talk to one of the serious prospects. - I've really spent A LOT of time and personal energy doing more for my team then thinking to myself I'm not a good leader. I am a good leader, I stepped up, and they need to make that choice as well. So far nobody has on my team. That's okay. I'll find folks who will.

If you become frustrated because your associates are not successful, teach them to visualize the end result and direct most of your energy toward those who do. - My takeaway here was your upline is really not all that important for an associate’s success in network marketing. A good upline can share a queue with an associate but it's not their responsibility to implement it in an associate or really even try to implement it.

Scatter bombs was a good piece for me to read...I've been guilty of pulling too many resources away from other teams who are growing and in typical analytical style I have more data to play with then I could possibly implement. I like the reminder about only working with those associates who have qualified for our time, by completing their homework. Indeed the posture and sorting doesn't end once an associate has signed up.

I was blown away by his take on hotel meetings...and meetings in general, But it's true, only the speaker is getting anything out of it and it creates co-dependency. My confusion is, a group that is growing quite rapidly in our marketplace is utilizing Health & Freedom presentations in restaurant private rooms and things like that. Where I get bogged down is I understand what the book is saying but there always seem to be exceptions to the rule.

I had other takeaways obviously but these were probably my top 5.

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- (1) The honesty with which the authors describe the business of network marketing. It was refreshing and reassuring to read that this wonderful business has its pitfalls!
- (2) The phrase you included on the packing slip, "You call me." This is a great reminder about not wasting time with my associates who aren't interested in building their businesses, and also about not being offended when members of my downline are too busy to call me.
- (3) The chapter on the "Depression Torpedo." This is something I've been wrestling with for quite some time; I was aware that my prospecting level had dropped dramatically, but I'd not fully realized how it has affected my effectiveness in working with my existing downline. I have a responsibility to those people which is more motivating right now than my desire to build for me.
- (4) The emphasis on the importance of integrity. Presenting to prospects honestly addressing their concerns and needs, respecting the organizations of our crossline associates, and honoring the industry by respecting our colleagues in other network marketing companies are all part of the professionalization of the network marketing industry.
- (5) The reminders of what one can give back to the world as a successful network marketer. Being able to devote time to the people and causes I care most about is a goal I'd lost track of!



Thanks for sharing this book it is full of good insight. I will recommend it to others as well.

The 5 things that stand out and touched me.

1. Using affirmations with feeling and visualization. Is highly effective in getting where you want to go.
2. Network Marketing and Christianity. Universal principals of goodness and love.
3. Action is the only thing that counts. Failure cannot handle PERSISTENCE.
4. Show simply duplicated system. Easy to follow business plan. Promote "I can do this" thinking.
5. Show the human side of the business. Sharing your story. Be interested in others.

Some other keys I like

- SW, some will, some wont, so what.
- Quit trying to figure it out.
- Do the Numbers. See the results.
 - Lead me, Follow me or Get out of the way