



THE ULTIMATE GUIDE TO NETWORK MARKETING

**37 TOP NETWORK MARKETING
INCOME-EARNERS SHARE THEIR
MOST PRECIOUSLY GUARDED SECRETS
TO BUILDING EXTREME WEALTH**

Edited by
Dr. Joe Rubino



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This book is dedicated to the network marketing leaders, trainers, and experts who generously shared their most preciously guarded secrets and insights into what it takes to reach the top pinnacles of success in the network marketing profession. It is further dedicated to the millions of network marketers whose lives it will impact through those who achieve top levels of success by having utilized any of these principles.



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FOREWORD

Prospecting, following up, and enrolling—these are the three primary behaviors that most would agree support large-scale success in network marketing. But what are the key elements to doing these behaviors in a way that will provide the most productive results? And what of all the other elements necessary to achieve top levels of success in this profession, like effective training, leadership development, and personal growth strategies, to name just a few? Surely there must be thousands of critical topics one could write entire libraries about without totally exhausting the wealth of knowledge available on what is necessary to achieve great things in this industry. And each topic would likewise contain thousands of different approaches proven effective in the hands of different leaders, all intended to achieve the same goal—personal and financial freedom through network marketing.

So, does that mean you'd have to buy and read dozens or perhaps even hundreds of books to glean the wisdom of network marketing's top leaders? Not anymore. The most critical elements distilled from the combined wisdom of some of network marketing's top business builders and trainers are now available in one important book, this one. And who better to put such a book together than Joe Rubino?

Dr. Rubino has spent the past 15 years as a student of the twin disciplines of network marketing and personal development. He knows what works and has learned through actual field experience what does not. Unlike many networkers who subscribe to the philosophy that success comes simply from throwing enough mud against the wall and seeing what sticks, Rubino's approach is one that honors others. In his best-selling books such as *Secrets of Building a Million-Dollar Network Marketing Organization from a Guy Who's Been There Done That and Shows You How You Can Do It, Too* and *The 7-Step System to Building a \$1,000,000 Network Marketing Dynasty: How to Achieve Financial Independence through Network Marketing*, you can read about an approach to success that requires building rapport, creating rich value, and looking with prospects to explore how our income opportunity can be a fit by contributing to their lives in some meaningful way. Rubino's way respects that network marketing may not be a fit for everyone. As more and more networkers follow these sound, honoring principles, both those prospects who see a fit for their lives, and more

importantly, those who do not will be left feeling good about the experience. No pressure or coercion. No deceptive or dishonoring tactics. No arrogantly self-centered prospecting approaches, but rather listening, contribution, empowerment, and respect instead.

Rubino believes that we must put ourselves into personal development to maximize our effectiveness with others if we wish to see our businesses grow with maximum velocity and if we want all areas of our lives to work optimally. His approach is based on the assumption that our networking businesses will typically grow as rapidly as we do as people.

How do I know so much about Rubino's approach? For the past 15 years, I've worked personally with him, side by side as his business partner in creating a life-impacting network marketing dynasty. I've been a student with him and then a co-teacher, trainer, and success coach in our company, the Center for Personal Reinvention, founded to champion people to be their very best, be most successful in all they do, and live lives without regret.

But let me get back to the question of why Rubino's approach is so important to the future of network marketing and to each of our personal businesses. A business built on manipulation, imbalance, and self-centeredness will be both unlikely to last and unfulfilling at best. After all, isn't fun and fulfillment as important to success as finances?

So why is such awareness so important to the information contained within these pages? Because Rubino hand selected other top networking leaders who share this same respect for others and knowledge of what is needed to be ultra-successful in this business. These leading networkers were asked to take their vast knowledge of the most important factors to reaching the top levels of any company and distill them down to one chapter. Each of this book's contributors has expertise on some aspect crucial to achieving success in this business, and they have agreed to share these precious, guarded secrets with you, the reader, so that you may profit from their experiences.

Some of the contributors are experts at lead generation. That's what they do best. Some talk about values and how values are key to our success and fulfillment. Others offer insights about how to appeal to our prospects' most core values. Some are masters of enrollment, sharing their secrets of how to influence others with integrity. Others are adept at leadership development and share what it takes to champion ordinary people to believe in themselves so that others will believe in them as well and want to follow them. Some have a passion for people and personal development building skills and structures to support productivity and excellence.

In short, each has his or her own strengths and areas of expertise that will support your business-building efforts. None of us are as strong alone as we are by combining our strengths and sharing our insights so that we all may benefit. Just as a chain is only as strong as its weakest link, our networking businesses will be built to last only if all the foundational elements needed for

long-term viability are present. This book speaks to each and every critical area necessary for accomplishment and duplication of that accomplishment.

What's more, by covering so many different areas of expertise, the book offers something of value for every reader to take and immediately apply to his or her business. When you consider what one solid tip can mean to your business-building efforts, ponder for a moment what a hundred breakthrough-generating tips can do.

I suggest you read and reread each chapter. Get clear about the specific ways you can take the pearls offered by each leader and employ them in your own business. Then commit to doing so. No matter how valuable any information or advice is, if not applied and put into action it will be little more than a good idea. Our great vehicle of network marketing has the power to create awesome lives of choice and freedom. Decide to take advantage of its power by devouring each insight offered and applying this wisdom to your business.

To your success,

Dr. Tom Ventullo

President, www.CenterForPersonalReinvention.com

PREFACE

What are the secrets to building an ultra-successful network marketing business? If you were to ask 30 top distributors and industry leaders, you'd get 30 different answers with many areas of commonality. Each would also possess some totally unique insights into what it takes derived from their own field experiences that would not necessarily be shared by the others.

For more than 50 years, throughout the great profession of network marketing, the gift of a life-changing income, the opportunity to take part in fun and fulfilling work, and the chance to forever impact the lives of countless others has been shared by many top leaders and expert trainers in their own ways. Each of these extraordinary individuals has been successful in conveying the essential principles that have allowed their students (downline) to go out and touch the lives of countless others, creating wealth and with it, personal freedom in the process.

All of these experts, in building their personal fortunes through the vehicle of network marketing, have developed their own insights into what this process requires. And each has acquired some very special success distinctions that have supported their teams to duplicate their achievements to some degree. That is the very special gift that network marketing embodies: Those who reach top levels of accomplishment must have done so by supporting several others to duplicate their success and build networking dynasties of their own. No other profession better rewards its members for the exact levels of success they are able to convey to others. Networkers truly earn what they are worth!

Clearly, each of these networking gurus has much to share, as is evident by the wealth they have championed others to create and the lives they have forever influenced by sharing the awesome gift that networking can be. Many of these experts have written books, recorded tapes, conducted trainings, or otherwise shared their wisdom with others who have benefited from it. So, we asked ourselves the question: How powerful would it be if we could persuade each of these experts to share that one area of expertise they feel most significantly contributed to their own success and to that of their organizations and students? What if we could compile this cumulative wisdom in one book? What if we could share with others those special breakthroughs and closely guarded secrets that

resulted in each of these gurus experiencing top-shelf accomplishment levels? Would we not then be able to create a synergistic effect, whereby $2 + 2$ does not equal simply 4 but perhaps 40 or even 400?

And that's exactly what we did. As a leading network marketing distributor and trainer, I handpicked those I consider to be the best of the best, the most knowledgeable experts in the network marketing profession. I interviewed hundreds of top distributors, authors, and trainers. From this elite group, I selected these 36 distributors, trainers, and industry leaders and invited them to submit a chapter apiece containing the special wisdom they believe to be responsible for creating their own successful dynasties and those of their students. These leaders were instructed to share actual secrets and tips that they knew would support people to be successful if they utilized this knowledge. No untested or speculative theories, just proven pearls that would have a significant impact on the business-building potential of the book's readers.

The resultant topics you are soon to read about span every aspect necessary to build an ultra-successful network marketing business. They include such critical areas as visioning, prospecting, enrolling, training, building belief, creating personal development structures necessary for top success, and many more. Secrets in the realm of leadership development will be shared, as well as a wide variety of business-building techniques and pathways, from traditional to online building systems, from trade shows to direct mail to party plans. You'll read about the actual tools that these experts shared with their organizations, making them successful in the process. All the key success principles and other areas of focus necessary to build a top network marketing business will be revealed.

The result of this compilation of wisdom from these trainers represents hundreds, perhaps thousands of hours of private training sessions, many to this point shared only within their own companies and personal organizations. The sheer magnitude of the ideas led to this book's title: *The Ultimate Guide to Network Marketing*.

With a few notable exceptions, most network marketing books available today are anecdotal by nature. They share stories of individuals who have achieved success in the network marketing industry. These stories, while interesting and valuable, are no substitution for actual insights into how to build a top organization. To my knowledge, this is the first network marketing book written that gives readers a variety of different informed perspectives around what is necessary to achieve top success. It offers readers a wide variety of proven business-building techniques from many of the most successful network marketing leaders in the industry. It also offers the perspective of a great cross section of well-known top distributors and industry leaders who share the secrets they attribute to creating their own success.

To follow are 37 chapters outlining the core competencies necessary to build wealth while elucidating the leadership concepts that are of critical importance to building an ultimately successful organization.

In Chapter 1, Brian Biro shares how we can all create daily windows of opportunity to transform our lives and businesses. From deciding to live and work from a state of constant gratitude to paying attention to where you focus moment by moment, Biro supports us to pay keen attention to managing our thoughts if we want our businesses to grow and prosper. John Terhune, CEO of Rainmaker Consulting, expands upon this concept as he shares how top success always begins with the proper attitude. He gives step-by-step instructions about how to craft your winning attitude necessary to attract others to you like a magnet. Master motivational speaker Jim Rohn continues on this theme by discussing the qualities he sees as essential to any networker's success. He shares how anyone can start a business with no capital as long as the entrepreneur possesses these critical components.

Cliff Walker, top distributor and industry trainer from England, shares the nine key tasks that make up his winning strategies for duplicating network marketing achievement. See how well you measure up in each of these nine areas by taking Cliff's quiz to clarify where you stand. Shore up any lacking areas, and your business will be back on track. Mark Stevens, CEO of a very successful network marketing company, talks about the power of a great system and why the system is the key factor that can keep distributors on the right track headed toward fulfillment of their dreams. He outlines all the essential components of the system he teaches to his own company's distributors.

Dave Klaybor has been both the CEO of a successful network marketing company and a top distributor. He discusses how our behaviors are shaped by our thoughts and other critical factors. When we are able to recognize what's missing in this critical cycle, we can put it into place to ensure that our behavior will result in the accomplishment of the objects we desire. Glenn and Marian Head of an industry leading magazine, *Networking Times*, outline what the vital signs of a healthy business are. Put your life and business to the test and see how you measure up.

Of course, if you ask any successful networkers, most will tell you that a rock-solid belief level must form the foundation for all accomplishment. Master motivator Steve Siebold discusses the importance of mental toughness. He tells us how we can master our emotions to create a productive business. Art Burleigh tells us why belief is so vital to our businesses and how to build it so that you are unshakable. Top distributor Dan Conlon lists the stages successful entrepreneurs must master if they are to build a business methodically. Learn what the essential components of each stage are and put any missing elements into place for your business.

Tom “Big Al” Schreiter, network marketing CEO, top distributor, best-selling author, and the funniest speaker in the industry, takes a humorous approach to conveying the importance of arming our distributors with the skills they’ll need to overcome rejection and make effective presentations. Tom has a unique way of making this business simple and duplicable. Personal development legend Charles E. “Tremendous” Jones shares how we can develop a sense of urgency to move our lives and businesses in the right direction. His seven tremendous laws of leadership will put you on the path to success and fulfillment and have others want to join you in your business.

Master sales expert and motivational speaker Nido Qubein, talks about how anyone can master the art of persuasion. He breaks this skill down into 10 core components while helping you to categorize your prospect into one of eight personality types. Very informative! Speaking of the power of persuasion, network marketing company CEO and industry trainer Kim Klaver discusses the reasons why so many prospects or potential customers get turned off by our approaches. She shares some specific changes you can make to instantly come across as more attractive and authentic when speaking to others. Top distributor and network marketing company founder Kathy Coover outlines how passion must be at the center of our prospecting efforts. She shares how to clarify your passions, what questions to ask to support your prospects to clarify their reasons for joining, and how to apply these insights to create an effective plan of action.

Shannon Anima helps us clarify what our most important values are and then discusses how we can take advantage of these values to come across authentically while powerfully attracting others with the charisma that results from their realization that we are committed to championing their lives. Linda Avery takes this values conversation further, showing us exactly how we can identify what our prospects’ most important values are. Linda provides us with an easy way to find a fit for our products or opportunity based on what we discover about others as we ask questions, develop rapport, and contribute value to them.

Brad Hager is a master of recognition. He tells us how and why to include this key tool to build a multimillion dollar business, as he has. Senior vice president Barry Friedman has championed his very successful company’s growth by explaining the power of residual income. When your prospects clearly understand this concept as Barry presents it, they will want to join you in your business.

Acclaimed network marketing trainer and author of six books, Randy Gage shares how anyone can create a steady stream of new prospects. Randy reveals how we can support our new distributors to conduct effective, enrolling conversations that get their businesses off to a great start. Follow Randy’s direct and indirect prospecting approaches and never experience a shortage of qualified prospects again. Art Jonak, known as the Larry King of