

The T.E.A.M. Building System

“Teams Empower Accountability and Momentum”

***150 Weeks to
Platinum***

***And 250 Weeks to
Royal Diamond***

“Leading from the HEART and developing TEAMS”!

Dave Stoltzfus

Leading from the Heart

Leading from the heart is the most powerful force in network marketing. It is more powerful than a script or any skill one can develop. Everybody has a heart, therefore everybody can lead. No one is heartless but there are times when our heart is empty and needs to be refilled. Note: I believe in scripts and skill development, but these should never replace our heart.

Several years ago I allowed my heart to become empty, like an empty tank of gas. Like a gas tank, our heart is designed to be filled with something unique – love for our fellowman, a passion for life and a belief in the God who created us to be and to do.

When I first started my Nikken business, I lead from the heart. I was motivated to share with everybody; and I did. Somewhere along my Nikken journey I stopped looking at Nikken as a gift to be shared and I started looking at my business as a given – something I deserved, demanded and desired. It slowly drained my heart and my passion for what I was doing was slowly slipping away. I didn't wake up one morning and decide to become this kind of person. It just happened. I guess that's why Scripture reminds us to "guard our hearts".

But, I did get up one morning and decided to change because I didn't like who I was becoming. Yes we can change! I wanted my love for the people and my passion for what I first believed in, back. And I set out to find it. I found it in my heart – ever so small, but it was still there. I didn't have to start over. I didn't have to get back to the basics of network marketing as I thought. It was always there inside of me. All I had to do was take the little I had left and give it away.

I had to learn again to care for people who were hurting physically, financially and emotionally. That was almost everyone I knew. I learned that it was a simple matter of putting other people first and my success second. Before I was successful in Nikken that's what I was doing, naturally – flowing from my heart. 95% of the people who come into Nikken do this, naturally. We are natural networkers. We love to share with others what we found. It's only as we are taught how to market that we become marketers and we fail.

When I learned the principle of 5 IN and 3 OUT (see page) and disciplined myself to think about others for one hour before my week started – how I could serve them (giving them a gift), did my heart become full again. Strange about the heart – the more you give the more filled it becomes.

I knew that once I started living and giving from the heart again, like in the beginning, I would have lots of distributors to care for. Strange about people – the more you give them the more they want your help. This time around I wanted to fit Nikken into my lifestyle and not vice versa. So before I had lots of new people, I decided to build teams, like little units or families. I knew how to build a family successfully, so I just adopted some of those same principles.

I knew teaming business builders would save me time and I would be able to keep my lifestyle and pursue the passions of my life outside of Nikken, like my family! Learn to build teams to free up your time to be more productive in life. Your team members will love you for it, for we are social beings and not just ID numbers who hold rank! CAUTION! MAKE SURE YOUR TEAMS WILL DUPLICATE OR THEY WILL DIE. WHY BUILD SOMETHING THAT EVENTUALLY DIES?

Team Building System Index

Leaders are builders and will pay attention to instructions when building something. This is a manual – a how-to instruction book on how to become a Platinum within 150 weeks! Before you build, make sure you understand the instructions and what you are building.

Check off each item below when you feel you understand the instructions.

- ___ Why the *Team Building System* – 4
- ___ Your Two Networks – 5
- ___ Team Building – 6
- ___ A Team Building Strategy and Agenda – 7
- ___ Member Team Invitation Letter – 8
- ___ Recommended Books for the Team Building System – 9
- ___ Daily Focus Time – 10
- ___ Daily Focus Times Sheet – 11
- ___ Getting Started– 12
- ___ Triathlon Track to Silver – 13
- ___ Five IN and Three OUT – 14
- ___ The Numbers of 1/3rd in Network Marketing – 15
- ___ Quarterly Recruiting Record – 16
- ___ Creating a Sponsoring Portfolio – 17
- ___ Nikken Compensation Plan Overview – 18
- ___ Qualify to Attend a Silver Summit Event in 2010 – 19
- ___ 4-6 Months Strategy to Silver – 19
- ___ Leader Team Call and Agenda –20
- ___ Five-Step Process of Training/Coaching People – 21
- ___ Rhythm of the Business – 22
- ___ Weekly Wellness Previews – 23
- ___ The Ten Qualities of a Leader -- 24
- ___ The Dynamics of Network Marketing -- 25
- ___ Good Reading -- 26
- ___ Duplication – 27
- ___ A Final Page – 28

Why the *Team Building System*?

The *Team Building System* is a UNIQUE LEADERSHIP FOCUS in building a successful network marketing business over a period of 150 weeks.

Are you new to network marketing? If so, you have an advantage – you need not unlearn some things; you need not refocus! If you are new, let me say how excited I am to have you join many of us who have had a lot of success and a lot of fun in this industry. My simple advice would be to keep it simple, make sure what you do duplicates and work hard at having fun! Focus on using a system so you don't end up using people.

Or, are you one of the many distributors who have tried “everything” and the last thing you want to try is another system? Have you been left holding an empty bucket? Perhaps you have lost your purpose, your passion or even your fun? Take heart; this is not just another system to try!

Or, perhaps, you are one of the leaders who seem disconnected with your business builders. Have you lost your heart, your vision and/or your leadership edge and consequently a large portion of your organization is no longer engaged in the game?

The *Team Building System* was developed after many years of watching the potential of great network marketers quit, blaming themselves for their failure. I believe the two major reasons for failure in network marketing is this: 1) We allow someone else to “mold” us into someone we aren't and consequently steal our heart and 2) Our visible network doesn't duplicate into our invisible network. Did you know you have two networks? (see page)

In the *Team Building System* you will learn how to...

- Once again, flow from your heart
- Build an infinite invisible network making \$10,000 per month – much more if you desire
- Build your own team of network marketing leaders who duplicate
- Focus on a few daily activities to guarantee success
- Work the numbers of 1/3rd
- Establish accountability with Upline and Downline
- Commit to a long-term system – 150 weeks
- Distinguish between a Distributor and a Business Builder
- Establish a Track to Silver
- Having fun recruiting and sponsoring
- Duplicate sponsoring into your invisible network
- Explain the Comp Plan in easy terms
- Duplicate Team Leadership
- Establish the Rhythm of the Business
- Conduct successful meetings
- Duplicate your way to success by using the *Team Building System*

If you want something you've never had, you have to do what you've never done – build teams!

Your Two Networks

You have two networks in which to build your network marketing business. One is visible – one is invisible. One will make you a few dollars – the other will make you rich! The visible one is the one you interact with every day. Generally, it's your first three levels which you see, hug, talk to, see at meetings, email stuff to, etc. This is where you work. This is where you lead.

The second network is your invisible network. These are people you never see, hear from, or interact with. This is where your visible network works – not you. This second network is made up of infinite generations of distributors and leaders because it reaches beyond your leadership reach. 75% of a large network marketing bonus check comes from here.

The key to your organization growing down into infinite generations is creating and duplicating teams of 5-8 business builders each and establishing connection and accountability with all the team members and team leaders. This is done using the *Team Building System*. That's what the *Team Building System* is all about – teams, connection, accountability, duplication and heart!

People live and function in a highly structured world. When we sponsor someone we must put them in a structured world, otherwise we leave them struggling in the chaotic and emotional world of network marketing. This is one of the reasons we lose so many distributors.

John Maxwell says, "Leadership is influence". The influence you have on the people you sponsor must duplicate into infinite generations. This requires structure, connection and duplication! Perhaps what's slowing you down in building a large network marketing organization is because what you are doing with your visible network does not connect or duplicate into the invisible.

Network marketing is not hard. It takes work, but it isn't hard. What becomes hard is when we as leaders try to duplicate ourselves. We are not duplicatable; only easy systems are.

If we want to create a large network marketing bonus check we must teach those things the average new distributor can do almost immediately. This is the only way duplication will happen. This is why I seldom teach new distributors all the things I do or know. In fact, most of what my distributors learn does not come from me – intentionally! It comes from events, DVD's, CD's, conference calls, the internet, and even from Crossline. I work hard at being a library card and not the library. I teach them to follow the *Team Building System*. Leaders are readers and follow instructions! My grandson, at two years old, is already developing leadership skills: he does not like someone to lead him around with a hand. HE IS A BIG BOY AND LOVES LEARNING!

My goal, when I sponsor a new distributor, is not lots of information or hand holding; but rather lots of instruction, accountability and connectedness on teams. Learning happens faster on teams than one-on-one. So I team new distributors and teach them teamwork leadership!

Building teams and duplicating team leadership is the most effective way to penetrate your invisible network. It's in your invisible network where you will see your greatest financial gain! **The secret is doing all things duplicatable in your visible network!**

Team Building

In all my years in network marketing I have found it is easier to find, build and hold leaders accountable on a team than working with them one-on-one. In this business, personalities and “my-way-egos” often get in the way of true leadership development.

It is no simple task to build, maintain and duplicate a successful team. Even people who have taken their teams to the highest level in their field have difficulty recreating what accounted for their successes. This is why many teams never penetrate the invisible network!

Let me share a few positives for focusing on building teams for the purpose of building a strong organization into your invisible network.

1. First of all, it's a great **time saver**. It's a better use of time to work with six leaders on a team, than to work with each leader individually. It's a great way to have a life outside of Nikken.
2. **Great connector venue**. On weekly Team Calls, present and future leaders are connected.
3. Good way to gather **people of resource**. Many team members have as much to offer to other members as I do; sometimes even more.
4. Great way to **discover leadership**. I have found that some timid people have the makings of a strong leader given the right environment to grow in. Just because one seems timid does not mean he/she is not a strong person. In fact, sometimes, quite the opposite. I was very shy and timid when I first came into network marketing. My sponsor, wisely, teamed me with some great leaders. Teams help identify these ‘quiet ones’ who make good leaders.

The goal in team building is to have five teams of six members each at all times – new members coming on and team leaders going off and starting their own. That's 30 members. From these five teams, look for 18 leaders who want to build teams. These 18 leaders should be on three separate teams of six leaders each. This is about three hours a week (one hour with each team) working with 18 leaders who are building large organizations of their own. WOW! What a life to model for business builders who aspire to be leaders! See page for the qualifications of a business builder.

God is my partner when I build teams. He is the wise One – not me. I am just the facilitator!

Make God your partner and claim His promises for your Nikken business. *“You shall not go out with haste...for the Lord will go before you, and the God of Israel will be your rear guard”* (Proverbs 16:9 NIV). God's got you covered – front and back. How good is that? *“The Lord will guide you continually and satisfy your soul in drought, and strengthen your bones; you will be like a watered garden (good people on your team), and like a spring of water, whose waters do not fail”* (Isaiah 58:11 NKJV). *“I will instruct you and teach you in the way you should go; I will counsel you and watch over you”* (Ps. 32:8).

A Team Building Strategy and Agenda

1. Have two levels of teams: 1) Member Teams and 2) Leader Teams. When a team member starts their own team, take them off the member team and invite them on the leader team. This creates an incentive for them to start their own team and advance to a higher level of leadership – leading vs. participating. To listen in on Dave’s weekly conference calls:
Member Team Call: Tuesday, 10 am EST – 212-990-8000...pin 2013
Leader Team Call: Tuesday, 12 Noon, EST – 212-990-8000...pin 2013
2. A weekly 30-minute conference call, guided by an agenda (see number 5)
3. Five teams of six members each equals 30 members at all times who will participate on the call every week. Attendance is not an option unless there is an emergency. Commit yourself to them and expect them to be committed to you.
4. The goal is to have three Leader Teams of six leaders each, each leader who has started his/her own team building, using the *Team Building System* and using the prescribed agenda.
5. **The agenda has a built-in accountability. Without accountability teams will not duplicate.**

- Welcome
- Give Thanks

Discussion and Accountability

- Book Review: Chapter: We always do a 5-minute mastermind on a portion of a book. *Flipping the Switch* by John Miller is a good little book to start with. Note: We use John Maxwell’s book, *The 17 Indisputable Laws of Teamwork* for the Leader Team Call.
- Members’ report on their progress and share comments on the following:
 - Daily Focus Time Recordings
 - Triathlon Track to Silver
 - Five IN and Three OUT in the Networking Box
- Discussion on a segment in the *Team Building System* Manual
- Comments and questions on things you are facing on your team
- Send a weekly email to your team leader after the call

I always remind my team members and team leaders that the 30 minutes goes by fast on the call and to keep their comments as brief as possible to give member on the team equal time to share.

6. Duplication of teams is a MUST! Don’t invite anyone onto the Member’s Team unless he/she can make the commitment and wants to learn how to duplicate the *Team Building System*. Without duplication life dies. You don’t want to build or empower something that dies. See page for the letter to invite prospective team members. The whole strategy listed above is intentionally designed to duplicate.

Member Team Invitation Letter

I/We would like to invite you to be a part of our very successful Member's Team.

The Team **Purpose** is to unite Business Builders once a week for 30 minutes on a conference call to accomplish the following:

1. To be united with and empowered by other business builders once a week
2. To learn the dynamics of duplicating leadership via the forming of teams.
3. To help distributors focus on a system instead of people.
4. To create a long-term strategy and commitment to eliminate burn-out.
5. To learn how to fit our business into our life, instead of fitting our life into our business.

The Team Members **Responsibilities** are these:

1. To be on the 30-minute Team Member's Call once a week. To be on the call is not an option.
2. Send a weekly email to the Team Leader to stay connected
3. To purchase the five books listed on page
4. To review a book (one chapter per week) with the team. The first book we go through is *Flipping the Switch* by John Miller.
5. To purchase a 3X5 cardex box that holds 1000 cards and to purchase the cards
6. To work on 5 IN and 3 OUT recruiting (easy to do) using your 3x5 cardex box – explained on the call.
7. To be accountable to your *Daily Focus Time* and your *Triathlon Track to Silver* at your pace.
8. To attend the Weekly Wellness Previews in your area.
9. To attend the Monthly Super Saturdays within driving distance of your home.
10. To keep this manual in a 3-ring binder and in front of you every time you are on the call.

The Team Members' **Rewards**

1. Make Platinum or above within 150 weeks, building a solid lasting organization.
2. Opportunity to do 3-ways with the Team Leader and have him/her help you work with your leaders
3. Learn Team Leadership and eventually learn how to lead your own team
4. Be invited to be on a weekly Leaders Team Call, once you are leading your own team
5. Be invited to special exclusive Leader's Events

What is my **next step**?

1. Make a 3-year commitment to be on one of the Team Calls for 30 minutes each week.
2. Purchase your five books mentioned above.
3. Purchase your 3x5 cardex box that will hold 1000 cards and purchase 500-700 cards
4. Email your Team Leader with **your Nikken ID number** indicating a desire to be on the team.
5. Be on the next call for your team with your *Team Building System Manual* with you.

Recommended Books for the Team Building System

Leaders are readers. Readers inform team members and lead teams.
We discuss these books on our team calls.

- 1 *Flipping the Switch* by John Miller. This is a book that will help you unleash the power of personal accountability.

As Debra Davenport says in *The Go-Giver*, “*You want people skills? Then be a real person!*”

- 2 *The Go-Giver* by Bob Burg and John David Mann: This book is an allegory about a young man wanting to be successful in his company. It sets the stage for the next book.
- 3 *Go-Givers Sell More* by Bob Burg and John David Mann. This book points out the difference between the traditional sales process which is typically viewed as a sequence of specific, controlled events and the heart. (page 4 of the book)

In books 2 and 3 the authors point out that, *shifting your focus from getting to giving is not only a nice way to live and conduct business, but a very profitable way as well. Put another way: living with generosity creates a swelling tide that raises ALL ships. Not just yours; not just the other person’s; everyone.*

To take another quote from the authors on page 5: *When you spend time with a genuinely successful sales-person, pay close attention and you’ll find something surprising: none of the hundreds of standard sales techniques are what makes them excel at what they do. Oh, they know about them, and when it will serve their customer, they may utilize some of them. But what makes a great sales-person great at sales is that he or she is wholeheartedly interested in the other person. The truth about selling is that it’s not about your product, and it’s not about you – **it’s about the other person.***

4. *The 17 Indisputable Laws of Teamwork* by John Maxwell. Building and maintaining a successful team is no simple task. Even people who have taken their teams to the highest level in their field have difficulty recreating what accounted for their successes. John Maxwell shares the vital principles of team building that are necessary for success in building your Nikken teams.
5. *Network Marketing for Dummies* by Zig Ziglar and John P. Hayes Ph.D. Network Marketing has helped people all over the world achieve financial independence. But how do you make it work for you? In this friendly guide, sales legend Zig Ziglar and John P. Hayes show you step-by-step how to build revenue, motivate your distributors, and grab the success you deserve.
6. *The 45 Second Presentation That Will Change Your Life*, by Don Failla. Don started his network marketing career in 1967. He developed a proven system for building a large organization by paying attention to what worked as he built his business.

Daily Focus Time

Learning how to focus on certain tasks is the most important thing you can train yourself to do and teach your business builders to do. Focusing on daily and weekly activities, working the numbers (see page) for 150 weeks will keep your emotions in check.

Take time to start your day with Daily Focus Time to achieve your 150-Week goal which is _____.

- **Day of Week:** _____ I want to visit with ___ people/prospects today.
- Present rank: _____ Date for next rank: _____
- **Cards IN ___ and OUT ___ last week. Note:** _____
- Number of new distributors sponsored last month in PGV group: _____
- PGV last month: _____ PGV goal this month: _____
- I'm active in the local Rhythm of the Business: (weekly, monthly, quarterly) Y___ No ___
- Number of Members on my Leadership Team ___ who I meet with weekly.
- Next Triathlon Goal: _____
- Three priorities for the day: _____
- I am satisfied with my progress: Yes: ___ No: ___ If not, why not?

Fill out a Daily Focus Time every day on page 10 for a minimum of 5 days a week and a minimum of 20 per month. Email or fax these pages to your team leader the end of every month.

Don't think your Daily Focus Time is a waste of time. It's important for several reasons:

- Keeps you focused on daily activities needed to reach your goal of Platinum in 150 weeks.
- It's easy to procrastinate on your daily activities. Daily Focus Time is a great reminder
- It forms a good habit. A good habit forms network marketing character.
- Success is achieved by doing the little daily things 1000 times when no one is watching
- Once your subconscious mind believes in what you write every day your conscious mind locks into the activity with little effort
- Every day it focuses you on your bigger goals. It is impossible to write something and focus on something else. This is not true seeing or reading.
- In six months you will like who you have become
- Easy to teach to team members and monitor
- It will set your Nikken day

When performance is measured, improvement increases. When performance is measured and reported back, the rate of improvement increases dramatically.

Daily Focus Times Sheet

Make copies of this sheet.

Name: _____

Day of Week: _____ **I want to visit with** ___ **people/prospects today.**

Present rank: _____ Date for next rank: _____

Cards IN ___ **and OUT** ___ **last week. Note:** _____

Number of new distributors sponsored last month in PGV group: _____

PGV last month: _____ PGV goal this month: _____

I'm active in the local Rhythm of the Business: Y__ No __

Number of Members on my Leadership Team ___ who I meet with

Next Triathlon Goal: _____

Three priorities for the day: _____

I am satisfied with my progress: Yes: ___ No: ___ If not, why not?

Day of Week: ___ **I want to visit with** ___ **people/prospects today.**

Present rank: _____ Date for next rank: _____

Cards IN ___ **and OUT** ___ **last week. Note:** _____

Number of new distributors sponsored last month in PGV group: ___

PGV last month: _____ PGV goal this month: _____

I'm active in the local Rhythm of the Business: Y__ No __

Number of Members on my Leadership Team ___ who I meet with

Next Triathlon Goal: _____

Three priorities for the day: _____

I am satisfied with my progress: Yes: ___ No: ___ If not, why not?

Day of Week: _____ **I want to visit with** ___ **people/prospects today.**

Present rank: _____ Date for next rank: _____

Cards IN ___ **and OUT** ___ **last week. Note:** _____

Number of new distributors sponsored last month in PGV group: _____

PGV last month: _____ PGV goal this month: _____

I'm active in the local Rhythm of the Business: Y__ No __

Number of Members on my Leadership Team ___ who I meet with

Next Triathlon Goal: _____

Three priorities for the day: _____

I am satisfied with my progress: Yes: ___ No: ___ If not, why not?

Day of Week: ___ **I want to visit with** ___ **people/prospects today.**

Present rank: _____ Date for next rank: _____

Cards IN ___ **and OUT** ___ **last week. Note:** _____

Number of new distributors sponsored last month in PGV group: ___

PGV last month: _____ PGV goal this month: _____

I'm active in the local Rhythm of the Business: Y__ No __

Number of Members on my Leadership Team ___ who I meet with

Next Triathlon Goal: _____

Three priorities for the day: _____

I am satisfied with my progress: Yes: ___ No: ___ If not, why not?

Day of Week: _____ **I want to visit with** ___ **people/prospects today.**

Present rank: _____ Date for next rank: _____

Cards IN ___ **and OUT** ___ **last week. Note:** _____

Number of new distributors sponsored last month in PGV group: _____

PGV last month: _____ PGV goal this month: _____

I'm active in the local Rhythm of the Business: Y__ No __

Number of Members on my Leadership Team ___ who I meet with

Next Triathlon Goal: _____

Three priorities for the day: _____

I am satisfied with my progress: Yes: ___ No: ___ If not, why not?

Day of Week: ___ **I want to visit with** ___ **people/prospects today.**

Present rank: _____ Date for next rank: _____

Cards IN ___ **and OUT** ___ **last week. Note:** _____

Number of new distributors sponsored last month in PGV group: ___

PGV last month: _____ PGV goal this month: _____

I'm active in the local Rhythm of the Business: Y__ No __

Number of Members on my Leadership Team ___ who I meet with

Next Triathlon Goal: _____

Three priorities for the day: _____

I am satisfied with my progress: Yes: ___ No: ___ If not, why not?

Getting Started

Commit to any or all of the below to get started

I. Getting Started as a New Distributor

- Fill out a Nikken Application
- Order your Personal Use Products (have your sponsor help you)
- Have your Sponsor give you a Nikken Rollout
- Check out Nikken's Library and Quick Links (www.nikken.com)
- Attend a Nikken Event (ask your sponsor where these events are)

II. Getting Started as a New Business Builder

- Complete the Steps to Getting Started
- Order your Nikken Pack (see page and ask your Sponsor what to order for the best buy)
- Start your Triathlon Tracking with your Sponsor (see page)
- Start your 150-Week Team System Training with your leader
- Attend the Rhythm of Events in your area
- Register for Humans Being More Training

Note: A lot of steps were intentionally left out for both the new Distributor as well as the new Business Builder. The more we add to these two lists, the more complicated the starting process is. The more complicated the starting process is, the harder it will be to duplicate fast! Information and education is what slows down the duplication process. It's not that information and education is not important, but why does it have to be given in the getting started steps? Don't we want our new Business Builders to sponsor and start a lot of people without us and then allow us to come behind to do the informing and educating. Let's not shoot ourselves in the foot here!

III. Getting Started as a Team Member

- Commit to the steps for the New distributor and the steps for the New Business Builder
- Read the complete Team Building System manual
- Contact your Upline Leader and express your desire to be a Team Member

W.N. Murray wrote: *"The moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would otherwise never have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings, material assistance (and people) which no man could have dreamt would have come his way.* Note: In the brackets are the author's words

Triathlon Track to Silver

Triathlon Track to Silver is a self-tracking record to keep you on track moving forward to your destination – Platinum in 150 weeks. Complete the Triathlon Track to Silver and you will be a Silver. Have six of your business builders complete the same and you will be a Platinum. Do this in 150 weeks, and you will be a Platinum within 3 years.

When performance is measured, improvement increases. When performance is measured and reported back, the rate of improvement increases dramatically.

The Triathlon Track to Silver – think of it as 10 Laps around the track.

Started: _____ Finished: _____

Note: Circle the number and check off when an item is completed.

When the card is full, start another one.

	<u># of months it took to achieve this</u>
1) ___ 3 rd Rollout given – Red Heart Award	_____
2) ___ 3 rd Distributor sponsored (first level)	_____
3) ___ 3,000 PGV (accumulative)	_____
4) ___ 3 rd First Level Senior	_____
5) ___ 300 Cards in my Networking Box	_____
6) ___ 3 rd Rebate Rank (Bronze)	_____
7) ___ 30,000 PGV (accumulative)	_____
8) ___ 3 rd Distributor on my Team	_____
9) ___ 3 rd First Level Executive	_____
10) ___ 30 Distributors in PGV Group – 1-7 Levels	_____

The Red Heart Award in number 1 is a pin we present at our Weekly Previews to the person every time he or she gives 3 Rollouts. We consider the Nikken Rollout the most important and productive activity a distributor can do to build the business. Yes, you will find business builders through the Rollout. Note: This pin can be ordered from www.focusongrowth.com or call 800-496-8506. Distributors like to wear this pin.

“I don't use the Triathlon Track to Silver as a pressure-related ‘deadline’ tool. I've found that it reminds me how I am progressing and more importantly what I have achieved. Sometimes one can get busy at ‘activity’ and fail to see the small successes they've achieved. Plus, I use the Triathlon Track as a facilitator to keep me gently focused on the long-term goal going round and round on the track. In Nikken, I'm the runner and decide how far I want to go. That's why I like running on the Triathlon Track to Silver”. JB

Success in Nikken is not a sprint otherwise one would burn-out. Neither is it a marathon otherwise one would rust-out. Nikken is a relay race, going around the track a determined amount of time (10 Laps) and handing the baton on to others as you are going round and round. Few leaders learn how to do this successfully and either burn-out in the sprint or rust-out in the marathon.

Five IN and Three OUT in Your Heart Box

Five IN and three OUT of your Heart Box is the most important tool you will master on the Member Team as you recruit your way to Platinum and Royal Diamond. It is FED: Fun, Easy and Duplicatable. It's not FED to do 150 things one time. But it is FED to do one thing (5 IN and 3 OUT) 150 times on your way to Platinum.

- Purchase a 3x5 cardex box that holds 1000 cards and purchase 500 3X5 cards. This will be referred to as your Heart Box.
- Purchase alphabetical 3x5 dividers.
- Put 30-50 names in your Heart Box alphabetically, ASAP. Don't prejudge any name.
- Throughout the week put a minimum of 5 new names in your Heart Box
- At the end or the beginning of each week grab a cup of coffee or tea and spend an hour sorting through ¼ of the alphabet looking for three people to prospect in this coming week. (ex.: 1st week go through the first 1/4. The 2nd week, the 2nd 1/4 etc.)
- Set aside those 3 cards that you would like to contact this week
- Look at your cards as friends and partners rather than targets. Meet with them with the intention of giving a gift. "A gift opens the way for the giver and ushers him into the presence of the great" (Prov. 18:16)
- When you are prospecting and you get a no, put it back in your Heart Box. Note: NO's will show that you are on your success track and a YES will be your destination.
- When you get a yes, do good follow-up within 24-48 hours. Ask easy questions.
- Keep record of your prospecting by using the Quarterly Recruiting Record on page .
- Remember, you have 150 weeks to prospect 450 people. This is not a sprint!
- Everyday pray a prayer of blessing over the cards (people) in your Heart Box.

When performance is measured, improvement increases. When performance is measured and reported back, the rate of improvement increases dramatically.

Five IN and Three OUT 3x5 Card – Sample if you want to get these printed.

3x5 Card "Give and you shall receive" Date: _____

"A gift opens the way for the giver and ushers him into the presence of the great" (Prov. 18:16)

Name: _____ Phone: _____

Address: _____

Email: _____

Contact via ___ Email ___ Phone ___ Mail ___ Product ___ Opportunity ___ Nikken
___ Rollout ___ Product ___ Coffee ___ Lunch ___ Event ___ CD/Literature
___ Gift ___ Book ___ ABC ___ DVD ___ Oppt. ___ 3-Way on phone
___ Other: _____

Note: Always try to get referrals. Flow with your heart!

The Numbers of 1/3rd in Network Marketing

We live in a world of numbers. Some of our hours are good, some aren't so good. Some of our weeks are good, some not so good. Some of our months are good, some not so good. Some people we like, some we don't. We could go on and on. We live in a world of numbers.

Let me share the Network Marketing numbers of 1/3rd in the time frame of 150 weeks .

150 Weeks x 5 Cards IN the box per week =	750 Names
150 Weeks x 3 Cards OUT of the Box per week =	450 Recruits
450 Recruits divided by 1/3 rd =	150 Curious Recruits (know more)
150 Curious Recruits (tell me more) divided by 1/3 rd =	50 Wholesale Dist.*
50 Wholesale Distributors divided by 1/3 rd =	18 Business Builders **
18 Business Builders (pack purchaser) by 1/3 rd =	6 Silvers
6 Silvers =	Platinum in 150 weeks.

*The average Royal Diamond, when he/she made Royal Diamond had only sponsored 50 or less distributors.

**** A Business Builder is one who**

- Completed the Steps to Getting Started on page
- Ordered a Nikken Pack (see pg and ask your Sponsor what to order for the best buy)
- Is creating a Nikken Home
- Uses the Upline to do ABC's
- Started the *Triathlon Track to Silver* with the Sponsor
- Is a Member on a team using the Team System Training Manual
- Attends the Rhythm of Events in the local area
- Registered for Humans Being More Training

There is one thing worse than not having any training for a distributor: Trying to train a distributor who has not shown him/her to be a business builder. I don't want to hear you say, "I want to be a Nikken business builder – I want you to show me". That will save both of use valuable time!

For the business builder as described above, Zig Ziglar says, "Training shows I care about you!" We know this to be true raising children.

You don't need to look for business builders or leaders; the numbers of 1/3rd will find them for you. Out of the numbers comes that person who sees you working the numbers and consequently seeing you lead an organization. They, in turn, will want to be a part of what you are doing and will follow you and discover their own leadership!

Working the numbers is easy to duplicate; looking for leaders isn't! DUPLICATE!

Quarterly Recruiting Record

To improve your chances on making Platinum in 150 weeks, keep records. To improve on anything, you must first create a ratio between how often you step up to the plate and how often you make a base-hit. Once you know your batting average, your ratio, you can begin to improve upon it. The Quarterly Recruiting Record will help you establish a ratio if you keep good recruiting records.

Put a check in the first section when you prospect someone. Your goal: 3-5 per week. Under the Distributors column record the person's name when you sponsored them as a Distributor. In the business builders' column record the distributor's name having done or is doing what a business builder must do to be listed as a business builder. (See page for business builder qualifications.)

<u>Wk.</u>	<u>Presentations & Follow-Up</u>	<u>Distributors</u>	<u>Business Builders</u>
------------	--------------------------------------	---------------------	--------------------------

1	_____		
2	_____	_____	
3	_____		
4	_____	_____	
5	_____		
6	_____	_____	
7	_____		
8	_____	_____	_____
9	_____		
10	_____	_____	
11	_____		
12	_____		
13	_____	_____	_____

When performance is measured, improvement increases. When performance is measured and reported back, the rate of improvement increases dramatically.

Keeping good records will also help you coach your business builders on their way to discovering their ratio. **Network marketing is a process of learning and disciplining yourself to the numbers.** Master the numbers and you will have mastered network marketing. Master network marketing and you will have mastered your bonus check. Master your bonus check and you will have mastered your FREEDOM!

Creating a Sponsoring Portfolio.

As an example, in my portfolio I include:

1. A Nikken Catalog
2. A Wholesale Price List
3. A hard copy of the application
4. Copy of the three Nikken Business Packs (page) in case I have in front of me a new distributor who immediately wants to build a business.
5. The Basic Use of the Magcreator for a Nikken Rollout.
6. The Steps to Getting Started (see page.
7. Flyers on the next meetings coming up in the area (see page
8. An Overview of Nikken's Compensation Plan (see page

Numbers 2, 3, 4, 5 can be retrieved from the Nikken Library.

Numbers 6 and 7 could be expanded. But why, when a few things is all that is needed to get a new distributor started and the rest of the "stuff" will come later. What's the hurry to tell them everything? Too much gets confusing and complicated. To explain the compensation plan more than what is on page gets to be complicated. Don't do it. Reserve the detailed explanations for training events or one-on-ones later. Remember, our goal in sponsoring should be for the new distributor to sponsor someone without us within the next 24 hours.

Let me remind you again: Duplication is not an accident; it's designed by intent. For something to duplicate in network marketing it must be uncomplicated. You don't need to put everything in the Sponsoring Portfolio that a new distributor needs to know. A lot of the "knowing stuff" can be shared later by many sources other than you. Keep it simple so that a new distributor can immediately put a portfolio together, just like yours, and sponsor three new distributors without your help. THAT IS DUPLICATION.

Duplication means doing it without the leader's presence. Your size of your bonus check is dependent upon duplication. Duplication is dependent upon simplicity – not knowledge.

J. Paul Getty once said, "I would rather have 1% of 100 people than 100% of myself." He would have made a great network marketing leader. To have 1% of 100 people we have to make sure 100 people can do what we model! To have 100 people do what we do we must understand the dynamics of our two networks on page .

By now you must be tired of hearing me talk about duplication. Please, never tire of it for your future and your success in network marketing depends on it. Think it. Work it. Master it!

Nikken Compensation Plan Overview

Cost: \$35 Registration Fee and \$19.50 Yearly Renewal Fee.

Benefits:

1. Purchase products at wholesale cost (save approximately 20%)
2. Sponsor Distributors and benefit from Nikken's Compensation Plan

Compensation Plan

- Rebates

Personal and Group Volume (PGV)	Rebate %	Rank
○ 0-1,500	0%	Distributor
○ 1,500-5,000	5%	Senior*
○ 5,000-10,000	10%	Executive
○ 10,000-20,000	15%	Bronze
○ 20,000 Plus	20%	Silver

Two ways to reach the rank of **Silver**

20,000 PGV in one given month and three 1st level Seniors*

25,000 accumulative PGV over a period of 4 months and 6 Seniors*

- Leadership Bonuses

First Level	Ranks	Compensation
One Silver	Silver	6% on 2 Levels of Silvers
Three Silvers	Gold	6% on 3 Levels of Silvers (Car/Home)
Six Silvers	Platinum	6% on 4 Levels of Silvers
Six Golds	Diamond	6% on 5 Levels of Silvers
Six Platinums	Royal Dia.	6% on 6 Levels of Silvers

Things to note:

1. You always want to be one rank above your distributors to get paid! To do this, sponsor approximately 5-10 wide ASAP! Ask your sponsor to help you.
2. Ranks are immediate and permanent.
3. If you are close to a new rank at the end of the month, to maximize the rebate purchase a few additional personal use products or products to loan to prospects.
4. Refer to page 20 of Nikken's 2010 Policies and Procedures Manual for clarification.

Leader Team Call and Agenda

To listen in on Dave's weekly Leader Team call: Wed. 12 Noon EST – 212-990-8000...pin 2013

To create and support duplication, I have a weekly conference call for leaders who have started their own teams. This person now drops off one of my Member Teams and is now a member on my Leaders' Team. They continue, forever, to be connected to me, their leader, via the Leader Team Call and are connected to their members via their own team. If one of their team members starts their own weekly team call, they are now invited to be on my Leader Team Call. All generation of leaders are invited to be on my Team Leaders Call if and when they meet the following criteria:

- They are a Silver or above in rank
- They commit to my weekly Leader Team Call
- They lead their own weekly Member Team Call
- They use the same agenda as I do on page
- They work the *Daily Focus Time* and *Triathlon Track to Silver* with their members
- They are active in the local rhythm events of the business

Note: Team success is measured by duplication, not by the number of members on a team or how well they assimilate the information you give them.

"I don't feel connected to anything or anyone. No one cares!" – is one of the things you will hear most from discouraged distributors. We can change this by creating teams that are connected. The two operative words here are creating and connection. Again, for connection and duplication to occur the elements must be created and focused upon. One of the elements created is the universal acceptance by all team leaders of the agenda on page

A leader in network marketing does not have the time or skills to be connected individually to all their business builders. The larger a leader's organization becomes, the more freedom a leader should have. This is usually not the case. The more a leader's organization grows, the more time consuming it becomes for the leader. This need not be the case using the *Team Building System*.

The progression and leadership development from distributor to business builder to team member to team leader is the most important part of the *Team Building System*. Without this progression, as a leader, you will have a challenging time to reach into your invisible network.

The goal of the *Team Building System* is to create team leaders who 1) are leading their own teams, 2) are connected once a week to you, their leader, and twice a year at the Leaders Retreat with each other, 3) will lead not only teams, but also the local rhythm of the business, and finally 4) are experiencing time and financial FREEDOM, both of which very few network marketing leaders ever experience.

The *Team Building System* is a total waste of time if it does not produce leaders who are leading their own teams. This should be emphasized from day one and reinforced week after week. This is the beginning and ending goal of the *Team Building System*.

Part of the equipping process includes training people to perform the specific tasks of the jobs they are to do. The approach the leader/coach takes to training will largely determine his people's success or failure. If he takes a dry, academic approach, the potential leaders will remember little of what's taught.

The best type of training takes advantage of the way people learn. Researchers tell us that we remember 10% of what we hear, 50% of what we see, 70% of what we say, and 90% of what we hear, see, say and do. Knowing that, we have to develop an approach to how we will train. I have found the best training method to be a *five-step process*.

Step 1: Model

The process begins with my doing the tasks while the people being trained watch. When I do this, I try to give them an opportunity to see me go through the whole process. Too often when leaders train, they begin in the middle of the task and confuse the people they're trying to teach. When people see the task performed correctly and completely, it gives them something to try to duplicate.

Step 2: Mentor

During the second step, I continue to perform the task, but this time the person I'm training comes alongside of me and assists in the process. I also take time to explain not only the how but also the why of each step.

Step 3: Monitor

We exchange places this time. The trainee performs the task and I assist and correct. It's especially important during this phase to be positive and encouraging to the trainee. It keeps him trying and it makes him want to improve rather than give up. Work with him until he develops consistency. Once he's gotten down the process, ask him to explain it to you. It will help him to understand and remember.

Step 4: Motivate

I take myself out of the task at this point and let the trainee go. My task is to make sure he knows how to do it without help and to keep encouraging him so he will continue to improve. It is important for me to stay with him until he senses success. It's a great motivator. At this time the trainee may want to make improvements to the process. Encourage him to do it, and at the same time learn from him.

Step 5: Multiply

This is my favorite part of the whole process. Once the new leaders do the job well, it becomes their turn to teach others how to do it. As teachers know, the best way to learn something is to teach it. And the beauty of this is it frees me to do other important development tasks while others carry on the training.

Rhythm of the Business

Rhythm is important in network marketing to avoid burn-out for yourself as well as your business builders. It's also important to give structure to distributors.

We live in a very structured world. When we sponsor someone we take them from their structured world and put them into a very emotional, chaotic and, often times, a very confused environment.

Keep the Rhythm of the Business simple and manageable. If you want to maintain your lifestyle, and help your business builders do the same, don't expect them to attend a lot of events. The following is the Rhythm of the Business:

- Weekly Nikken Preview – see page for a sample flyer.
- Weekly Member Team Conference Call – see page
- Weekly Leader Team Conference Call – see page
- Monthly/Quarterly Super Saturdays – See page for a sample Super Saturday flyer.
We schedule ours the 3rd Saturday of month so as not to conflict with holiday weekends. Room space is booked one year in advance and dates are announced to help distributors manage their monthly and yearly schedule. Our Super Saturdays are scheduled around a quarterly cycle. (2 Hours)
 - ... First month of the quarterly cycle: Business Development Training (p.
 - ... Second month of the quarterly cycle: Nikken Quarterly (see p.
 - ... Third month of the quarterly cycle: Product Seminar (see p.
- Monthly Leadership Lunch/Coffee. We schedule this 1 hour before our Super Saturday events at a coffee shop with a conference room. Our Leadership Coffee/Lunch is from 12:30 – 1:30. Here we connect as leaders to discuss leadership issues, Nikken announcements and local event activities. Connection is the goal and information sharing is secondary. Any business builder is welcome. It's a fun and relaxed environment.
- Quarterly Awards Banquet. We schedule this after the Nikken Quarterly event from 5-8 pm. Many times our Nikken Quarterly speaker is also our key note speaker for the banquet. See page for a Rewards Banquet flyer.
- Semi-Annual Conference/Retreat with Team Leaders – by invitation only!

The purpose and attendance expectation for the events in the rhythm

- Weekly Wellness Previews: For guests to be introduced to Nikken – 10-25 in attendance is good and can be scheduled within 30-60 mile radius of each other. These can be done in-home.
- Super Saturdays: For distributor training and/or for guests to see a bigger picture. 25-50 in attendance is good. Expect 50-200 in attendance if a well-known guest or Home Office speaker is speaking. Check for Nikken's Speaker requirements.

Note: The larger the meeting, the fewer leaders are up front leading! This is counter-productive for leadership development and duplication.

Weekly Wellness Previews

We have set four priorities for our Weekly Wellness Previews and in this order:

1. The first priority is giving **rollouts**. We schedule one hour prior to the preview at 6 pm to give rollouts and have guests come and sample the sleep system to see if they want to buy one. Sometimes they lay there for 45 minutes and fall asleep. They don't have to stay for the preview starting at 7 pm. The guests also can see the other products and witness some demonstrations. If no guests show up for the 6 pm hour, we give each other a rollout. When was the last time you had a rollout?
2. Second priority is **social**. We want guests to come and meet all the nice Nikken people. Obviously this requires all of us to create a fun and social atmosphere. Many times someone will bring freshly baked cookies or something. Statistics have shown that 50% of networkers keep attending networking events for the social aspect.
3. Third priority is **testimonials**, even if we have to call them out of the audience. The new and spontaneous ones are the most effective. Sometimes we invite someone 2-3 hours away to come and share their testimony for 15 minutes. They are not guest speakers. The guest is Nikken. If you start advertising speakers at your Weekly Previews, distributors will come only when an interesting person or topic is scheduled.
4. Our final and last priority is **information IF WE HAVE TIME!** We are always prepared to show a slide presentation if the time allows. If we have accomplished numbers 1, 2 and 3 we have had a successful preview. It has been our experience, if we only accomplished number 4 there will be a good chance our attendance will start dropping or our meetings become a Catch-22 always trying to improve upon the last one. This will set you up of burn-out! Rhythm means to go back and forth in a similar fashion.

When the preview is over after 1 hour, and someone is interested in knowing more or wants to become a distributor we set up an appointment for the next day to answer any question and fill out the needed paper work. This shows respect for that one person who is interested as well as other guests we need to visit with before they leave.

Create an atmosphere of "lingering" after the meeting is over. Meaning -- don't be too quick to pack up everything and go home. The "lingering" can be a great social and bonding time for some distributors who don't have to rush home. Also, if you have the opportunity, go out for a cup of coffee with your guests or with other distributors/business builders. This is huge in bonding with new business builders.

Don't shoot for large attendance at your Weekly Previews; otherwise you will burn out and quit. Network marketing is a business of doing a few things often. It's a business of repetition. It's a business of duplication.

The Ten Qualities of a Leader by Kerry Brown

1. Leaders have a vision for their business and can enroll others in that vision. They have dreams larger than those they lead.
2. Leaders are decisive. They make decisions, right or wrong!
3. Leaders display a commitment to persistence and determination. Leaders say what they will do and do what they say. Leaders will never ask someone to do something that they are not prepared to do themselves.
4. Leaders are committed to personal growth. (See *Good Reading* – page 26). They are perpetual learners. Leaders have the biggest libraries, they attend the most workshops and trainings, and they are constantly learning and growing. They understand the business will grow only in direct proportion to how much they grow.
5. Leaders carry on even in the face of adversity. They know they will experience rejection and defeat and they are willing to pay for the price for success.
6. Leaders are solution-oriented people. There no problems; just challenges.
7. Leaders champion others. A leader is constantly looking for ways to acknowledge, encourage and empower others. Leaders don't make themselves the issue. Leaders are always ready to serve others.
8. Leaders embrace change. They accept that change is constant and even seek it out.
9. Leaders have high standards. Leaders demonstrate strength of character, honesty and integrity. Leaders are people you can count on to take the high road in ever situation.
10. Leaders create "The Team". Leaders say "the group" versus "my group". Leaders create a sense of belonging for everyone, no matter what their level of production. They help each person on the team to feel appreciated and values.

The Dynamics of Network Marketing

1. Light the fire at the bottom log. Work with the deepest distributor in a leg.
2. Statistics tell us that when you are 7 deep into a leg, your chances of making Silver are about 95%.
3. People will work harder to keep from losing something than they will in hopes of gaining something.
4. In the beginning you do a lot of work for a little pay, In the end you get paid for a lot of work you never do.
5. You have two networks in network marketing: 1) Visible, 2) Invisible
6. Duplication into your invisible network is the key to your success in network marketing.
7. High tech, low check. Low tech, high check.
8. Teams are easier to duplicate than sales leaders.
9. NO's are the road to success; a YES is your destination.
10. Up motivation and Down motivation: Down motivation is when someone attends a meeting, seminar, motivational rallies, reads a book, etc. and gets a "hot bath". For several days or several weeks, everyone is excited. But like a "hot bath" the water cools off and the distributor is now down – cooled off. That's why it's called "down motivation". Up motivation is when, you the sponsor, help your new distributor sponsor someone (ABC) and then you start sponsoring at the 2nd, 3rd, and 4th level. Now, like lighting the logs in #1, motivation is coming from the bottom upward. This is Up motivation. Note: See Don Failla's book, *How to Own Your Life, the 45 Second Presentation that will Change Your Life!* www.45Second.com
11. The income of a \$1,000 network marketing check is the equivalent of \$240,000 in savings at 5% interest. This is why everyone should consider network marketing, even as a part-time venture to create a monthly residual income.
12. Network marketing is simple: Expose, Involve, Upgrade. The first thing you do is expose the person to the products and business you are in. Once you have exposed it to them, get them involved. Once they are involved they will be thinking about how far they can go in the program and will be upgraded constantly. Walk with your person through this process.

Good Reading

There are thousands of good books to choose from. Leaders are readers and readers become leaders. Below are a few of my favorites:

See books listed on page

Developing the Leader Within You	John Maxwell
Developing the Leaders Around You	John Maxwell
The 21 Irrefutable Laws of Leadership	John Maxwell
The 17 Indispensable Laws of Teamwork	John Maxwell
The 17 Essentials of a Team Player	John Maxwell
Failing Forward	John Maxwell
Your Roadmap to Success	John Maxwell
Visioneering	Andy Stanley
The Next Generation Leader	Andy Stanley
The 45 Second Presentation	Don Failla
The 3 Keys to Empowerment	Ken Blanchard
Mission Possible	Ken Blanchard
Wave 4: Network Marketing in the 21 st Century	Richard Poe
The Purpose Driven Life	Rick Warren
Dare to Dream and Work to Win	Tom Barrett
Speaking With Confidence	Wanda Vassallo
Public Speaking	Dale Carnegie
How to Win Friends and Influence People	Dale Carnegie
Listening for Success	Steve Shapiro
The Next Millionaires	Paul Zane Pilzer
The Next Trillion	Paul Zane Pilzer
The Wellness Revolution	Paul Zane Pilzer
The 7 Habits of Highly Effective People	Stephen Covey
Focus	Al Ries
See You at the Top	Zig Ziglar
Leadership is an Art	Max DePree
The DNA of Success	Jack Zufelt
The Dream Giver	Bruce Wilkensen
Rich Dad, Poor Dad	Robert Kiyoski
The Success Principles	Jack Canfield
How to Sell Network Marketing	Michael Oliver
University of Success	Og Mandino
Life is Tremendous	Charlie Jones
Robert E. Lee on Leadership	H.W. Crocker, III
Lincoln on Leadership	Donald Phillips
How Full is Your Bucket	Tom Rath
Just As I Am	Billy Graham

Now continue to read. Leaders are readers!

Duplication

Duplication is what I call the difference maker: It's the difference between a \$2000 month bonus check which has stopped growing and a \$10,000 month bonus check which continues to grow. It's the difference between Silver and Platinum in 150 weeks.

Let me throw most of you a curve: We are not in the people business; **we are in the duplication business** and the more we duplicate the more people we help.

I give people a smorgasbord of products, pack options and activities to choose from. I'm their Library card; not their Library. I tell them where to find information and where to go for help. I think we lose more potential business builders with over-load than we do with them not knowing what to do in the beginning. I usually error on the side of "not enough" than on the side of "too much" for the sake of duplication.

Let's define network marketing **duplication**: After the new distributor is sponsored and shown by example a few uncomplicated things to do, the new distributor should then be able to do the same things within a few hours of being shown without the help of the Upline Leader.

Let's analyze a few words in the above statement:

1. **Shown**: Duplication happens faster when someone is being shown what to do than it does by just instructing them what to do – one's experience and knowledge is very hard to duplicate.
2. **Uncomplicated**: Again, if a person sees himself as being able to do what he sees, duplication happens faster. The *Team Building System* intentionally over-simplifies processes. All the other "stuff" can be introduced later. I always error on the side of not enough information and duplication rather than on the side of too much information and hard to duplicate. I only show them what they need to know to be able to recruit and/or sponsor someone the same day I sponsor them.
3. **Without the help of the Upline Leader**: Unfortunately, in an industry where our incomes depend on effective duplication, very little happens without the help of the Upline Leader. The reason for this: What the Upline is doing and saying is not easy to duplicate. We tend to lead and train at the level of our experience vs. the level of the new distributor. This slows down duplication.
4. **The litmus test of duplication**: How quickly will a new distributor sponsor 3 new distributors without their sponsor being there? Recruiting and sponsoring need not be complicated in network marketing and can continue to duplicate forever if we so design it.

A Final Page

These are a few things I have learned in my 40 years of network marketing.

- Be kind to the “smaller ranks” on your way up for someday you could very well meet them on your way down.
- Don’t speak evil of the Home Office or another Leader, for the grapevine is alive and well.
- Never listen to gossip. Get on the phone and go to the source to check the facts.
- If you have been blessed with a downline take care of them. The grass always looks greener on the other side of the fence. A bird-in-hand is worth two in the bush.
- Plateaus don’t last forever. Sooner or later new growth begins to happen. Be engaged when it does. Leaders who lead in tough times become super-leaders in the good times.
- Never criticize another leader or another company to make you or yours look better.
- Forgive and you shall be forgiven. If someone curses you, bless them back.
- Never covet your neighbor’s distributors or his wealth.
- Modeling is the greatest form of training there is. In fact, a good role model never has to say much to teach. Show your distributors what you want them to do.
- Be true to yourself, your family and your friends. These are priceless.
- Hang out with the most positive people you can find and you will likely become like them. The opposite is also true.
- Become all that you can be and let the rest up to God!
- Take credit for your failures and give credit to others for your successes.
- Never criticize, condemn or complain. Andrew Carnegie

*May the Lord make you increase,
both you and your children.
May you be blessed by the Lord,
the Maker of heaven and earth.
Psalm 115:14-15 NIV*