

Extreme Network Marketing Success

The Secret Formula For Financial Prosperity

by New York Times bestselling author, Robert G. Allen

I'm excited to bring you this new e-book since it really explains how you can harness the power of network marketing – probably the most important and least understood business opportunities in the world today.

This ebook is in two parts, this introduction where I explain some extremely important concepts about network marketing. The second part expands on this information in a chapter called: The Ultimate Money Machine.

It's vital that you go through this ebook in its entirety to get the full force of the information

But before we get started, I'd like to introduce myself. My name is Robert Allen. I've written 8 major financial bestsellers in the past 25 years that have sold millions of copies. I'm proud to say that hundreds of thousands of my readers have bought their first house or investment property or business. Thousands have become financially free and hundreds have even made their first million or multi-millions as a result of the ideas in these books.

Most important? Yes, I do believe that each of us needs multiple streams of income—real estate, mutual funds, internet marketing, to name a few. But high on the multiple streams short list is the opportunity of Network Marketing. It really is the Ultimate Money Machine.

Let's chat about financial freedom—as in, your financial freedom.

I'm assuming that you know what Network Marketing is. If you're like me when I first was approached about Network Marketing I had some preconceived notions that were, at best, inaccurate. For 20 years I kept saying 'no' to Network Marketing based upon what I *thought* Network Marketing was.

And what did I think? I *thought* it was a low class way for small minded people to make a few extra bucks by harassing their friends and family into buying garage loads of expensive products.

Frankly, that's the way old style multi-level marketing used to be thirty or forty years ago. You know what they say about 'first impressions?' They're hard to overcome. So when anyone approached me about Network Marketing, that old MLM image was stuck in my head.

But thank heaven for a family friend who was long enough to help me overcome these "first impressions" to discover the truth about Network Marketing. When I researched the major players—the companies that had been around for 5, 10, 15, 20 years—I discovered dozens of classy, successful companies with incredible products at reasonable prices. Then my wife and I launched our own Networking business and, as they say, the rest is history. We worked our way straight to the top and remained in the top ten income earners of a major company for almost ten years. The money was (and still is) great. The experience was (and still is) magnificent. The people I've met (and still meet) in this industry are some of the smartest, nicest, classiest people I've ever met anywhere.

Network Marketing is certainly not my only stream of income, but it certainly is my most favorite. I prefer to call myself an author (it has a nice ring to it), but

professional Networker is a close second.

I'm a big believer in entrepreneurship and the virtues of freedom. In Network Marketing, I found an industry that leveled the entrepreneurial playing field. Rather than starting a business from scratch (with the high cost of entry and exit) entrepreneurs could let someone else manage the hard parts of business—product creation, warehousing, distribution, employee benefits, equipment leasing, property acquisition, etc—so they could concentrate on marketing the products and earn substantial streams of income for doing it.

When done right, Network Marketing is an enlightened, inexpensive way of getting more people involved in entrepreneurship and ultimately, in controlling their own financial destinies.

That's the GOOD news about Network Marketing.

Here's the BAD news.

By leveling the playing field—removing the barriers—lowering the bar—Network Marketing has attracted a lot of amateurs—beginning entrepreneurs who don't know how to build and grow a successful business. As these “newbies” stumble around getting started they make a lot of unprofessional mistakes.

Every profession has its code of ethics and standards of practice and certification. Doctors earn their diplomas. Lawyers have to pass the bar. Pro athletes have to make the team. That's what makes them professional.

It's time that Networkers adhered to their own standards of excellence and professionalism.

If I could wave a magic wand and transform this industry it would be to adopt a new professional designation of entrepreneurial excellence. "The PEN." The Professional Enlightened Networker.

To earn the PEN, a beginning Networker would agree to adhere to a Code of Commitments. At the very least, here are 5 areas of commitment.

Commitment #1. I commit to tell the truth.

If you're looking to build a respectable primary or secondary stream of income, Network Marketing would be high on my recommended list. But, as in any business endeavor, it won't be easy.

I hate it when I hear someone talk about how easy it is to build a fortune in Network Marketing. Easy money! That's a lie. A flat out lie. There is no easy money in this or in any other business. It's going to be hard yards from day one. Don't come in if you think the money will be easy. Stay away. It'll be cheaper—for all of us. Come in only after you understand the costs. My wife and I worked hard to build our downlines. It took several years. But now that the residual streams of income are pouring in, it's been the most lucrative thing we've ever done.

This is the truth:

It will be harder than you think. It will take longer than you hope. It will cost more than you want. But when you succeed, it will be worth more than you can possibly imagine. Can YOU handle the truth?

Commitment #2. I commit to plant realistic expectations.

The source of ALL disappointment in your life is unrealistic expectations. If people expect it to be fast and easy and then, find out that it's slow and hard they get disappointed and quit. And whose fault is that? The person who planted that false expectation in the first place.

There is so much disappointment with amateur Networkers because their expectations are out of whack. After all, this IS marketing. And any professional marketer will tell you that it's a numbers game and the numbers are extremely low. In other words, a direct mail letter will rarely find more than 1 in 200 people to pull out a credit card and buy something. One in a hundred is an excellent response. Two or three in 100 is incredible.

But beginning Network Marketers are encouraged to make a list of their 100 top friends with the expectation of signing up a bunch of them! Unrealistic! One sharp new associate out a hundred close friends would be an excellent response—even if you have the most exciting product on the planet. Two would be excellent. But if a person is not taught the true numbers, they run off to sponsor a few friends and find 99 rejections staring them in the face. After 20 solid rejections, they quit and blame the industry of Network Marketing. “It just doesn't work!” “It's a scam!”

I'll tell you what's a scam—an amateur who plants the unrealistic expectation that talking to a few close friends is all that it takes. Finding good, solid business associates is HARD. I would rather people expect that it will be hard. Maybe the hardest thing they've ever done. Then, if they discover that it's a bit easier than

that, they're encouraged. They want to forge ahead, through the tough stuff, until they succeed. And success is SO SWEET!

When I launch a new associate I tell this story.

“Imagine you go to your mailbox and find a letter from an attorney representing the estate of your long lost cousin. You've been left a million dollars in the will! But your cousin was an eccentric and put some stipulations on your million. He put the million in cash in a safety deposit box in a Swiss bank. The key to the box was placed in a small silver container and transported to the 20,300 foot level of Mount McKinley in Alaska, the tallest mountain in North America.

Here are the rules. You have 12 months from today to climb to the top to retrieve the key to your million. If the twelve months expire without you retrieving your million, the money will be given to someone else.

Got it? “

Now, I ask. “Would you climb a mountain for a million dollars in tax free cash? Yes? Are you physically and mentally prepared now? Probably not. What would you have to do? Train with a pro. Form a team. Work out. Practice on smaller mountains. Visit a psychologist to get rid of your fear of heights. Probably quit your job to focus on the task. It would undoubtedly be the hardest, most focused year of your entire life. But imagine you how you'll feel as you open that Swiss deposit box! You say to yourself, “The million is nice, but more that the money is the character I built while preparing for and making that climb.”

Well, this year will not be nearly as hard as climbing Mount McKinley but it will be hard, none-the-less. You might not make a dime for months. Are you prepared? But once the residual streams start to flow, you'll wonder why you could have ever been satisfied with a plain old paycheck. You'll feel good about the money but better about the person you've become. You'll never go back to the old world of 'job' income again."

At least, that's what happened for me.

Commitment #3. I commit to appreciate the real value of residual income

If it's slow and hard, just how much income can you earn at this? That depends on you. An extra \$1,000 a month. \$1,000 a week. Maybe even \$1,000 a day!

Now let's compare this to incomes from the "non-Networking" world. It takes a doctor at least 10 years of study and training to become a physician. The average doctor graduates with over \$100,000 in tuition debt. It takes several more years for them to be earning up to \$365,000 a year, or \$1,000 a day. That's a marathon with a big payoff!

Now, I don't want to plant unrealistic expectations so let's suppose, as a Network Marketer, it actually takes you ten years and \$100,000 in tuition debt to reach that level of income. Would it be worth it?

Maybe. But before you make your decision, realize the powerful difference between linear income and residual income. Doctors earn linear income. They only get paid when they show up. If they stop working, their income stops.

The income from Network Marketing can be residual...which means that it can continue to flow to you EVEN AFTER YOU STOP WORKING. Not even your high-paid doctor can say that. That's why doctors are joining excellent Network Marketing organizations in droves.

A thousand dollars a day in "doctor-type" income isn't nearly as powerful as \$1,000 a day in "Networker-type" income. A doctor-type check is just that—one check. But a Networker-type check represents a stream of future checks as far as you can see into the future. To say it another way, it's like having 5 million dollars in the bank earning about 7 percent interest.

Did you get that?

This powerful lesson came to me 4 years ago as I was driving home after delivering a speech to 1,000 people in Anaheim, California. The weather was horrible—a pounding rain storm. My car spun off the road at high speed and smashed directly into a stationery tree. I was moments from death. I ended up in intensive care in a coma. The doctors and nurses rushed to save my life. Orthopedic and plastic surgeons performed their magic at hundreds of dollars an hour. I was oblivious to their heroic efforts. When I awoke to see my family at my bedside, I was so thankful to be alive. And then I had a strange thought — while I had been laying there in a coma, I had been earning more money than all the doctors and nurses taking care of me. It felt good to know that even if I had died that night; my family would have continued to receive income from my efforts. Residual income transcends even the bands of death.

That's why you work hard to build your residual streams.....just in case there comes a time when you CAN'T work. You want the streams to continue to flow. **Don't you?**

Commitment #4. I commit to refuse to be offended.

This one isn't easy. Most of us are pretty soft and mushy inside. We hate rejection. We hate to look like fools. We hate to fail. And now, I'm telling you to prepare for a 98% failure rate?!

Actually, there is a simple way not to be offended. The answer lies in this sentence from Network Marketing guru, Tom 'Big Al' Schreiter;

“Amateurs convince. Professionals sort”.

Amateur Network marketers are always selling—trying to convince someone to join their team or to buy their products. No wonder they're so despised. Nobody likes to be sold.

Professionals never sell. They select. They have an image in their mind of the ideal member of their team. They are looking for applicants—someone who is already sold, already convinced. It's a subtle but profound difference—the difference between selling and selecting. People who select can't be rejected because they are the ones deciding who's in and who's out. If THEY don't qualify, YOU, as the professional, won't select them.

Did you get that? This is how professionals behave. Do you want to be a professional?

I'll never forget the first time I finally 'got it.' I was doing a 3 way call with one of my team members. They'd run a newspaper ad and had attracted a few interested people. We were doing one-on-one telephone follow up calls. The guy comes on the line. He's a bit surly. I don't like the tone of this conversation. I tell him we're looking for a certain type of person to play on our team. He asks me what kind of business opportunity this is. I tell him it has to do with a certain reputable Network Marketing company. He goes off on me. "You people," he snarls. "Selling expensive stuff to your friends and family." He's livid. I don't get offended—after all, this is exactly the way I used to feel. I don't try to convince him, or overcome his objections. I've made my decision. This is not my kind of person. I'm rejecting HIM before he has a chance to reject me. But just before I hang up I have a brainstorm. The words start flowing out of my mouth,

"Come with me on a quick trip into the future....let's say five years from now. You're driving up to your new house in your new car and you stop at the mailbox. You open the mailbox and find an envelope containing a very large check there. And you smile to yourself and realize that although you worked very hard for five years to earn those checks, you haven't actually done any work for the past six months. And the checks still keep showing up. Amazing, you think to yourself. You stand there in front of your new house and you hardly believe your new lifestyle.

Now, let me ask you a simple question. If that was you and that image was real, would you tell your friends and family about it? Or would you hide from them how you'd achieved this level of success?"

His answer to me was shocking. He said, “If that was real, I’d tell everyone I knew.”

“Well, sir.” I said. “That is exactly what happened to me. And that is exactly why I’m talking to you right now. I’m looking for a few sharp people who want to make that happen in their own lives. By the reaction you gave me earlier, you’re not the kind of candidate we’re looking for. If you know of someone who’d like to live that kind of lifestyle, please give them my number. I’m taking applications.”

There is silence on the other end of the line. I wait. He says, “What do I need to do to qualify?”

I hang up and my team member is amazed. There is no rejection, no failure, no embarrassment. I don’t allow it. I’m sorting for the kind of person who is looking for...even praying for...a once in a lifetime opportunity like this. They’re one or two in a hundred. But those one or two in a hundred are worth their weight in gold.

Commitment #5. I commit to finish strong.

Let’s review the real numbers again. 1 out of 100 is good odds. Two out of 100 is phenomenal. Get prepared for the 98 rejections that might be your experience. But realize that those few acceptances, if followed through, can earn you a fortune.

Did you notice the secret in that last sentence? Underline the words, ‘if followed through.’

Follow through—that’s the secret.

This is a country of quitters. We're great starters but lousy finishers. Do you want a formula for failure? Start strong, finish lousy.

Here's a better formula; start lousy (if you have to) but finish strong.

Better yet, here's the best success formula; Start strong, then finish even stronger.

Every weekend you can see the hoards of joggers bouncing at the start of some marathon. Have you ever run in a race like that? Everyone is all gussied up in their fancy jogging duds, head bands, T-shirts. It's all excitement until the gun goes off. Then, the herd thins out almost immediately. After a few miles, it's just you and the road and your determination. Many people start but most never finish.

This time it's time to finish. I don't care if you crawl across the line. But finish. If you said you want to make thousands of dollars a month marketing in your BookWise business, then drop your sprinters' mentality and get ready for the marathon. This is not a 100 yard dash. This is pain and blisters for 26 miles. When you cross THAT line, you've earned the right to wear your medal....but NOT UNTIL.

When it comes to Network Marketing, you need to make a 3 year pledge. Stick to it. Figure it out. The money is at the finish line no matter how long it takes.

Brian Tracy talks about the two most important characteristics of winners: optimism and persistence. Optimism is the belief that tomorrow will be better than today. Persistence is the willingness to keep moving even if it isn't.

Think Positive & Persist

And as a final note on follow through: Just as you expect your ‘newbies’ to never give up, they also expect that you will never give up on them. There is a certain type of networker who we call a ‘sponsor monster.’ They sign ‘em up fast and abandon them just as quickly. Their motto: If you throw enough spaghetti against a wall, some of it is bound to stick.

This is not enlightened. This is giving our industry a bad name. I want to grab those people by the neck and scream, ‘Don’t even bring them into your business if you’re not prepared to train and support them. If you love ‘em and leave ‘em, they’ll not only badmouth you, they’ll badmouth Network Marketing.’

Here’s the lesson: If you’re going to start them, then finish with them.

So let’s review.

I honestly believe that if more amateur Network Marketers were willing to adopt this Code of Commitments, it would do wonders for the entire industry. It would give the industry a more “enlightened” aura. Change wouldn’t happen overnight, but imagine a future, say five years from now, with hundreds of thousands of Professional Enlightened Networks committed to play the game with integrity, dedication, passion and excellence.

That’s the kind of game I want to play.

So. Are you ready to apply for your PEN designation—the Professional Enlightened Networker?

Let's review the qualifications:

- **I commit to tell the truth.**
- **I commit to plant realistic expectations.**
- **I commit to appreciate the value of residual income.**
- **I commit to refuse to be offended.**
- **I commit to finish strong.**

Let's do for the Networking industry what Disney did for the amusement park industry. Before him the amusement park business was full of shifty operators and tattooed carnival barkers. A low class experience. Disneyland became the standard to emulate. A clean cut, polished, high quality experience—the way it ought to be.

We need some more Disneys. It's time that a few leaders stepped up and brought Network Marketing out of its dark cocoon into a new butterfly reality.

Wanna play? It won't be easy. But it'll be worth it. Instead of becoming filthy rich, let's earn a huge stream of excellent, enlightened income together and transform our own lives and the image of Network Marketing forever.