



Ultimate Goal

You want to build multiple layers of people building the business independent of you.

PRINCIPLE 1:

No matter how they joined, you have to build a relationship with them.

PRINCIPLE 2:

There's only one way of building, and it's WARM MARKET, whether you prospected them online or off, they have to BECOME warm market.

PRINCIPLE 3:

You have to find your leaders, no matter what level they're on.

"Everything rises and falls on leadership." John C Maxwell."
- Your business, your relationships, your finances, your life...

Network Marketing Leaders

1. Leaders don't wait to lead; they give themselves responsibility early on.
2. A leader will always appear organized. In front of your organization you must appear organized and efficient, remember: speed of the group = speed of leader.
3. A leader will treat people with respect. Always give good opinions of people's characters, ideas, complaints, fears and successes.
4. A leader puts SPECIALISTS in front of the group. It's better to let other people be the specialists than for you to always be the specialist.
5. A leader will always give more. They'll take the extra time to help new people get started. They will invest the time to increase people's belief level. Remember, their first check is BELIEF, the second check is INCOME.
6. A leader understands importance of personal development. "If you build your people, your people will build the business."
7. A leader is a communication guru. A leader cannot be IN the loop, they have to BECOME the loop when it comes to communicating with the team. E-mail, text messaging, social networks: you are the switchboard of information.
8. A leader should strive to be impeccable, even in jeans. You have to look the part. You can't fly first class with a coach class mentality. You need a presence whenever you walk in a room.
9. Be aware of the people in your organization that really deserve your time. Work with those that deserve your time, not need your time. Make sure they're not pulling you down. If you help able people, they can help other people. If you help unable people, everybody's going to sink. You want to build multiple layers of people building the business independent of you. That is your ultimate goal!