

The Zufelt Top Ten

By

Jack Zufelt

Jack:

I will be with you for the next 55 minutes during which I am going to share with you the top ten concepts. Ed talked about them not being the same as the top ten Letterman concepts or the Letterman top ten. They are far more important. If you ever watch Letterman, his are silly, cutsey designed to make people laugh.

Mine are not. Mine are designed specifically to address key elements to your success in network marketing. I want to underline, circle it in red and highlight it in yellow the term "big", the word "big". These are the top ten concepts you must know and understand to make "big" money. I am not capable of teaching you how to make \$200.00 or \$300.00 a week.

I guess that's possible but I want you to put your finger against your forehead and push your head back so you are making yourself look up to an income with at least four zeroes behind it. You know, one times four zeroes is \$10,000.00 a month, two times four zeroes is \$20,000.00 a month. That is what I want you to be thinking of.

If you have got a 25 and three zeroes behind it, I am happy with that. Those are the kinds of numbers I want you to be thinking of. That is "big" income. Big income, in my opinion, is that whatever your monthly expenses are to live is what you are making every week. Right now many people are making a monthly income that is let's say \$4,000.00 or \$5,000.00 a month. That is not bad.

What if you were able to make that every week? To me that is big income. The top concepts that you must know, the top ten that you must not only know but also understand, are what I am going to go through now, one at a time. I am going to explain them so that there is no question in your mind or no doubt about it.

First of all, I want to be sure that you buy into this principle, that you can learn whatever you want to learn. It is not even a question of whether you have the capability to learn and understand these ten things. By the way, I want you to be real clear that it is one thing to know a concept and it is another to understand it. They say that knowledge is power and I am telling you now that it is not.

Knowledge properly used is power. Therefore, I am going to give you knowledge and help you understand that knowledge. Then if it is a core desire of yours to apply it, then you will get what those of us have got who have made big money, and I mean big money, 50, 60, \$80,000.00 a month in network marketing. That is what you will get, too.

Now, it might take you a couple of years to knock off some of the rough edges that you currently have or to get more smooth in certain areas or

more confident. So? Everybody becomes better and better over time as did I. I did not start out at the level I am at now, I had to learn some things. I had a learning curve as well.

However, with people like me in your life and people like Johnny Wimbrey and the others, what we are going to bring to you, we can shorten that learning curve. How bad you want to apply it is how quickly you will get the income or the big money.

So, let's get excited and move forward about the ten principles or the ten concepts that you must know, underline "must", you must know and understand and of course then you will want to apply them if it is a core desire. I am assuming it is, or you would not have become a member of the Zufelt Inner Circle where you are spending money with me on this every single month and a lot of your time.

For some of the people around the world, like in Israel or Singapore and Spain, it is 3:00 or 4:00 in the morning there. They are really anxious, it is a core desire there to get up and be on this call. I am so impressed with those of you who are making this happen. So, let us go through the top ten concepts.

Number one, why do people join network marketing? You have got to know what is the lure, and you put the "lure" in quotations, what is the lure that attracts all aspects or all prospects or all people. You will be amazed at how many people will give you wrong answers. Why do people join MLM?

It is amazing to me how many people want to get in front of an audience of 100 or 500 people and I ask them, "Why did you join your company? Why did you become a distributor with that company?" or this company, because usually I am speaking for a specific company. "Why did you join?"

You know what I'll hear? "The products. Oh, because my sister talked me into it. Oh, it is a great opportunity." I almost never hear the real reason they joined. It is always, always, always because they expected to make money. You see, they did not need to join as a distributor to get the product wholesale, because a friend would have given it to them at 30, 40 or 50 percent off anyway just to get the volume.

Or you could become a preferred customer with the company for a small fee, anywhere from \$5.00 or free to \$15.00 and you become a preferred customer and you get 25, 35 percent off anyway. Therefore, you did not need to become a distributor to become a user. A lot of people say "I got involved so I could buy the product wholesale."

No, you did not. That is not why you are sitting in this meeting and spending \$100.00 or \$500.00, counting travel and hotel rooms, to come and hear a professional speaker or come to a training meeting so you can learn how to do what? To buy product at wholesale, I don't think so. Why do people join MLM? Why do they join a company ever and sign on a dotted line to become a distributor?

It is always, always, always because of their belief that that product or that company will give them an income that is bigger, greater than what they currently have or in addition to what they currently have. They bought into the dream that free enterprise can give that to them. That is true, it can, that is a fact, but that's why they joined. That is why you joined, that is why when I was a distributor I joined.

I did not join because of the product, although I had to believe that the product was good, as do you. You better believe the product can do what they say it can. It cannot be a loser of a product, it has to be a good one. However, let's assume the products are good; every company that you are involved with has good products. I believe that to be a fact. I have never seen a company come out yet that has lousy products.

So, let's assume the product is good. Why did you sign on as a distributor? You expected and wanted to make money. Now if that is true and it is, then what do you think you should use as a lure to attract other people? What attracted you? You are going to say, "Well, I got introduced to the product and I liked it and so I started consuming it and it made me feel better." You had some benefits from the product.

On the other hand, "I really liked the benefits it gave me." whether it is nutrition or not. Then you say, "Wow, maybe I can make some money at this." You are going to say to me, and it will be an incorrect perspective, but you are going to say, "I got involved because of the product."

No, you did not. It got your attention, but you got involved so you could make money with the product, and you had faith in the product. You do not need to have had a wonderful experience with the product to be able to sell it to other people who will have a wonderful experience with the product.

I have a bracelet on my right arm that is a medic alert bracelet. That means that there is a little insignia on it that is welded to it. It is a beautiful 14-carat gold bracelet and if I am in an accident, the paramedics and the doctors know that they need to read that bracelet before they administer medicine to me. It says on the other side of it that I am allergic to penicillin, so if I take penicillin, I will die.

Based on the theories that many network marketers have that if you have a product experience then you can sell it and then you can make money. I am saying that is a falsehood. I cannot take penicillin, I would die, but I could sure sell the bracelet, because I know that there are 95 percent of the people out there that are not allergic to it, that it will save their lives and that it will heal them or help their body heal. It does not matter what the product did for you.

I used to be involved in nutrition quite a bit and I knew the product that we had would help people with migraine headaches or women with PMS, neither of which did I have. I could not theoretically be able to tell the whole world, "Hey, it worked for me, so you too can have that experience and that's why you can make money."

Ladies and gentlemen, that is just not the truth. You don't have to have a personal experience with the product in order for you to be able to have a presentation to the world or cause prospects to want to look at your business.

It's like this: if you have never had a hamburger and do not even like hamburgers, you could intellectually understand that a Burger King or a Wendy's or a McDonald's hamburger stand would be both a good business if you had the money to buy it.

It would be a good business to buy and if you ran it right you could make a million dollars a year or some huge income. You could own a McDonald's franchise and never even eat one hamburger. So, get off the idea that the main lure for your prospect is the product. They do not even have to like it. What they have to do is understand that a lot of other people are going to like it.

Let me give you a visual image of the real product that you are marketing. The real product is, are you ready for this, freedom and money, or money and freedom. I do not care which order you put it in, money is what will give you the freedom, so I like to lead out with money.

If you could carry around in your pocket a hundred dollar bill US or equal in your country, where it is a lot of dollars in the eyes of somebody you are showing it to. You show them that hundred dollar bill, or the equivalent in your country, and you say to them, "I can show you how to make one of these every day on a part-time basis."

Now in the US that is \$3,000.00 a month. I don't know exactly how to translate it all to foreign currencies, but it's that or more. Okay? So it is enough to really change people's lifestyles.

Bottom, bottom line is hold the hundred dollar bill or the equivalent up to people and say, "I can show you how to have one of these every day of the week or every hour of the day or every second of the day or every minute of the day." Get your calculator out and just see how much money that is as you work backwards from one of these hundred dollar bills a week or one of these hundred dollar bills a day or one of them an hour or every four hours.

You come up with the numbers, and by the time you get down to the hundred dollars per hour, it starts becoming a nice little income. By the time you get to the minute, \$100.00 a minute, that becomes big income. Is it possible to make that? The answer is yes. Well, what's the lure that causes people to go do that? I am going to tell you bluntly, it is money.

If you ever have any question what I am saying, I repeat it, money, money, money, money. It is the main lure, it is the main reason people get involved. Yes, they love the product, yes, they love the upline and their mommy and their daddy or whoever else got them involved. Yes, all that is true, but they sign on the dotted line because they thought they could make money with that company and with that compensation plan and with that product.

Make no mistake about it, the real reason people join MLM, the only reason, the main reason, is they expect to make money. Go out with that lure and tell the world that you have a vehicle that can show them that your MLM company, whatever it is, you have a vehicle that can help them create that kind of freedom, that kind of income, "Want to play?"

That is number one. Why do people join MLM? I made it abundantly clear. I could develop it even further and break it down to being out of debt, being able to quit their job and all that stuff, but still, the end result is those things happen because they have enough money to do it. I don't care if they like to travel, want to be home with their kids, I could break it down to all the other zillion different benefits that are there if you have enough money.

It is still money and freedom that money causes, freedom from debt, freedom from fear, freedom to do and choose what you want to do without having to be told what to do, et cetera, et cetera. Money, money, money, number one concept, first concept, top of the list. Why do people join MLM? Well, you better go out there and explain to them why you did.

You joined for that reason and the reason you are on my call tonight and the future ones for the next 12 months is that you hope that what I share with you will help you make more money in your business. Let's just call it

what it is. This is a business that is supposed to make money for you, and a lot of it. It is the only business I know of that can give you huge and big income with just a few dollars out of pocket. No other business is even close to that.

Number two concept, what do you say to cause people to join the business, to sign up or to become a distributor underneath you? What do you say to them? I have already given you that in the first one. You show them how you can give them what they already want. If you listen to my audio program called "How to Use the Conquering Force Within You", talking about core desires, what is it that people want?

I cannot tell by looking for sure what everybody wants, because I have not had a chance to talk with everybody. I just know for a fact that everybody wants and needs more income, more money, because that will get them out of debt. Maybe it is only \$500.00 a month they want, maybe they just need \$3,000.00 a month so they can go home and be with the kids and the wife does not have to work.

I do not know what their motive is, but it still boils down to this: I know they want money and what will cause them to sign up under you is they will sign up under the belief that you and the company and maybe even if you tie in the credibility of your upline, can help them get where they already want to go. That is what you say to people.

"I," this is you speaking to them, "I," Bill, Sam, Mary, Sue, "I can help you make that kind of financial freedom happen in your life if you do what the company tells us to do or what I tell you to do." You can say both, "If you do what I tell you to do and what the company tells you to do, using their incredible concepts and products and brochures and videos and DVDs," or whatever they have, whatever tools they have, "you can make a lot of money in this business and I will show you how."

"My job is to shorten your learning curve." So what do you say to cause them to join underneath you? "I," heavy on the word "I", "can help you get what you want out of life." Let's assume that you are fortunate enough to be able to talk with them a little bit, maybe you already know this, but let's assume that you either do not know it or you find out about it in a short conversation or you knew about it already because you have known them for years as a friend or whatever. You know there is something they want.

You say to them, "Bill, I found out how you can make enough money to play golf four days out of the week." Or, and this is a true story, just recently I know a woman who was asked, "What time should I call you

tomorrow?" This is a woman in network marketing and she says, "Well, don't call me before 11:00 because I don't start work until 11:00."

This guy who was calling her was a multimillionaire running several businesses and he said, "You start at 11:00?" She says, "Yes, and I stop at 3:00." He says, "You make that much money and you start at 11:00 and quit at 3:00? I want that." This is a guy that was already wealthy, but he did not have the financial freedom that this woman had in network marketing.

He had a lot of money but he also had a lot of overhead and a lot of employees and a lot of risk and a lot of "he had to be there" 10, 12, 15 hours a day sometimes. He was not free. He wanted her kind of freedom. Moreover, he said, "Show me how to have a job like yours She said, "Well, first of all, it is not a job, I work for myself like you."

Then he says, "Well, I want that kind of freedom" and she says, "Well, I will show you how to get it." He says, "How do I sign up, what do you want me to do?" I am telling you to be seeing yourself like that as confident so that those people will want you to be their teacher, their trainer, their mentor, and help them get where they already want to go.

So, what do you say to cause them to join up under you? Simply this: "I can help you make 'X' dollars so you can become financially free." or "I can help you learn to be home with the kids." or whatever you know about them or think would apply to them. "I can help you get out of your dead-end job, quit worrying about whether you have a job next month at all."

That is what you say. I have never, ever had to go into great detail about the comp plan or in great detail about the nutritional benefits. I am talking about how it was made or at what temperature the water was boiled before they put the ingredients in, I never had to get into that kind of detail. I just talked to them about how they can make big money under my tutelage, under my guidance.

You are that to them. You are their guidance, you are their guidance system, you are their coach, their upline. You are their leader, their mentor. Why would they join under you because you know that if they do what you tell them to do, they will make their money. If they do not do what you tell them to do, they will not.

They will have faith and confidence in three things: you, first; second is the company; and third is the product. Now the company and the product can change places as second and third in priority, but in every case you are the most important part of that formula. Why will people join up under

you? They will because they believe you and they know what you are doing.

That does not mean you have to have a big check either. Let me make that clear. If you had to have a big check to sign people up under you so that they would believe that you really could do it, nobody would get anybody because everybody starts at point zero.

If I signed up under all of you guys today and your respective companies, I would be at point zero and you would expect me to go out and tell people how they can make a lot of money. If I do not have any kind of a check, then theoretically a lot of people can say I am not worth listening to and they should not listen to me until I have a check.

I am saying that is just backwards. You have got to have the belief that they should listen to you or you will not get the check. That is how you get the check. What do you say to cause them to join under you? Concept number two, you tell them bluntly and confidently that you can help them make \$100.00 a minute or \$100.00 a day or \$100.00 an hour if they will just do what you tell them to do, sign here.

Number three of the top ten concepts of what you must know and understand to make big money in network marketing, how do you get everyone on autoship? First of all, autoship in the United States is a common term, but in other countries they call it auto delivery or, I forget some of the other terms they taught me in Asia, auto delivery, ADP, auto delivery program.

Anyway, that is the concept of where the products that that person or that distributor is going to use personally every month at a minimum level of say \$50.00 or \$100.00 or \$120.00 a month, whatever it is, that amount of product is sent to them automatically every single month on a given day of the month and their credit card is charged automatically.

It is automatically shipped to them, that is why we call it "autoship" or "auto delivery". It is automatic. Ladies and gentlemen, I am going to tell you right now you need to be thinking about that all the time because that is where the steady income comes from. You must think auto delivery, you must preach auto delivery.

Let me tell you how to get them on monthly autoship first and then why they should be there. First of all, here is how you get them on it. You ask them, "You want a steady income?" and they are going to say, "Yes, of course." "Well, the way you get steady income is have everybody in your organization consuming the product." They say, "I understand that."

The way you get a steady check every month from that organization is that everybody in that organization is automatically having the product sent to them. When you know that that is happening, you know your check is going to come. By the way, you need to be on autoship, too. Some people do not call that auto delivery or autoship concept, they call that “commission insurance” and rightfully so.

In most MLM companies, in order for you to qualify for your overrides or your commissions, you have to do a certain amount of purchases yourself. Purchase enough every month to qualify for you whatever the minimum is to qualify you for your commissions. Put that on autoship.

You tell your people, “You need to be on autoship for two reasons: it qualifies you for all of your commissions, you will never miss a commission. Number two, you need to be able to tell everybody that that is what a steady income comes from.” You have to be an example to them. You must say to them, “Do what I am doing.”

You don’t want them to say, “Well are you on autoship?” and you say, “Well, no, but you need to be.” That is not a really healthy way to be a leader. A leader is in front doing what he is asking his or her team to do.

You say, “I am on autoship and that is how you are going to create a lot of income for you is getting everybody underneath you,” this is you speaking to the distributor or the prospect who has just signed up, “that is how you are going to secure weekly and monthly income.”

No questions asked. It is just part of the deal. Autoship or auto delivery is just part of the deal. It is like golden arches or part of McDonald’s, you cannot have a McDonald’s franchise without the golden arches or without French fries. It is part of the deal.

So is autoship in this industry called network marketing, monthly payments of some kind, whether there is a product sent to you or you are paying for a monthly service. It does not matter. It is the monthly commitment that makes sure you get a paycheck. Be sure to tell people that that is urgent.

Then, last but not least, and here is a biggie that you are going to get from me over the next little while and it will be available on the web site, is an article that I wrote. I got a lot of the information from some research that was done in this industry. Here is a really big reason for everybody to go on autoship.

Number one, 92 percent of the people who went on autoship when they became distributors were still with that company after two years and they

were still on autoship. So, a 92-percent retention rate, that's what autoship creates. You tell your person that "I want you to stay with this company for a long time and autoship helps you do that."

Now you turn around and teach the whole world to do the same thing and pass that along and you are encouraging them to do something that has a proven success track record. There is no way they can argue with that. If these statistics are right, and I believe they are with all my heart, then they are going to ensure, and you are going to ensure, their retention, and retention is crucial.

Now here is the opposite concept, here is the opposite of what will happen if they do not go on autoship. Ninety-six percent of those who did not sign up for autoship when they became distributors had left that company before the end of the second year. So, a 96-percent failure rate as opposed to a 92-percent success rate, all because of auto delivery or autoship.

That is not a very hard decision so it is part of the deal. When you say to somebody this is what autoship is about and what its value is to you and to your downline, they then will realize that it is not an option, it is part of the deal. If they do not have the money for it, I am sorry, they are not going to make money in this business.

The reality is, and there is an exception to every rule, and I do not want to build your business nor should you build your business on the exception to the rule. If they do not have enough money to buy the products that they need to consume so they can qualify for the commission check, what makes you think that you are going to be able to see a business builder there? I do not think you are. That is how you get everybody on autoship.

Number four, how to get people interested in the business and not just the products. I have touched on that quite a bit here, but I am going to elaborate now. How do you get people interested in the business and not just the products? First of all, that is what you talk about. How do you get people interested in the products? You just talk about the products.

How do you get them interested in talking about a restaurant? That's what you talk about, the restaurant, or a movie or one of your kids, that's what you talk about, that is what the listener is going to be interested in. What if you talk about and lead out with and focus on the business?

Point number four top concept of the top ten concepts is, how do you get people interested in the business not just the product? Lead out with and talk about the business with great enthusiasm, with great confidence,

confidence about how much money can be made with that company, with this incredible comp plan, and, by the way, incredible products.

This is a business, ladies and gentlemen, where you can make this kind of freedom happen in your life. Whatever you present to them is what they are going to be interested in, if they are interested at all. By the way, no one is going to get everyone. You cannot sign up everybody.

I am a pretty successful network marketer. When I was back building my own downline, I could get out of ten people I asked if they would like to see an opportunity to make money and I would give them a chance to see the deal, ten out of ten would say, "Yes, what is it?" and I would get a chance to make a presentation. I had a 100-percent interest rate.

Then out of ten people who heard, still only about four or five would sign up and become either a consumer or a business builder. I am saying even you will experience those kinds of numbers, so you are not going to get them all. However, you are not going to get anywhere near those kinds of numbers if you don't talk about the business.

One woman I know went out and told everybody about the incredible product, about how much benefit it would give them in their health. How do you get people interested in the business side of the business and not just the products? Be sure you do not do what this woman did. She went out and told the whole world about what these incredible products would do for them and help them with their health challenges.

The product did a good job and she ended up with a whole bunch of people on the product. Five years later she is making \$1,200.00 a month, most of it from her own personal sales. She wondered what she was doing wrong, because she was working her butt off. Guess what she found out.

She said, "I went looking for people with health challenges and sick people," she called them, "and I found them, they are everywhere. And now I have a bunch of sick people in my organization, but no business builders."

I said, "Well, guess what, they bought exactly what you sold them. You spent five years creating a whole bunch of goodwill and helping people but not much income for yourself. How about if you reverse that and create a whole bunch of income for yourself which means automatically that more people are being blessed by their health if it is a nutrition product that you are marketing."

Whatever you are marketing, I don't care what the product is, more people are going to get it and use it if you are making \$5,000.00 a month or if you are only making \$500.00 a month, because that just means there are more people in your organization consuming or using it.

Number five on the top ten concepts, and this is kind of like in two parts. Part A is you have to have proper training for yourself. Being involved with the Zufelt Inner Circle is a perfect example of what that looks like. You will get the very best training that is available in this industry, not only by just me but by some of the top minds and success experts in network marketing that I could find anywhere that are not the standard fare that you probably have not even heard of.

These guys did it. These people made it and they did it sometimes overcoming huge obstacles. Almost all of them, in fact let me change that, all of them will say, "You need to continually learn." Well, learning is training. Trained by who? Trained by people who know what they are doing.

That is part A, proper and serious and continuous training on your part. I am 54 years old, I am highly successful in this business and I am still learning. As I learn success principles from somebody else I think, "Gee, what a great story, what a good example to use." All of us should continue to provide and put yourselves in a place where we can have proper and powerful and in-your-face, in-your-heart training that you are willing to implement.

Then the B part of this training concept, and this is kind of a flip side or a negative side of it, is please understand that your upline is not the reason you will be successful. Do not look at them for the training. Maybe you can, some of them are pretty good. But what about the guy you signed up two weeks ago, how good is that guy?

That is why you need to come to people like me because I did not just start two weeks ago. I am not putting down the new person, because if you just signed up today and you are part of my Inner Circle, my hat is off to you. I am proud of you. How skilled are you at leading somebody else?

Well, you had better lead them right into the Inner Circle so they can get what I am going to give them. However, that is going to be over a 12-month period. You do not want them to wait that long before they know what they are doing. Plug them into the system that the company or other highly successful leaders in that company, either upline or crossline, have instituted and you can plug into it.

That happens in all companies. By the way, when I say upline is not the reason for your success, I want you to know that a brand new upline can indeed teach a new person something because the upline at least knows how to sign up because they just did it. When I am saying do not rely on your upline, I want to make it clear why.

Many people who are distributors feel like they are going to be successful or not because of their upline's skill level or not. I say, "No, no, no." It is not your upline's responsibility to make you successful. It is not the company's either. It's not the product either. It's you. Now what if your upline does not teach you as well as I could? What if your upline does not teach you well at all?

What if your upline, and I have heard this complaint a lot, "My upline never calls me. They sign me up and then it sounds like they just kind of forgot about me. They moved away, I never heard from them again." I hear all kinds of cry stories, "waa-waa" I call it, they are "waa-waa" crying all the way, saying "My upline abandoned me. My upline is not strong. I don't like my upline" and all kinds of negative things about their upline.

All of which meaning that because of that, "I did not get the kind of training that I needed and therefore I am not successful." I am trying to tell you that that is an incorrect viewpoint. Your upline's job really is to find you and shorten your learning curve on how to get trained. Surely they will know something, hopefully they do, or at least be able to plug you into people who do know.

If you are an upline and you are on this call and you are someone's upline, you had better plug them into this Inner Circle so they can get it. What an easy and inexpensive way to get the best training available on this planet. So, number five was proper training for you.

Now what happens as you are training? You learn principles A, B and C. You turn right around and as you bring on new people, you are capable of telling them one of two things: how to find out about A, B and C just like you did from wherever you learned it. Or if you learned it and are an expert now at it because you know it well enough, then you can teach them A, B and C, whatever the principles are that you learned.

Ideally uplines become so strong that they really can teach everybody everything they need to know. However, what I have learned, this is why people plug into my teleconferences like this one from all over the world and some of the biggest money earners in the world are plugging into this. Why are they still trying to learn?

These are people earning sometimes \$100,000.00 or \$200,000.00 a month. Why are they on my conference calls? Why are they seeking me out? It is because they want to learn how to help people in their downline like I can. They are coming to me to try to learn how to be like that for themselves.

I am thinking this is wonderful because what if I help 1,000 people become like that? What if 2,000 people sign up on the Inner Circle and I helped 2,000 people become little Jack Zufelts out there who are really confident and know what they have to talk about and turn around and help 200,000 people that I would never get a chance to talk to?

I say, "Great! I am doing my job really well. I have duplicated myself enough that they are able to go out and help other people." Number five, proper training for you is crucial, never, never stop learning. I acknowledge all of you for being on this call and being part of the Inner Circle because obviously you have caught the vision of that already.

Number six of the top ten concepts that you must know and understand to make big money in MLM is this: you must provide immediate and easy-to-implement training for all your new recruits. Let me make it very clear. Immediate is the operative term there, operative word is "immediate". I repeat, the most important word in that sentence is provide "immediate" training.

I just talked to you about training, what you must have and where you can get it, et cetera. What if you sign up somebody today and they are not real confident so they are waiting for you to train them? How long do they have to wait? What if you do not train them very well? What if you try to talk to them about the comp plan?

I am going to promise you that teaching you the comp plan and how to present that first is just going to blow their mind. If they are not an accountant or an engineer who loves math, it is going to blow them away, it is going to cause them problems. You must provide immediate and easy-to-implement training. Well, here is easy-to-implement training.

"Here, make a list of everybody you think has confidence." Then you go over that list and tell them how to talk to them and what they might say to get them interested in the opportunity. If they have any questions, freeway them in with me. Training over. That is something they can do within hours of being signed up.

I am telling you that creating independent distributors is crucial. It is done by training them quickly so they come out of the chute and the day they sign up or the evening they sign up, the next day they are out there doing

the things that are going to make them the money. They are doing it halfway decent because you shortened their learning curve.

It is like showing somebody how to play tennis. You show them how to buy tennis shoes, you show them how to hold a tennis ball and you show them how to throw it in the air before you serve it. Then you serve the ball for them a couple of times and show them how to hold the racquet.

Then after you have shown them two or three times and talked to them about it, then you hand them the racquet. Now they get on the court and start swinging the racquet and hitting that ball and doing their best to hit it over the net like you did. Oftentimes they are not going to make it, but they know what to do. Now they have to practice.

That is what you need to create in your downline, immediate and easy-to-implement training. Just use the tennis racquet thing as an example, if you try to teach somebody to play tennis, you cannot teach them and should not teach them how the tennis racquet was made or where the tennis ball came from or why one tennis ball is better than another one because it bounces 3.5 feet farther than the other.

They do not care. Show them things that are easy, make it something they can implement right away. By the way, implement right away gives them positive results that keep that fire going. If they go out and try to do things that are really hard and hard to understand, they will not be very confident, they will be hesitant, they will hold back.

Then they are going to have failures and they are going to think, "Well, maybe I am not cut out for this, maybe I wasted my money, maybe I should not do this." You do not want them thinking like that. So provide immediate and easy-to-implement training for all of the new people you bring onboard. Clear enough?

That was number six. Number seven is how do you sponsor winners not whiners? How do you sponsor winners, not whiners, people who don't whine, whine, whine? They have all kinds of reasons and excuses for not making things happen. Let's back up. Before you even sponsor them you can tell whether they are a whiner or not.

To me, a whiner is somebody who is full of reasons and excuses and doubts that it is not going to work. "Well, I don't know that many people. Well, I don't know if I am the sales type. I don't have the money. I am just really busy. I don't have the time. Network marketing is not something I can throw my heart into."

They come at it from that perspective, that is a whiner. Winners do not talk like that, and you are looking for winners. You are looking for winners, somebody who is going to go build their business. That is what you are looking for, a leader. My definition of a leader is different from anybody else's out there.

My definition of a leader, who by the way is always a winner, is somebody who will do what you tell them to do when you are not there. In other words, you tell them what to do and how to do it, meaning how to build their business and contact people and sponsor and recruit, and then you tell them to keep on doing it, repeat, repeat, repeat, and they go do it.

That is a leader. A winner will come to you and talk to you about the business and say, "Wow, that's interesting, but I have a question for you. How do you find all those people to recruit?" They will not say, "I don't know people to recruit." They will ask you their concern in the form of a question.

They will say things like this, "How do you find all these leaders? How do you find big business builders? How do you present the company? What do you say?" They will start asking you a lot of questions in the way of wanting to know so that they can then inculcate it into their brain, put it into their brain and make it applicable in their world.

The whiners, and you will know them when you talk to them, and the only reason you will sponsor a whiner is because you think that is the last person on earth and you had better bring them on because you are going to hope and pray they are going to make you money. Ladies and gentlemen, do not do that.

Do not hope and pray they are going to make you money because you are just going to get the hope and pray part down. They are not going to make you money. They might consume, they might become users and consume so they make you a few dollars, but that is not where the money is.

The money is in business builders, of all kinds and sizes, whether they are building their business to \$1,000.00 a month or \$10,000.00 a month. That is what you are looking for, not just somebody who is going to say, "Yes, I want to build a business, but it is really hard. I am too young. I am too old. I am too tired. I don't have the time. I don't have the money."

They can tell you all of those things. If you hear that kind of stuff coming out of the mouth of a prospect, just remember this: you are a whiner. Do not say that to them. You could if you want to. I know a guy who was that blunt, he said, "I don't want you in my business, you don't have the right

attitude.” or “You sound lazy to me. You don’t have the money? You’re 45 years old and you don’t have \$250.00 to put in your own business? You are already not a successful person, I don’t want you in my business.”

This guy was that blunt. But he makes \$400,000.00 a month, so maybe we should copy some of his things. I am not saying be rude and crude to people, but perhaps he knows how to qualify people. That is one of the things that sponsoring winners versus whiners is about.

Whiners will have reasons and excuses and doubts that will cause you to observe, if you are paying attention, that this just might not be the guy you want on your team and expect to get to your financial dreams and goals and core desires. Pay attention to how they talk to you about what they have got to do.

“How much is it?”, they say. When you find out that they have a problem with how much it is or how much time it is going to take and they are whining about it, check them off. Say, “Well, I think you should just be a consumer because I don’t think you are cut out for this business, at least not right now.”

“Well, why not?” Do not say this to them, but you might just say to yourself, “Because you’re a whiner and whiners don’t make me any money.” Make sure that you focus on why you are talking to the prospect and the way they are answering the questions or interacting with you.

If they are coming across like a negative whiner, do not plan to sponsor them. Let them go. The sooner you let them go, the sooner you can go home and not spend any more time with them. Your time is valuable, you are looking for winners. That was number seven.

Number eight, create independent distributors who will build their businesses without your help. Number eight of the top ten concepts is that you must create independent distributors who will build their businesses without you. How is that? So many distributors, especially women, get wrapped up into helping their distributors in every aspect of their business world and every aspect of it.

They are willing to make the presentations, explain the products and hold the meetings and they are willing to do it all. They were taught you need to help your downline on saying “Yes, this is a good attitude, help.” But make sure you are clear that you are not supposed to do that more than two or three weeks or maybe not even that long, two or three times.

You cannot play somebody’s tennis game for them. You cannot build someone’s business for them and make a big amount of money for

yourself, it is not going to happen. You must create independent distributors.

This is how you do that. Tell them right up front that you are looking for five people to mentor to become independent of you. Tell them that you want them to be off and running without any need from any upline or any help because they are so confident and so competent that within three weeks they know everything you know and they will be on their own.

They know that right up front. They are going to glean everything they can out of your brain and whatever you know you are going to download it into their brain as soon as you can and as often as you can, because they know in two or three weeks you are going to cut the umbilical cord and let them go and grow.

By the way, when a baby is born that is the first thing they do, they cut the umbilical cord. The umbilical cord was crucial for them to have while they were developing. They had to have it or they would not live. It was the lifeline, it was where they got their nutrition and everything they needed to become a healthy child.

Then the baby is born and the second or the minute the baby is born, they cut the umbilical cord so it can grow on its own. The same with this business, you are going to have an umbilical cord attached to them and you are going to be important to them. You are going to be their lifeline and you are going to teach them stuff while they are still learning.

However, about three weeks out from the time you sign them up, they should know everything you know. They should know how to order product, they should know about the comp plan, they should know what meetings look like and presentations. They should know where the meetings are. They should know everything you know.

Now they are going to start practicing it. And you say, "Good, you are on your own. I am proud of you." By the way, everybody who signs on the dotted line knows they are becoming an independent distributor, but it is a shame how many of them stay dependent distributors. They really do not distribute that much. That is a wrong concept and it is oftentimes created by the upline. Do not be like that.

You must be someone who is setting out to find business builders who are going to be independent from you as soon as they know what you know. How long does it take for you to get somebody to know what you know? Two days, two weeks, two months? I don't know, but it is usually a short timeframe.

Of course, you are still there when they need you. If there is a big shot they need you to talk to or they need some help and they want you to show up and do a meeting with them, of course you do that. That is support. But if you couldn't because you were out of town, they could still do the meeting or they could still make it happen.

Number nine, in your own mind you must be someone who is worth listening to. This is a big one, ladies and gentlemen. It is so big, in fact, it should have been number one, but I made it number nine so that no one would resist this. I want you guys to understand that you, in your own mind, must see yourself as a knowledgeable, successful person, somebody worth listening to.

That does not mean you are rich and it does not mean your checks are big. It does mean you are confident about both the company and the products and the business that the company and the products can give you. You must be confident about both. How do you get confidence if you don't have it? Borrow it from somebody who has it.

If I were your upline, you could borrow from mine, because I have got more than enough. If I tell you to do A, B and C and then you will get D for dollars, I can promise you that if you borrow from my confidence, you will get the D, the dollars. You will do A, B and C out of blind faith because I told you so. You be that person for your downline, with confidence.

It does not mean you know everything, but you know enough. If you do not know it, you can find the answer by making a phone call or check it out on the web site or whatever, but you are confident. You must see yourself as somebody who everyone in this company or everyone in your downline thinks is worth listening to.

The first and most important person to draw that conclusion is yourself. Are you worth listening to? If you say, "No.", then I will say, "Then at what point will you be worth listening to?" If you tell me that it is when you have a certain size check, I will then say, "You will never get that check because you don't think you are worth listening to, so nobody is going to listen to you, so you will not get the check."

I hope you are comprehending this. You must see yourself as somebody worth listening to. Remember I told you these are things you must know and understand? Well, understanding what I just said to you, now take that and apply it to your prospect. Are they that kind of confident person? Are they capable of doing and saying and being what you are telling them that they must do and say and be?

Are they able to be like you? Maybe they are even stronger than you. By the way, there is a saying in this industry that I really hate and I do not want you to say it anymore if you were taught to say it. There is a saying in network marketing when your upline is teaching you this, “sponsor up, sponsor up”, u-p.

What does that mean? That means that you are down and you are supposed to sponsor somebody that is higher or above you in skill level or abilities. I say I do not like that because that makes you down. I say sponsor power, sponsor confidence. Anyone can do that.

I had a guy call me just recently who is 20 years old and he said, “Jack, I need help with my MLM business. What am I doing wrong? I have been at it for two years and I am making \$300.00 a month.” I said, “Well, is there anybody that you can emulate that you know who is making money, that you can copy what they are doing?”

He said, “Yes, my little brother.” I said, “How old is he? How much is he making?” He said, “Five thousand a month.” I said, “And you are making how much?” He said, “Three hundred a month.” I said, “Okay, well, what does that little brother have going for him that you don’t have?”

And then he said, “Well, I also have my big brother, he’s making \$20,000.00 a month.” I said, “How old is your big brother?” and he said, “Twenty-two.” I said, “Oh my goodness, so here is an 18-year-old little brother and a 22-year-old older brother and you are 20 and you are right in the middle and you are making \$300.00 a month and they are making that kind of money? Well, it can’t be the company and it can’t be the products, it has to be you.”

Then he said, “I know. That is why I am calling.” So, what he was doing was applying number five of the top ten concepts which is provided proper training. He bought my books and tapes and he said, “Jack, I need one more bit of help.” He called me and he got it.

I am telling you, ladies and gentlemen, that proper training is crucial. This guy got it and he understood the difference between his little brother and his big brother and him. It had nothing to do with the company or its products. It had everything to do with how he saw himself. He did not see himself like the little brother did or the big brother did as somebody you should listen to.

Then I got a long email from him recently that explained where all that came from. It came from a set of parents that did everything for him, he never had to do anything for himself. They made his life so easy he was

not confident. I don't know why this middle son got treated like that and the other two did not apparently.

He ended up with a business wanting more money, but he was so used to being taken care of, he did not know how. I gave him the correct information and now he is off and running. It is crucial that you in your own mind see yourself as somebody who is worth listening to about the business and about the products and about any aspect of this industry.

That does not mean you have to be a knowledgeable guru or a genius. You do have to know enough and be confident, so confident that if you do not know it, it is okay and you can say, "I do not know that, but I will find out." Just tell the truth, "I've only been involved three days, I don't know everything."

"I have been involved three years, I know a lot, I just did not apply it right and now I am because I plugged into Jack Zufelt's Inner Circle Program and he taught me." or "I bought his "Learn to Earn" audio program", blah, blah, blah, whatever you say that helps you get what you are going to be teaching other people and the vision that you are worth listening to so those people look to you as their teacher.

Number ten out of the top ten concepts you must know and understand to make big, big, big money. Number ten, you must understand this, and I know you know it but do you really understand it? This is a business, ladies and gentlemen, network marketing, your company, whatever you are involved with, whichever one, it does not matter to me.

It is a business, it is not a charity, it is not a not-for-profit organization. It is a business, it is not a hobby. If it is, please understand, you are not going to make money at it. You cannot poke a stick at something and expect it to make you wealthy. That is not real world and that is not one of the laws of success.

Catch the paradigm or acquire the paradigm that what you are involved with is a viable, real, down-to-earth, provable business. It is unquestionable that it works, network marketing works, and anybody that says otherwise is just ignorant of the fact.

"I've been involved in five and never made any money in any of them." Well, if they are still in business, sir, you did it wrong. If they went out of business, shame on them, I am sorry for you that you had to go through that. If any of them are still in business, you did it wrong. All businesses will succeed if you do it right.

As long as the product has merit and the company stays in business and you build an organization, you cannot help but make money. It is a business. On the front cover of *Entrepreneur Magazine* they said "Home-Based Businesses are a Quiet Revolution." Why is it a revolution? We are revolting against the corporate mindset because we no longer have any security there.

Also they do not pay us as much as we need or want. So we are quietly revolting against that. We are not making front pages though, the home-based business concept and industry are not hitting the front pages of *Wall Street Journal* or *USA Today* or any other major newspaper that you are involved with in your country.

I will tell you that the Prime Minister of Australia, when I was down there four weeks ago, he told me that he announced to all women over the age of 40 that they should start a home-based business. He said it had to do with the fact that something was wrong with their Social Security system and it was not going to be there for them.

He was encouraging every one of them to start some kind of home-based business and create more income. That was kind of front page news, but that is the only time I have ever seen it said. It is a quiet revolution. Ladies and gentlemen, this is a business that you are involved in and it is a viable business, it is an honorable business.

It is a business that makes more millionaires than any other industry out there. You should be very proud of it, totally unafraid of anybody who may have made comments about it. If they threw mud at IBM, you would just look at them and say, "Well, that's stupid." If they threw mud at Bill Gates' company, Microsoft, you would say, "Well, that's stupid."

If they throw mud or make negative comments about network marketing, you say the same thing, "Well, that's stupid." "Well, I know that some of the companies go out of business." So do other companies. So? If yours is still in business and is going to stay in business, then go for it. If it goes out of business, choose another one that is going to stay in business.

Network marketing works, period. It is a business, it is not a hobby to poke a stick at. Get that into your brain big time. As a businessman or woman, what are you trying to do? In most businesses they have employees, somebody who answers the phone, they create salesmen and train them and have them go out and sell their products.

I don't care if it is cement driveways or windows or doors or computers, they have people working for them. Network marketing is exactly the same way, without the overhead or without the expense or without the

trouble and trial of having an employee where you wonder if they are going to show up or not.

Although sometimes in network marketing we wonder if the distributor is going to show up. The nice part about it is we can always replace that person. We can't fire them, but we can replace them. All businesses replace or fire the person that is not performing. Network marketing is the same way. Treat it like a business and it will pay you like a business.

What kind of a business do you want to have? A profitable business? Yes, of course, that is what it is for. Profitable business means that you are getting paid a lot more money than you are spending. That is called net profit, cash flow. I believe cash is king and cash flow is his wife. I think you should have that couple at your dinner table all the time.

The more cash flow you have, the more freedom you will have. If you will treat your network marketing business venture as a business, not as a hobby, not as something you are going to try, but something that you are going to do with all your heart, it will pay you like a business. You will become financially independent, if that is what you want.

Ladies and gentlemen, the top ten concepts you must know and understand to make big money in MLM are in black and white. You have heard it on this telephone call tonight, it will be available in a CD format and in print, is that right, Ed?

Ed: Yes, those that join under the premium plus and the elite membership level, they will be mailed the CD after next week's teleconference. For those that have joined at the premium level, it will be available on the Inner Circle web site. I will be sending an email out to everybody when it is available. And the PDF will be made and the transcript can be downloaded at that time.

Jack: So what he is telling you is that you do not have to have a perfect memory. Everything you heard tonight, if it inspired you and you say, "Guys, we should have recorded this." Well, we did. You are going to get it in print, in case you like to read, and you are going to be able to have it available on the internet and you can download it if you want.

It is also going to come to you in a CD if you are in those two levels. If you are not, you can upgrade to it, can't they, Ed?

Ed: That is correct.

Jack: The point is that now you are going to have that information available to help you as you drive around in your car or as you are reading in a chair,

you are going to have it available to you. You are going to create a nice library over the next 12 months of things that are irrefutable, that can help you learn how to make big money.

In fact, that is the name of my audio program, "Learn to Earn". I want you to make big money, not just a few hundred dollars a week. I want you to make a few thousand dollars a week. I want you to make as much money in a month as you are currently earning in a year.

That is real in this industry if you apply the top ten concepts I just shared with you. And there will be a lot more over the next 12 months that will help you.