

Master Files

A Business Owner Speaks Out



Proudly Presented by
<http://www.TerryTelford.com>

<http://www.TerryTelford.com>

Love What You Do And You'll Never Work Another Day In Your Life

Unadvertised Bonus #1: \$97 Value!

Guerilla Lifestyle Audios



Available Free From

<http://www.GuerrillaLifestyle.com>

Unadvertised Bonus #3: \$97 Value!

Get Paid Every 2 Weeks



Get Your Free Subscription From

<http://www.QuantumLeapNews.com>

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this publication, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

Perceived slights of specific people or organizations are unintentional.
You are encouraged to print this book.

Terry Telford



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

Terry:

Hey, you're listening to Terry Telford, and we're very lucky to have Terri Levine with us today. We're going to be doing a network marketing workshop with Terri. Just to give you a little bit of background, Terri Levine is a world-renowned business coach, and a very successful entrepreneur. She's written several best selling books and she's regularly featured on TV and radio shows. She's really got a serious track record of helping entrepreneurs building million dollar businesses in very short periods of time. She's also a professional network marketer. That's what we're going to talk to Terri about today. So, without me stealing your fire, Terri, maybe you can tell us a bit about yourself.

Terri:

Sure. Thanks Terry; great to be here. I went to college to be a speech language pathologist and I started in the field and knew instantly that it wasn't what I wanted to do. But, you have to go to college and you have to pick something. I got very lucky; I got good at business, developed my own speech clinic, and then we were serving doing occupational and physical therapy. Here's the luck: one day, a guy walks in the door, and says he's from a rehabilitation company and that he wants to buy my business. So, here I am in my early 20's, a man bought my business, and now I have a pile of money and I go, "Now what do I want to do?"

Here's what I decided: when I was a young child, I grew up in a rather poor family. We moved up to the middle class when I was in the fifth grade, but we moved into a neighborhood that was well above our means. So, whenever I went to children's houses in the neighborhood, they would have this beautiful artwork on their walls, and we had nothing. I started to feel intimidated by it. So, when I had this pile of money here, and I had to decide what to do, I decided that I wanted to help people get art no matter what their social class, and enjoy it.

I started a network marketing business. I didn't really know a lot about network marketing, but I thought about the business. If I was the only one going into people's homes and doing these art shows with these paintings, I can only reach X number of people. The only other way to do it is duplication, which meant training other people to do what I did. The short version is, eight years later, that company was bought out by a person who was retiring as the president of Encyclopedia Britannica. That was pretty awesome. We grew that company; my husband eventually had to come help me because we

grew it so big. We started with zero and we grew that up to 12 million.

Terry:

Oh wow. Run me through that process, Terri. How did you do it?

Terri:

Truly through duplication. Here's what I did: I went to various events that I hosted, which were about learning how to make more money. I would do these events in a hotel and I would speak and train and be very passionate. People would have the opportunity to sign up to be trained by me to become an art consultant and be able to get the art to bring to people's homes. Then, when I had enough of a network, I would bring up other people to speak that had a different story than I had.

As the company continued that way with me constantly supporting, training, and coaching people, I was very interactive with every single person in the company. That's how it grew.

Terry:

And you were developing as a network marketing company.

Terri:

Exactly.

Terry:

Okay, excellent. That's a very different perspective than the majority people have that are actually representatives, affiliates, or distributors for network marketing companies.

Terri:

Yes. This was an interesting experience to really take a company at startup and think of the best way of getting it out there while knowing nothing about network marketing, but knowing that I needed more people like me, then developing a system that would eventually give people great gain as well so that as everybody was growing, the company was growing too.

Terry:

Excellent. Maybe we should take a little step back and maybe you can explain exactly what the nuts and bolts of network marketing are.

Terri:

Okay. This is how I see it; different people may see different things. To me, network marketing is using networking. That means using other people and groups of people to market a product or service. So, rather than selling something in a store or through a company that I own on the Internet, I realize that if I teach people to do what I do, we can serve a greater market. To me, that is network marketing.

Terry:

How do you end up going out and finding these people?

Terri:

Everybody asks that question. It's actually very easy and I'll tell you why. If you come from being passionate, this is key, so I hope people breathe that in, about your product or service, it's really easy to show it. I'll give you an example: I am absolutely passionate about one of the network marketing companies that I am involved with called USANA. I take all of the products that I think they're great and I start on the products.

I tell my husband that I used these products, I really like them, and they're supposed to be good for diabetes. He signs up. Then, he goes to work and takes the products and people ask him what he's taking. He tells them, so then people are signing up from his work. Then, I'm at a conference or a meeting and I have my glass with the companies name on it and people ask me who they are, and I talk to them about it and they sign up.

This is all coming from authentically using the products or services and being truly passionate about them, then very easily and effortlessly sharing that with others.

Terry:

Okay, so when you're out in the world, you have whatever product your representing on your t-shirt or hat or something, and you're really promoting the product side.

Terri:

I recommend promoting the product side and only the product side to begin with. I do not say to people, "Oh, I have a business opportunity for you. This is going to be great." I say, "I'm using this product. It's making me feel great and giving me more energy. My husband's diabetes levels are in tact and we're both losing weight. It's a cool

product.” Then, after they’re in and fall in love with the product, it’s very easy for me to go back and talk about the business opportunity.

What I believe, Terry, is that people are so concerned with the business side of things that they are chasing away potential business partners because those people are not passionate yet about your product or service.

Terry:

Okay. Is there any time that you would focus on the business side?

Terri:

Yes. I’ll tell you when. I put tiny little ads in the paper and on the Internet for people who are looking for a business opportunity. Then, with those people, I have them fill out a screening form that I call a V.I.P application, and then I literally interview them. At the end of the interview, we determine if it’s a good fit. If it is, they come in as a business partner.

Terry:

What kind of questions do you ask on the interview?

Terri:

That’s great. I ask them what their interests are, what their background is, why they want extra money, what they would do with it, how comfortable they are speaking with other people, what their fears are, what their goals and visions are, how many hours a week they have to give to a business, and I ask them if they have the financial resources to commit to a business. Those are the basic questions.

Terry:

So, if they go through some of the questions and they’re not comfortable talking to people, and they don’t have any money at all, basically they flunk the interview.

Terri:

Exactly.

Terry:

How do you gently tell them that you’re not so interested?

Terri:

Well, you do that to be gentle, I'm glad that you mentioned that. I say something like, "From what I'm seeing, it's not a fit because..." and I'll give them a reason. It might be because they don't have the financial resources, that they don't have the time, or that they're afraid to talk to people. Then, I suggest that maybe they come in trying the product, and get really comfortable and excited about the product. Then, we can talk about the business aspect again later.

Terry:

Okay. What about from the other side? You have someone interested in the product, and they sign up and want the product. Do they sign up as a distributor so they can buy the products at retail or do they continue to buy the products from you?

Terri:

I have them all sign up as a distributor. I think it's very important that they save money. It doesn't make sense for them not to. I've look at the financial side and it's just crazy. I had one person in the very beginning say, "I don't want to come in as a distributor." So, they came in and a month later they called me up and said, "I'm spending so much money on products. I could have saved a lot." And I said, "Yea. Exactly." So, I just have folks come straight in as a distributor explaining the difference and the price they would be paying. Even over a couple of months of usage, it wouldn't make sense paying the other way.

Terry:

So either way, whether it's product or business side, they come in as a distributor.

Terri:

Exactly.

Terry:

It makes it a fairly simple transition going from product to the business side of things because they're already a distributor.

Terri:

Exactly. It's really easy for them too because if they're using them out in public and like you're supposed to use them, it's very easy to have people ask you questions and be attracted. It's very easy in my experience to build a business.

Terry:

Okay. So what about the people who are using the products? Do you wait for them to come do you and ask about the business opportunity? Or do you go back to them and broach the subject and say, "I know you're in love with the product... there's a business side too that you might be interested in," or something like that?

Terri:

Great question. I do a couple of things. When I believe that they would have gotten their products delivered the very first time, I ask them to call me when they come. Most of them don't. So, I kind of guess when I think it will get there and I call up and ask if they got it. I ask them to open the box with me on the phone, and I'll explain what they got and explain all of the products on the phone. Then, I'll ask if it's okay if I called them in a couple of weeks to see how they're doing and answer any other questions. All of them in my experience have said yes.

I make that call, "How are you enjoying the products? Are they working? What questions do you have?" Then I'll say, "If you're thinking about being on the products long-term, which is what's recommended, you might want to think about being a distributor and think about really thinking of this as a business opportunity as a passive income. The thing that I explain more than anything, Terry, is the reason that I believe in passive income. If it's right for them, then great. If not, also great.

Terry:

What do you explain to them exactly about the passive income site?

Terri:

Here's where I come from. Most of us have had jobs. In the world today, many people have been fired, laid off, and companies shut down. You think you have job security and one day in a flash everything can be gone. I have seen this in my own personal life and with 100 different clients in different walks of life. I just don't think that anybody needs that kind of stress or pressure. I also believe that if we work, work, work, by the time we get to retirement, we will still have no money set aside. It's just the way things are going. My husband is a financial planner and we've spent lots and lots of time looking at these kinds of things.

The reason that I have passive income is because, first of all, if I want to go away to a beach in Tahiti, I can. The money still comes in. I

ruptured my Achilles several months ago and was in a lot of pain and couldn't work. That was okay. Even though I wasn't working at my coaching business where I exchange my time for money, the passive income kept flowing in. So, in my experience, having multiple streams of passive income really keeps you in a place where you don't have any worries, where you know the money will still be flowing, and where you feel very comfortable in knowing that your finances in the future will be well cared for.

Terry:

You mentioned something there that is very interesting. You have multiple streams of passive income. Are you working with several different network marketing companies?

Terri:

Actually, I am. And I also do other things for passive income. I also work with several because I take two products from two companies. One company does not have anything like the other companies offers. I really believe in this other product, and I need it. So, when I started taking that product, the same thing happened: people started seeing it and hearing about it. I said, "Duh: I need to be a distributor." So, I do represent both companies. I don't cross sell similar products. I sell one product for one company, and I sell other products for USANA.

In addition, I have other streams of passive income. I have things that people can download on the Internet, I have eBooks, and all kinds of things like that that passively happen as sales.

Terry:

Okay, so how do you decide... you have two health related products, correct?

Terri:

Yes. That's right.

Terry:

How do you decide, when you're in a meeting pursay, which company you're going to represent that day?

Terri:

That's a great question. The things I have from USANA are supplements; they're drinks and vitamins. I take my vitamins and drinks at breakfast and lunch. I take USANA snacks as well. That's what you would see. I take something called Bios Life from Unicity

and I take that at night before my dinner. So, there are very clear and distinct times that I use these products in my own life, and that's how people will see them naturally.

Terry:

Okay. So if you have dinner guests, they'll see the other product.

Terri:

They will. Some people even ask about the other thing and I tell them that I have that for breakfast and lunch. I tell them that I drink Bios Life before dinner and I tell them the reasons why I take that drink and how it works.

Terry:

Excellent. If we go back for a minute, you run ads in local newspapers or...?

Terri:

I try and run ads in like-minded publications. I want to run ads where people are concerned with health and wellness. I live in the Philadelphia area and there are several magazines about health, there is a yoga magazine, and a body and soul magazine, and those are my audiences. That's where I will put ads. I don't just do ads in a general paper.

Terry:

What would one of these ads say?

Terri:

Typically it would say something like: "Overweight? Feeling like you want to lose weight and don't know how? Ever think that losing weight could actually make you money? Call for this free report immediately."

Terry:

And then they call and what happens?

Terri:

They call and they actually go into a voicemail because I know that people like to hide below the surface. They don't like to raise their hand. So, if I said, "Call, let's talk," they probably wouldn't call because they don't want to talk. They'll call the voicemail and listen to the short message that's about a minute. Then it says, "If you're

interested at all, leave your name and number and we will sent you the report.”

Then, we send the report, and after that, we send a little questionnaire to see if they got value from the report. After that we offer them a free consultation assisting them in putting the tips in the report to use. The ones who get that consultations are the ones we speak with and who become our hot leads.

Terry:

What kind of report is this? What's in the report?

Terri:

The report first gives them tips and techniques of losing weight. So, it really talks about why we have fat cells, why fat cells don't respond to various types of diets, and why when we eat less calories and lower meals we actually send out a yo-yo dieting cycle. We also talk about how this one doctor discovered using the glycemic index can help you lose weight. We end the report by saying, "People now are using these shakes and following this glycemic index and losing weight and getting paid to do it. If you're interested in getting paid to do it, fill out the following," and there's a little checklist that they send back.

Terry:

So they send it in the post or electronic?

Terri:

Everything's e-mail.

Terry:

Excellent. So it's a little three-step process then.

Terri:

That's correct.

Terry:

After you get the checklist back, you call them up and go through the interview? Or is that checklist the interview?

Terri:

That check list becomes in the phone interview. So, when we get on the phone, I now know quite a bit about them. I know how overweight they are, I know what health problems they have like diabetes for example, I know what their goals are, I know some of

their financial goals and what they want to earn and achieve, and I also know if they can make a decision without an additional partner involved.

Terry:

Why is that important?

Terri:

Because I won't spend time with someone on the phone who is not willing to make a decision or is not capable to do so. I will say to them, "I need you to be the sole decision maker in this process. If you're not, then we need to do this jointly with your other partner."

Terry:

Okay. So, you got the actual decision makers on the phone.

Terri:

Exactly. I don't want to waste time; this is all about using my time efficiently and speaking with the highest level of potential prospect that I can. I also don't want to build my business on what I call tire kickers, who are people who get in and do nothing. I'm not interested in having thousands of people. I'm more interested in having a group of people who are very serious and dedicated that know that I'll fully support them.

Terry:

Excellent. What kind of training would you do with these people after they sign up for the company? A lot of people in the Internet marketing world feel that that's the goal: to get people to sign up. But, there is so much more after that. What happens after the fact? You have them signed up and then what?

Terri:

That's a great point. What I did way back when, when I knew nothing with that art business, was I started to create a training program. I actually called it coaching even though I didn't know coaching existed. I would talk to the people on a very regular basis. I would have them fill out this long goal sheet at first, then I would have them fill out a commitment sheet. Each week we would set goals and hold them accountable, and I would do training with them. That was 20 years ago. How time flies.

Nowadays, everything is automated, so they're getting coaching lessons by audio, telephone, e-mail, and special report. In addition, I

have someone who does the coaching directly with them so that they're helped and supported all the way through. Any time they get stuck or any time they have a question, there is a whole team of people who can support and help them.

Terry:

Fantastic. So is this a support team that you put together or is this from the company?

Terri:

This is through my upline. It doesn't go on through every upline in the company. I'm just fortunate that the folks I have are very interested in coaching, training, and supporting. I have more support with one of these organizations than I have in my entire life. It's amazing.

Terry:

That sounds cool. If we go back just for a second, you send people from an ad to an answer machine or an answering service?

Terri:

It's an answering machine; it's a voicemail system that we use. It's an 877 toll free number that they call and they listen to this recording.

Terry:

Is that important to have a toll free number?

Terri:

In my experience it's important because you don't want to just grow your organization locally, you want to grow it nationally or globally so that if one economy is off for a little bit, another economy will pick up. So, in my experience, it's better to grow broader and deeper.

Terry:

Okay. When you're promoting, are you promoting more of the Terri Levine brand, or do you promote directly as a distributor of product X?

Terri:

Good question. I really am promoting the Terri Levine brand. I'm promoting the Terri Levine brand based on the support and coaching, based on how I chose these products, based on how I got people involved through my story. I find, in network marketing, the thing that people do wrong is promoting the brand. Without some personalization and without you becoming the brand, I think it's very difficult to build the business.

Terry:

So how do you go about that? What steps are you taking to build Terri Levine? When someone answers an ad from the magazine for example, they get that answering machine. What message are they going to hear?

Terri:

The message that they're going to hear is something like, "Thank you for calling. I'm so glad you're interested in product X. We are currently hiring people s distributors of a product and would be interested in doing an interview with you if you have interest. You can also get your free report by going to this website," and then we give them the link. We say, "If you have an interest in knowing more about the product, or in losing weight, please leave a brief message."

Terry:

Okay. Perfect. Is that the only advertising you're doing or are you doing other marketing for the business side as well.

Terri:

That's the main advertising that we're doing. In my experience, I have found that it's working extremely well. Some of my down line are doing ads on the Internet, some are doing lead generation boxes which I'll explain. My product goes really well with people who want to lose weight. So, let's say I go to a local fitness center and say, "I have an offer for all of your members for free. Everyone who is a member of your center gets a free report on ten things they can do to lose weight and keep it off." Most people say yes.

Then, I go to my car and get a box that look s like a ballot box that says, "Get A Free Special Report On The Ten Tips..." and then there are little cards that go with it that say name, address, phone number, e-mail, and best time to contact you. That gets put with a pen or a pencil on the front counter, and once a week you go back and pick up all of the leads. Then you make sure those people get their reports and you start that cycle.

Terry:

Fantastic. How do you actually get the health club to put that there? Do you reward them with some incentives?

Terri:

Great question. I personally don't. I find that the incentive is that their members are getting something for free. Some of the folks that I trained do some other things: they will give them a percentage of money that they make depending on how many people sign up as distributors. So, they are doing financial incentives. I haven't had a need to do that.

Terry:

You just work with your personality.

Terri:

You just have to be sincere and passionate. Most of the places think that that's great. I'll give them the report and ask if they think it's valuable and most people say, "Yea; people would love to have this. And I say, "Great. It's a gift to all of your members."

Terry:

Cool. What kind of results have you achieved? How long have you been with USANA?

Terri:

About six months now.

Terry:

So it's a fairly short period of time.

Terri:

Yes.

Terry:

What kind of results have you had with it?

Terri:

I've actually had great results. I've been getting a check from that company every single week since I've joined. I have moved up two levels already; I'm just about at the third level, so my compensation is going to go way up at the third level. I can't tell you numbers of people in my organization, but I can tell you that this organization has basically two legs, and both of my legs are growing, all of my people are staying, they're all getting support, they're all getting the products, and they're all finding other people who are interested in the products.

We are building our own little mini company. That's how I view it: we're all in this together and we're growing our own mini USANA together as a team.

Terry:

You just said something really key there. You said that your people are staying. Why?

Terri:

It's the coaching and support. I tell them what to order and which products they should be taking when and how. I want them to call me in a few days with their results because they will get results in a few days if they're on the products. I brainstorm with them about who else can benefit from the products that they know. They benefit from that kind of support. Because of that support, they're very comfortable with staying. Everybody in my organization is excited about being a member.

Terry:

Are you working with these people one-on-one individually or as a group?

Terri:

Great question. They get the audio training session and they get a written training session. My upline, who is doing the coaching, is doing everything individually. Because my organization has grown so large, I said to them, "That doesn't make sense." So, I just taught them how to do group coaching and they will be starting that next week. You can't grow and do individual.

Terry:

Nope. Now explain group coaching. How would you work something like that? For example, you said you can't tell us how many members you have in your organization, but let's say you have 100 members. How do you coach 100 members at a time?

Terri:

It's actually pretty easy. You get a telephone bridge line where you can have 100 people or more, and you can find them on the Internet for free. You invite them to the call by sending them an e-mail... I also have somebody call them and invite them. I also record that call so if anyone misses it, they can hear it. When people get on the call, I basically take a few moments to set the intention of the call, I ask

them to mute their phone, and then I tell them the topic of the call. Then, I will do about ten minutes of training about that topic.

Then, I would ask anyone who feels comfortable to ask a question or share something about the topic. The person shares, then they get coaching. When you're coaching one person it's just like you're coaching the whole group because humans are the same. We have the same DNA, and the same questions, fears, and concerns. I really encourage everyone to get coaching through the people getting coached. Then, I'll teach a little more about the topic and coach someone. That's the format. Then, at the end, I'll take any general questions.

Terry:

How do you go about coaching a whole group then? If I just joined your company last week, but your coaching call is for everybody, so there are other people on the call who have been with you for six months. How do you decide on a topic to be able to cover both types of people?

Terri:

Good question. The way we cover both aspects is because people will ask different questions. If you were a newbie, you will probably ask something different like, "How many scoops do I take?" or whatever it may be. The more experienced person may ask, "I'm not sure where I put this person when they come on."

The new person is learning what they need to hear, the older person is getting a refresher, and also learning what kinds of questions newbies ask. At the same time, everybody is learning from everybody's questions. I feel that it is a good mix and I would not want to divide them up into experienced and inexperienced. For me it works better to have everybody there. The group synergy really helps people move ahead.

Terry:

What kind of topics would you cover then?

Terri:

A topic could be understanding the nutritional side and being able to explain it. Another could be the best way to use the product for weight loss. Another could be how you grow your business in an easy, effortless way. Another could be where to put people when they come

on. Another could be a fiber cleanse. I can go on and on; there are so many different types of topics.

Terry:

Do you have a plan for three months ahead about what you're going to talk about? Or do you decide right beforehand what you're going to talk about?

Terri:

We decide kind of randomly based on some of the questions that we're hearing and what we feel people have a need for. That's the kind of topic that we're putting up. We get a lot of questions. In the past month we've had some about nutritional comparisons with a guide comparing USANA to something else. We received so many questions about it that we just added it as a coaching class.

Terry:

Perfect. As far as other network marketing companies that you're representing... you represent two in the nutritional field. Do you also round out a business where you have a lead generating company that is a network marketing company or an advertising co-op or anything like that?

Terri:

Interesting question. I have tried several of those organizations, and for me, the leads were icy cold and I didn't find a lot of value from it. So, I do not.

Terry:

Okay. So it's basically the two main nutritional companies, and working your own marketing getting people really more involved instead of cold calling

Terri:

Exactly.

Terry:

Okay. If we take a look at the network marketing industry as a whole, what sets network marketing apart from being a pyramid scheme?

Terri:

I get asked that question all the time. First of all, there are a lot of different definitions of pyramid scheme, but one of them is that there is truly no product or service. I won't mention this one's name that

was very popular a few years ago in California, and they got in huge trouble and people got arrested. It was something where everybody put money in, and each week, the money was going to go to person four, so they all split the money up with person four. There was no product or service. That's one.

Number two is network marketing is a network of people having the same opportunity to make the same kind of money. I personally think that corporate America is more of a pyramid scheme. Think about it: the pyramid at the top is the CEO who makes the most money and no one is going to come close to that money. Then, you've got all of the little people on the sides of the pyramid. So, to me, network marketing is far from a pyramid because it's an opportunity where everybody can move up and make the same kind of income.

Terry:

Excellent. Now what about the industry standard? With network marketing, the industry standard is about 3% to 5% of people who are successful. What are you doing differently? Your percentages and standards are way higher than the industry's average.

Terri:

Yes they are. First of all, I'm all about retention. I'm actually less about getting more people than I am about retaining the people that I've invited into my organization. I'm not just getting breathing bodies; I'm getting people I really want to work with and support and who want to build a mini company with me.

They're also getting this massive amount of coaching and support. What I've seen in other network marketing organizations that I've belonged to is a lot of talk about support, then not getting support. I have see that the people in the upline are more concerned about getting people in than they are about caring for the people who are in. I believe that those are two distinct reasons why network marketers fail.

Terry:

Excellent. If I decide that I want to come in from the business side, but I don't have a large circle of influence. I've been in network marketing for several years like you have, and the first thing that happens when you come in is your upline or your sponsor tells you to make a list of everybody that you know.

Terri:

I don't do that. Let me tell you why. People have a lot of difficulty to make a list of 20 people. It's just been shown that we all know 1,000 people through the six degrees of separation. I think this makes people very uncomfortable. I think it would make me very uncomfortable if someone I haven't spoken to in two years called me up and says, "I have a great product or opportunity." I personally think that whole method does not work. It didn't work for me personally when I started the art business. I got off to a terrible start the first week I did that and I realized it wasn't working.

Instead what I did was I started to drive the art around and showed my friends and invited people to look at the art. Then, it took off. So, use the same method. Use your products wherever you may be. If you're in the house a lot, get yourself out of the house with your products. I don't care if you go sit in a bookstore and use your products. People will start to notice and start to ask. Join a health club or do whatever you need to do that's aligned with your product.

Be using them. It's not about having a large circle of influence. To me, it's about visibility in using the product and being in integrity with using it and not just telling other people how great it is and having them buy it while you don't really use it. To me, that's another reason people fail. I don't care if you know three people, Terry. If you have passion, you can build a successful organization and you can be a true leader in business without knowing very many people.

Terry:

You just said that I can become a leader in a business. How do you get somebody to see him or herself as a leader from being a stay at home mom or dad raising kids? They've been at home with the kids and they can't see themselves as a leader.

Terri:

I find that as well. On these coaching calls that we're doing, we will ask people who have been in business a little bit longer than others. That can be two months more than most of the people or whatever it may be. We may ask them to do what we call co-coaching, which means to coach that person together. They begin to dip their toe into what it's like to be in more of a leadership role.

We might ask them to call their downline and go over something, so they're becoming more in a leadership role. This is not for everyone. I do not see everybody and see a leader. I see many people who are

just comfortable where they are and that's great. I need some comfortable people who use and love the products who will bring on some customers. They are just great. Those people who we noticed some leadership qualities in... it could be a stay at home mom because you've been a leader in your family and a coach to your children. So, we really get that point across.

We also help coaches build their confidence and build their self-esteem. That's a very important piece of the work that we do.

Terry:

How do you go about doing that?

Terri:

First of all, we truly listen to people. We acknowledge them for who they are and whatever it is they are accomplishing. We are with them when they set their goals and we support them. Any baby step that they take, we're there to pat them on the back and say, "Great job." We're also there to assist them to get on the right track in a very loving way that helps build their self-esteem and confidence.

Terry:

Excellent. If we go back to the prospecting side of things... you have someone that comes in through an ad who goes through the process, and passes the interview. What's the next step? How do you transition from doing really well on the interview to actually get into the business?

Terri:

Pretty simply. We tell them that they did really well on the interview and we tell them why so that they understand what's working. Then, we say to them, "We'd like to invite you in to become a member of our business. We'd like to go over that with you to see if that's right for you." Then, we describe the business and the compensation plan.

Terry:

Okay. So, up until that point, they don't actually know what business you're talking about.

Terri:

They know the generalities: that it's a nutritional supplemental business used for weight loss, diabetes, etc.

Terry:

Excellent. Well, I think we've covered a huge amount of information. I think it's one of the most comprehensive network marketing conversations that I've had with any network marketer. I think that you came from a completely different angle than 99.9% of the rest of the network marketing community. I think that's not only refreshing, but that the real way of doing business and going about it is what you're doing by looking at the product side of things. You're doing it almost like affiliate marketing.

Terri:

Exactly.

Terry:

I think that's fantastic. Is there anything that I missed that could help people who are listening to the call right now?

Terri:

Network marketing is growing in our economy and it will probably be a mainstay of our economy over time. If you haven't explored network marketing, it's worth looking into. You definitely need a passive income or two or three. At the same time, you should think about what products or services that you need in your life. There is probably a network marketing company doing that, and that's the best way to go about network marketing.

Terry:

Excellent. Thank you so much, Terri. This has been an absolutely fantastic educational experience as well as an interview and a workshop. You've been listening to Terri Levine and Terry Telford. Thanks very much for your time.

Master File is sponsored by:
Terry Telford Communications Inc.
Helping Small Business Owners
Communicate Like Big Business Owners

<http://www.TerryTelford.com>