

PART

I

Your Transformation Starts Here

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Your Dreams and Goals

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WHEN I WAS in kindergarten, I spent a lot of time playing with Hot Wheels and Matchbox cars. My memory of playing with my buddies Johnny and Tyler are vivid, even today, 35 years later.

Every day started out the same; we would take out our favorite cars and park them in the garage that we had built into the side of our rockery. The driveway up to our makeshift mansion of sticks and rocks was long, and Johnny, Tyler, and I dreamed of being rich. I'm not sure we knew what a millionaire was at that age, but in our little Matchbox dream, we were wealthy.

At least eight cars would park in our driveway each day. At any time you might find a black 1957 Chevy with red, yellow, and orange fire flames on the sides, the Scooby Doo Mystery Machine, a convertible red 1974 Corvette Stingray, a lime green dune buggy, a silver Porsche 917 Grand Prix, a blue Ferrari race car, a tank, and an ambulance.

We would spend hours pretending to be the guy who lived in the mansion on the hill and drove the coolest cars that money could buy. Johnny, Tyler, and I dreamed big. When we would see a cool car, driving down the street, we would always dream of having one ourselves one day.

Then at some point in our lives, we are all told to stop dreaming, be more realistic and get reasonable with our goals in life. It's an easy trap to fall into. We often get so caught up in the day-to-day life of commuting to work, focusing on our jobs, and chauffeuring the kids from school to sports and other activities that we lose sight of what is actually possible.

I understand that it would be completely unrealistic to believe that a person could work 40 hours in a month and get paid 10 times more than he or she made at a job working more than 240 hours per month. But, that is exactly what happened to me.

Dreams and goals help you drive past the little challenges that happen and allow you to focus on where you are going in the long run. Another way to put it is if you are looking down at the ground while you are walking, you are likely to run into something (like a signpost). If you look forward, you will better navigate around the signpost. Remember that the signpost (or challenge) did not disappear, you simply moved past it on your way to your destination.

The first step to building a business is to understand why you are building it in the first place.

Another example I like to talk about with our team is building a boat. There are some things that you need in order to build a boat: plans, materials, tools, and so on. But if you want to motivate someone (including yourself) to build a boat, you don't talk about the plans or materials. Talk about what it will feel like when the warm wind hits your face as you sail across crystal blue water. Talk about what the sunset looks like in Tahiti.

Jonas Salk said, "There is hope in dreams, imagination, and in the courage of those who wish to make those dreams a reality."

This book will supply you with a blueprint for building a six-figure income, but you must supply the dream, imagination, and courage that will allow you to overlook the daily challenges of life in order to focus on the bigger picture.

Nearly every significant accomplishment in the world started with a dream that was larger than any set backs the world could bring against it.

Bob Parsons, the chief executive officer (CEO) of GoDaddy.com, put it this way: "What kept me going through the hard times was the vision I kept in my mind's eye and seldom let go of. This vision always dealt with the rewards of succeeding.

While I thought often and long about what I needed to do to succeed, the vision that kept me going had nothing to do with the mechanics of success.”

I know that some of you (with the same personality type as mine) are chomping at the bit, wondering when I am going to get to the techniques, strategies, and blueprints to earn a six-figure income. I understand exactly how you feel, but you must realize that having a clear vision of what it will be like when you succeed is step one to attaining the success you are looking for.

I like to approach dreams and goals a little differently than you might expect.

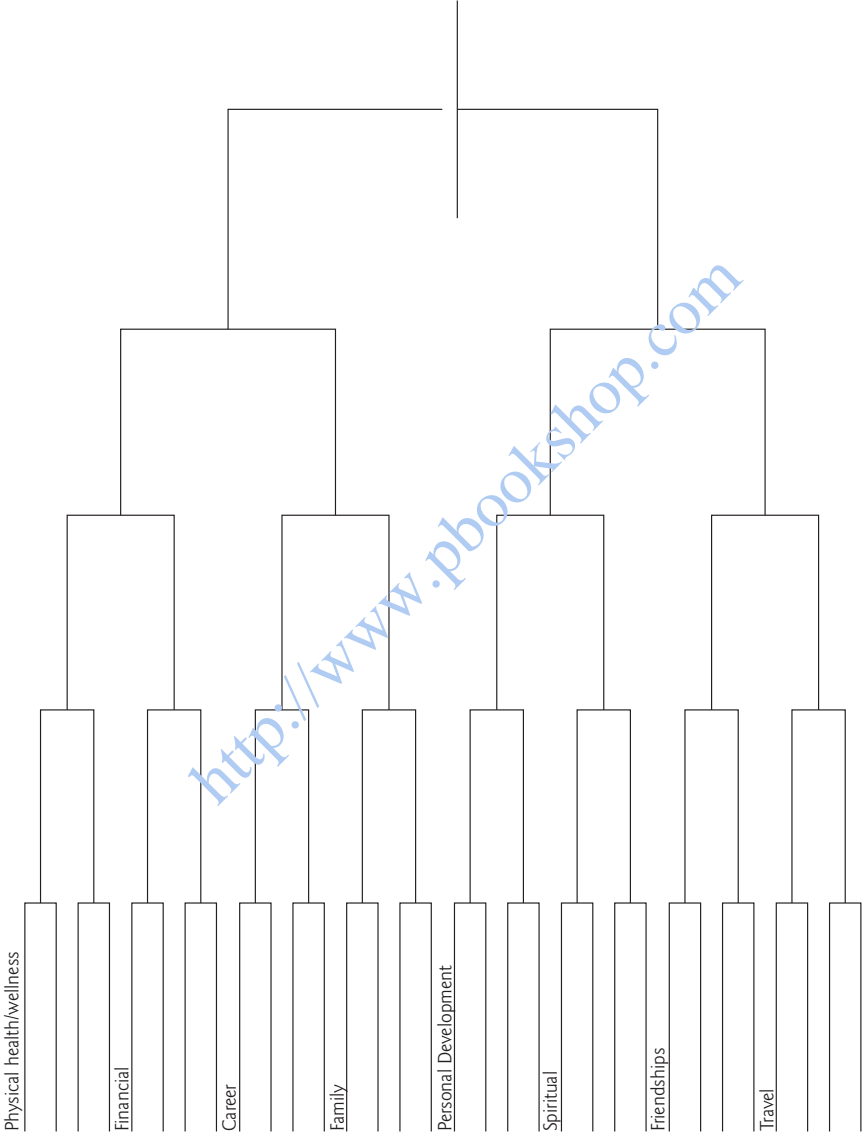
Grab a pen and a fresh notebook and quickly write down four things that you would like to accomplish in the following eight areas (don't spend a ton of time on this right now, just write down what first comes to mind):

1. Physical health/fitness
2. Financial
3. Career/profession
4. Family life
5. Personal development/education
6. Spiritual
7. Friendships
8. Travel

This exercise will help you clarify what is most important to you and how these things are interconnected.

Once you have the four things that you would like to accomplish in all eight areas, fill out the bracket (see Figure 1.1) with the information.

Next, run your own mini-final four tournament to determine what is most important to you. As you go through this



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Figure 1.1 Goal Worksheet

exercise, you will find that in many areas, accomplishing one thing would automatically lead to accomplishing several other things on your list.

For example, if one of your travel goals is to spend five weeks traveling and experiencing the culture of Europe, this might be accomplished as a by-product of hitting a particular career or financial goal.

By the time you get to the end of your bracket, you will have a pretty good picture of your dreams and goals.

Think about what is most important to you and what you really want to accomplish in your life. The reason I suggested that you start with a fresh notebook is because your next step is to find pictures that represent those important dreams. Create a page in the notebook that is specific to the most important dreams and goals and tape in the pictures that best represent what you are looking for in life.

This notebook is your lifeline, your instant pick-me-up. Whenever you feel down, whenever you feel like things are not going your way, you refer back to your notebook for an injection of “the reason why you are taking the steps to build a better life.” No matter how difficult things get or how many roadblocks you run into, the things in your notebook will always be worth the effort it takes to push through, face the challenges, and work toward your end goals.

As you spend time with your notebook, you will find that sometimes your dreams and goals will change; many will evolve, and a few might even be replaced with something that feels more important. Your notebook should be a living, breathing document, not something static that sits in a drawer.

No matter what your dream, big or small, make sure that it moves you. Your dream should stir something in your gut. W. Clement Stone said, “When you discover your mission, you

will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it.”

Those who accomplish great things in their life always have struggles. They all must deal with naysayers and critics who do not share their belief and dream. Your dream notebook will provide a visual glimpse into your heart. Think of the notebook as a bird’s eye view into the person you want to become.

Here’s how Apple cofounder, Steve Jobs put it:

Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma—which is living with the results of other people’s thinking. Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

By choosing to limit the noise of others and follow his heart, Steve Jobs made a massive impact on the way people interact with technology.

It was Jobs’ vision of what the future could look like that set him apart. That vision and an almost stubborn devotion to getting things right reminds me of one of my friends, Marcia Norfleet.

Marcia Norfleet is an amazing example of a woman on a mission, driven to find a way to build financial security for her family in her mid-40s. Her dream to become financially independent has been accomplished through the network marketing industry. I had a chance to sit down with Marcia and ask her about her experience and success with the industry:

Ty Tribble: You achieved a high level of success in a short time with your company. What is your secret?

Marcia Norfleet: Everything that I'm sharing here comes as a result of my attendance at the school of hard knocks on my part. My desire in sharing this information is for others to shorten their learning curve, to come out of the gate with knowledge of how to succeed in the marketplace utilizing the most powerful business model ever devised—network marketing. I believe that network marketing is poised to become the business model of choice in getting goods and services around the globe. Individuals who have the discipline to learn how to build a team and lead a team will be global leaders and global earners. I believe the industry is on the verge of an explosion and I celebrate you for being a student of the industry.

When I learned about the business model, I quickly grasped the concept of time leveraging and residual income; however, I did not understand how to channel my enthusiasm. I believed that everyone would share my beliefs, and if they did not jump at the chance to join me, I was shocked, and unfortunately I thought I needed to talk more and more and faster and faster and then I would say something to bring them around. The more I talked, the more frustrated the person became with me and with the industry. What I am sharing now comes from my continuation and determination to win in the industry and from allowing others to mentor, coach, and train me.

First and foremost, a person who begins a business is encouraged to find a mentor. It's interesting to me that people come out of the woodwork to give advice to a person who starts a network marketing business. Most of the advice comes from well-meaning people who have never built a successful business in the industry, but they give all kinds of negative advice. I encourage you to not take advice

from someone who has not been successful in the industry. A mentor will guide you and advise you and keep you focused and on track.

My next success tip centers around self-belief. When a person decides to build a new business, whether traditional business or in direct sales, self-belief is an internal compass. I have learned that we will never accomplish what we wish for or think about; we will accomplish only what we can envision. I had to learn to close my eyes and see a huge room full of people who have locked arms and are sharing the power of time leveraging, offering right-now income and long-term residual income with me. I have heard it said that the world steps out of the way for a person who knows where he or she is going. I'd like to add that individuals will join you only when you exhibit confidence in where you are going and in your ability to take them with you. I caution here: Individuals are not attracted to self-centered people who boast about what they have done and what they are going to do; they are attracted to what can be done with and for them. Servant leadership is a good description of the type of leadership that I have adopted. The mind-set of a servant leader is one of giving back more than they take from within the marketplace. Life gives each of us exactly what we ask for and bargain for. Servant leaders ask, "Who can I serve? Who will walk with me as we impact lives utilizing the business model of direct sales?"

A third determining factor of my success was learning to ask questions instead of making statements. I believe that asking is endearing and telling is repelling. Have you heard it said that no one likes to be sold, but everyone likes

to buy? No one likes to be told, but most everyone likes to be asked, specifically about what he or she wants out of life. Learn to ask questions and answer your prospects' questions with a question.

Next, be mindful that with the first word from your mouth with a prospect, you are training that person on how you conduct business and what it will be like to be in business with you. You are representing yourself first and foremost, your company of choice next. Your prospects buy into you prior to even considering the company you represent.

Spend at least 20 to 30 minutes daily reading from experts about leadership. Everything rises and falls on leadership. Mental preparation for your day is important; I choose to read in the morning.

Lastly, when you know where you are going and what you are going to accomplish, your self-image is not directly impacted by a person's individual decision to join you in your business or not. The potential business partner feels your confidence, but they do not feel that you need them for fulfillment. This mind-set is very powerful and compelling. I made a decision about how I want to treat my prospects that has served very well: Every person who I introduce to my business, no matter how that person responds to me and my business, will leave my presence feeling better about himself or herself.

Ty Tribble: With that mind-set, what attracted you to your current company?

Marcia Norfleet: Everyone works for one thing, pretty much—money! The company I represent lays out a six-figure income in 15 months, with two luxury trips and a

car payment. Most important, the pathway to \$100,000 is doable for anyone, even a person who has never been involved in the industry, not just for the top producers. We have individuals earning significantly who had no prior industry experience. That is huge for me.

The company also is stable; it has been in business for 55 years and is the number-one natural nutrition company in America. I also belong to a leadership group that conducted an extensive search to find the best opportunity, and we are all in agreement that we are building with the best company, products, and compensation plan. The leadership of the company and the leadership of our group are in step; our visions are to impact millions globally with healthy products and finances.

Ty Tribble: Has social media made an impact on your business?

Marcia Norfleet: Social media has greatly impacted my ability to let people know that I am in the business of coaching others to start their own businesses. Facebook is my favorite social media tool; it is easy and does not take much time. Most of my posts are about food, family, and fun; then I post requests such as, "I am looking to partner with two to three people who will commit to earning six figures in the next 15 months with a couple of luxury trips, please inbox me to learn more." When people answer me, I pick up the phone and call them and ask them, "What's got you looking around?" Then we set an appointment if they live near me; if not, they are directed to our leadership website to watch a webinar explaining the business opportunity. It is refreshing when people come to you because they are looking. Please note, I still keep a list of people whom I call and invite to gather information about a project I am bringing into the area. I do not rely totally on social media.

Ty Tribble: You are known for your ability to “ask for the business.” Talk about the questions you ask a potential business partner at the end of a meeting.

Marcia Norfleet: Ending a meeting and conducting what I call discovery is so much fun for me; however, without the beginning questions it is difficult to accomplish.

When a person has agreed to sit down with you, there are three questions that are powerful and will give you insight as to how you can sponsor your prospect. These came from my mentors and our leadership group. In this business, the best copycat wins!

Let’s use “John” as an example. Start by saying, “John, I’m going to ask you a few hypothetical questions.” And then proceed:

1. “John, if what I am about to show you works for you now, what kind of income will you be looking for? A few hundred monthly, replacement income, or dramatic income?” Then close your mouth and let John answer; he may speak for several minutes—listen to him.
2. “John, if what I’m about to show you could get you _____ (fill in with John’s answer), what will that change in your life?” Again, no talking; listen.
3. “John, if this could get you _____ (John’s answer from question 2), could you carve some time out of an already busy schedule to make it happen?” Again, listen; let John talk. And notice that you didn’t say how much time. Even if John asks, “How much time?” don’t answer; say simply, “John, that will be up to you.”

I get very excited about what these questions do for prospects. Remember, asking is endearing. The first question opens the person’s window of possibility, and he or

she sits taller because you just indicated that what you're about to show is significant. The second question tells you what the prospect wants to change and how you can sponsor him or her. The third question eliminates the most utilized objection—time. While the prospect's curiosity is at a heightened state, you hear a commitment that the person can carve out the time.

Show your plan, keep it under 30 minutes, and then look up and say, "John, what do you find most intriguing about the information you just gathered?" We don't say, "What I just told you . . ." because telling is repelling. How you use your words is very important.

John will tell you exactly what his interest is, and he will do it with total ease and openness. If his interest is in the product only, you can set him up as a customer and ask for referrals. If he gives my favorite answer, one that I anticipate with every meeting—"Everything," meaning business model and products—I ask, "What questions can I answer for you about getting started?" Again, I lead John where I want him to go. If he has no questions or when we are done, I ask, "So, John, do you see yourself starting your own business and partnering with us to begin earning income right away?" As I speak, I slide an application and pen over to him and I stop talking. John will either pick up the pen and begin writing or ask me another question. If he is not prepared to get started today, I will find out what his due diligence consists of and ask for the follow-up meeting the next day. If he cannot meet then, I ask for the day after that. I leave the meeting with a new distributor or a clear understanding of how he will make his decision and what, if any, his obstacles are. Only then do I know how to open the follow-up meeting.

Ty Tribble: What characteristics do you look for in a potential business partner?

Marcia Norfleet: Integrity, positive energy, character, influence, and intention are my top five criteria when I am expanding my list of contacts. To expand my list, I use social media and referrals. Referrals are a powerful way to quickly expand a prospect list.

My initial instincts were to “prequalify” individuals. Some appeared to be too successful; others, not successful enough. I searched out people who fell in the middle, if you will. That was a mistake. I learned not to make decisions for others. I learned to simply ask, “Are you open to gathering information about a project I am bringing into the area?” or “Do you know of someone who might be interested in gathering information about partnering with me to earn six figures in 12 months with a couple of luxury trips and a car payment?”

Ty Tribble: What do you think holds some people back from looking at network marketing as a viable business?

Marcia Norfleet: My initial response to this question is the typical stereotype that is given to individuals who participate in the industry. The industry has attracted some bad actors in the past as “get-rich-quick” promises flowed quite freely. Nothing is free. The price of winning in network marketing is personal growth, development of your leadership skills and the leadership skills of those around you, and willingness to serve others. One of my passions for the industry is to be one of the individuals who is responsible for changing the opinion of the industry by working and living a life of excellence. The reputation of the industry will change as we continue to attract and recruit individuals with character, integrity, influence, intention, and

positive energy. I am already seeing a positive shift within the leadership group that I belong to and the company we choose to represent.

Ty Tribble: What are some of the rewards that you have been able to participate in as a result of network marketing?

Marcia Norfleet: The biggest reward that I see from the industry is the personal growth that I am experiencing. Every area of my life is richer and more fulfilling because I am serving in an industry that I believe will change millions of lives around the globe. Keeping the vision of the future of the industry in my mind daily, I am empowered to share what I am doing with others in such a way that people respond positively.

On a more personal level, I own my time again. I determine each day how I utilize the day, whom I work with, and how much I accomplish. I don't ask permission to take off work for family outings any longer. I spend my time working with like-minded individuals who are goal-oriented and who give back in a big way. My family has been able to travel to exotic locations that I would have never dreamed of prior to my introduction to the industry. My children are very proud of what I am doing, and they know that with every call I make, every appointment and every follow-up, I am securing our financial future. I am planning to leave my children a financial heritage, one that will continue giving long after my work here on earth is completed.