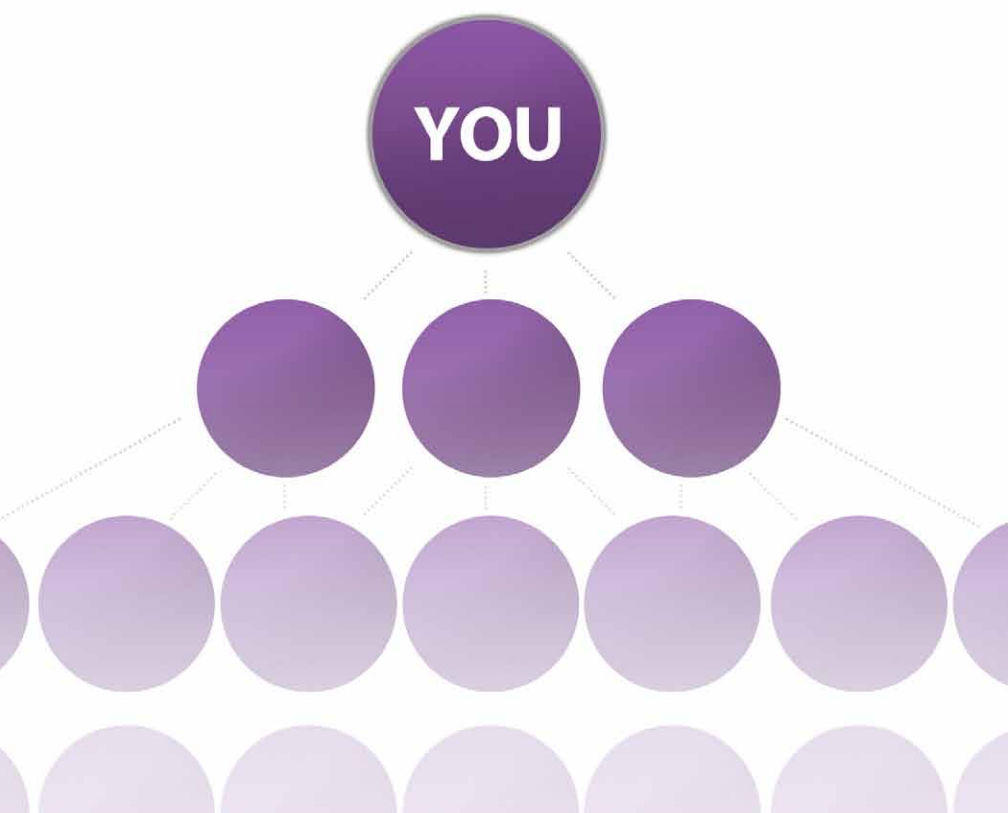


# Making the First Circle Work:

The Foundation for Duplication in Network Marketing



**RANDY GAGE**

*Author of the bestseller, *How to Build a Multi-Level Money Machine**

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**RANDY GAGE**

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## **Dedication**

To Glen and Craig. Thanks for making the sandbox that got me back on the playground.



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**How to Build a Multi-Level Money Machine**  
The Science of Network Marketing

**Why You're Dumb, Sick & Broke**  
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**101 Keys to Your Prosperity**

**37 Secrets About Prosperity**

**7 Spiritual Laws of Prosperity**

**Accept Your Abundance!**

**Prosperity Mind**





## **Introduction**

It was during a South American tour and I was in some airport with Jose Lopez. We were savoring some pechuga de pollo, frijoles, and yucca and he mentioned the event I had conducted the evening before.

“That training you did about the first circle would be a great idea for a book.” He said, “You should write that.” I mentioned that I already had a few books planned out. “Okay,” he continued, “But I think it’s a really good idea and people really need it. It’s so important to get duplication started.”

Well the more I thought about it, the more sense it made...

So many people look in the wrong places for duplication or wonder if it even exists. They mistakenly blame their less than optimal results on their sponsor or the people on their team. But that fails to address the real issue: Namely that we set the tone for our organization and model the behavior.

And unfortunately because of the nature of human nature, it seems that about 90 percent of the bad things get duplicated and only about 40 or 50 percent of the good things do. So what we do at the top of the organization has a huge effect on what takes place in the many levels below.

We set the culture of the team and that culture manifests itself either in a positive way or a negative one. But it definitely manifests some way.

So that's what this short book is about. It contains powerful insights on how you can set the speed of the pack, and determine how fast your team builds, what kind of principles the organization runs by, and the level of duplication you will experience at the lower levels.

This is the real component that Network Marketing is about; the Tao of leadership. And like all examples of true leadership, it's not about ordering others how to perform, but simply modeling the behavior you want to see take place. The first person you lead is yourself.

So I hope you make the decision to take responsibility for your business and stop looking for success in other people and other places. If you commit to making the first circle work, you choose to create success yourself, on your own terms.

Randy Gage  
Miami Beach, Florida  
July, 2010





# **Chapter One**

## **Where Duplication Lives**

### **The Law of the First Circle**

I remember complaining to my sponsor about my team one day. Most of my people seemed to be lazy, never brought guests to the meetings, and just wanted to wait around for their own group to make them rich. I wondered why they couldn't be more like me.

Unfortunately, that was the problem. They were.

And that is the fascinating thing about this wonderful and amazing, yet crazy and frustrating business we call Network Marketing. Because everything we do goes back to the first circle – the one that says “You” in it.

Now that's not a popular viewpoint to be sharing in the business today. The Matrix, Binary, and Quadra-plan compensation plans have certainly created some entitlement culture in the business. Many people demand spillover and see it as their birthright. So if their sponsor hasn't built out a good portion of their structure for them, they're quick to place the blame on that sponsor for the less-than-successful results they are experiencing.

Yet others place the blame on their team. It's very easy to fault our people and insist that they haven't done enough to make us rich. But, of course, there are no employees in our business, and we lead all-volunteer armies.

The bonus check you receive every month has your name on it, no one else's. Once you accept that, you're ready to create success. And to do that, you must operate in accord with the Law of the First Circle.

We are responsible for going first, testing the way, finding what works, and then sharing that information with those we bring into the business. We are a unique combination of mentor, coach, teacher, commanding officer, and partner.

People don't work for us, they work for themselves. But, of course, what they do impacts our own results and income.

The best training I ever got for Network Marketing came from outside of the business. What helped me more than anything else was the work I did heading up the Board of Trustees at my church and some other nonprofit organizations, because in each case I was working with an all-volunteer army. And when you can't hire and fire people, you're forced to learn how to inspire, lead, and partner for a common goal.

So that's where we begin, because you can do all those things by the way you run the first circle. And the first circle is the only thing you can really control...

You can say you're going to sponsor ten people this month, but you can't control that, because each prospect makes his own decision on whether or not he will ultimately sign the application. You can set a goal to reach a certain rank by a certain time, but, again, that's not in your control either.

This book is about the things you can control. And the paradox is that when you control your own circle, that influences all of the other circles in your organization. You cause certain behavior to happen, but you do it by modeling the behavior yourself and being the example people decide to duplicate.

What you will learn along the way is that you don't grow your network. You grow your people, and they grow the network. But that all starts with you, and the principles, behavior, and culture you lead with. So if you're up for it, let's get into it...

## **Chapter Two**

### **The Power of Mind**

#### **How Attitude Affects Your Results**

It is a beautiful South Florida Saturday morning. I'm out on a drive in the Viper, Van Morrison belting out "Domino" on the stereo. There's a black pickup truck driving alongside me, with the window rolled down and an adorable puppy leaning into the wind, just taking in the scene.

His wide eyes, windswept ears, and tongue hanging out demonstrate the exquisite state of canine nirvana he is experiencing. The disc switches to Stevie Ray Vaughn, and I'm thinking life is pretty good.

The day before, one of the guys from my softball team had called to say his car had been burglarized. He was just leaving his mother's house and he needed to vent, because she had warned him about leaving stuff in his car and had given him the "I told you so" routine instead of sympathy.

I asked if the burglars had broken his window. They hadn't, so I thought that was pretty good news, since it saved him that hassle. Then I asked if his softball glove had been in the car. Turns out it was being repaired, so it hadn't been there. I remarked how fortunate that was because gloves can take months to get broken in and feel "just right." He agreed that this was lucky but mentioned that his old bat had been stolen. I replied that he should be glad that it was his old one, not the new \$300 one he'd gotten for Christmas.

"You're such a motivational speaker!" he exclaimed, sounding almost exasperated. "You see the positive in EVERYTHING!"



Guilty as charged. I do believe there are good things that come from all bad things, and I'm very optimistic. That is a mindset. And mindset may have more to do with success than any other single thing we could have. Because our mindset creates our attitude and our attitude determines the actions we will take. Or not take.

If you believe people are skeptical, you'll approach them with that doubt in the back of your mind and likely manifest skepticism that wouldn't normally be there. If you expect to be rejected, you probably will be. If you expect team members to be negative and drop out, they probably won't disappoint you.

On the other hand, if you believe your opportunity is amazing and someone would be nuts not to join it, you'll manifest more enrollments. If you expect your people to develop and build, they probably will. Expectations are a very powerful tool in your leadership development arsenal. Letting people know that you expect great things of them inspires them and helps them develop the confidence they will need to do so.

Now, if you're like most people, you have been programmed with negative mind viruses and this has caused you to develop negative beliefs and expectations on a subconscious level. (This is the topic of an earlier book I wrote titled, *Why You're DUMB, SICK & BROKE, and How to Get SMART, HEALTHY & RICH!*)

When you have negative beliefs, this can create a lot of behavior that will greatly reduce your chance for success in the business. For example, you could prejudge people and decide they wouldn't be interested. And because you never approach them, you certainly will miss out on getting some people who would actually do the business and do it well.

When you have a negative mindset, every minor challenge will turn into a distraction and distractions kill growth. Every backorder, price increase, or comp plan change will turn into a chance for a bitch session. And no one participating in bitch sessions is ever building a business.

When you have a positive mindset, distractions don't affect you. You accept them as part of the process and stay focused on your goal.

### **Getting the Help You Need...**

Frankly, I don't think anyone can stay positive by themselves in today's world. There is simply too much negative programming everywhere. It is pervasive in all channels of the media, in many of the people around you (even the well-meaning ones), and even from organized religion and the government. The only way you keep your mindset right is through daily self-development time devoted to positive programming.

This can come in the form of:

- Audios you listen to
- Videos you watch
- Books you read
- Events you attend
- Those people you associate with

Now of these, the easiest thing to do on a daily basis is feed your mind with the books, audios, and videos. Taking time in the morning to set your consciousness before you ever leave the house will have a huge effect on the results you have during the day. You will attract people and circumstances vibrating at higher consciousness.

But it won't happen by accident.

You have to have a structured self-development program. You must set aside the time each day and make it sacred. Mornings are best to set the tone for the day, but it's also good to read something positive last thing before you go to bed at night. Let your subconscious mind have some good stuff to process while you're sleeping. Never watch the news before you go to sleep and don't start your day reading a newspaper. Start and end each day with positive programming to counteract all the negativity you will be exposed to the rest of the time.

Please don't confuse these self-development resources with business training tools. You'll need both. If your company or sponsorship line has an autoship program for books, CDs or DVDs, you're very fortunate. They will feed you a steady diet of the kind of material you need.

If you don't have a subscription system like this, you'll need to make sure you purchase your own materials. Look for things that help you grow your mind, body, and soul. Having a strong spiritual foundation is very helpful to a proper mindset. So check with your spiritual leader for works that will be useful for your development program.

There are some classic works that should definitely be integrated into your program. These include the following books:

*As a Man Thinketh*  
*Think and Grow Rich*  
*The Magic of Thinking Big*  
*The Power of Positive Thinking*  
*How to Win Friends and Influence People*  
*The Science of Mind*  
*The Richest Man in Babylon*

You'll also find audio and video programs by Jim Rohn, Wayne Dyer, and Deepak Chopra provide great content for accelerating your personal growth.

## **Failing Toward Success...**

In the book *As a Man Thinketh*, there's a section about failure. The author James Allen states, "Even if he fails again and again to accomplish his purpose (as he necessarily must until weakness is overcome), the strength of character gained will be the measure of his true success, and this will form a new starting point for future power and triumph."

And how true is that in our business!

Do you really get that? You see, it's not about avoiding rejection or challenges. Challenges are the stepping stones that develop character and skills that ultimately allow you to prevail.

## **The Power of Dreams...**

We talk a lot about dreams in our business. This is necessary, because it is our dreams that will cause us to find the time, face the fears, and persevere through the challenges.

You must be willing to fight for your dreams against the negativity of the herd. Reduce your time with the dream stealers.

Be the number one investor in your dream. If you don't invest in yourself, it's probably a bad investment for anyone else.

Feed your dream on a daily basis. Spend more on your self-development than you do at the coffee shop.

Build your own dream instead of borrowing the dreams of others. Feel it, see it, smell it, taste it. Build a dream so compelling it pulls you toward it. Then use affirmations and prosperity maps to keep it in your consciousness.

Your dream needs to be as big as you are. And if you make it bigger, it makes you bigger.

Making a public declaration of your dream will recruit the people who will help you and expose those that would undercut you. So make your declaration and set aside time every morning to work on your attitude and self-development.

The opposite of success is not failure; it's mediocrity. Failure is actually part of the process of success. And to reach true success in our profession (or any profession worth doing), you must be willing to pay that price – the price of building skills and character.

Now none of us likes facing rejection, having people drop out, or any one of the dozens of other challenges you will face to grow a strong team. But if you practice daily self-development, you will recognize these challenges for what they are and work through them to reach the success on the other side.

## **Chapter Three**

### **Doing the Right Thing**

#### **Setting a Standard of Integrity**

The message in my inbox was an inviting one. One of my team members overseas was writing to say that a mid-level pin rank from another line was looking to switch lines. She wasn't happy with her sponsor and wanted to join our team.

She suggested that she could enroll under her husband's government ID number, which was unknown to the company. She also said her team was in sync and willing to come with her.

The volume would certainly have been nice...

But I rejected it immediately, because it wasn't the right thing to do. I don't want a war with other lines, and I don't appreciate when someone tries to poach someone from my team. And I certainly can't complain about such action if I sanction it on my own team. Besides, I just fall asleep better at night when I know I've operated in integrity throughout the day.

In our organization we operate by ten core qualities that we ingrain into the culture at every level. One of the principles included in those core qualities is always doing the right thing. If you do this in your organization, you will see a full range of benefits across your business and your life.

Like everything else we're discussing in this book, it all begins with you. When you demonstrate that the business is done with integrity, then that behavior will become the standard throughout the team. This doesn't mean you'll never have bad people. Sometimes you will. But they will find the culture intolerable and will quickly move on to somewhere else.

I think one of the most attractive elements of our business versus the corporate world is the integrity we practice. In the workday world, there is a rat-eat-rat mentality and people are rewarded for undermining others to make themselves look better. The drama of things like office politics, discrimination, and accounting scandals is wearing very thin on a lot of people in that space.

They look at our world and see a system where success comes from people helping others reach success, where the sponsorship line gets paid for reaching down and mentoring their team, and there is unlimited space at the top levels of success. That's pretty intoxicating and it's attracting a lot of refugees from the traditional workforce.

To keep that in effect, you need to be vigilant about the ways your team does business. And that starts with you...

Is your word good?

Do you honor copyrighted material or are you making counterfeit copies?

Are you abiding by all local laws and paying your taxes?

Do you respect other distributors' guests at open events and make sure they sign up with the person who invited them?

Are you paying for the marketing materials and events and is your check good?

Do you respect the sanctity of marriage vows, both yours and others?

Do you keep your product claims and testimonials to those approved by the company?

Are you representing your own income and your company's earning potential accurately and honestly?

All of these things are part of the bigger picture of how you run the business. When you run it with integrity, you will attract and retain good people, your team will know how to respond in any situation, and you will be operating by the laws of prosperity. You'll reach success sooner, and your success will withstand temporary challenges to stand the test of time. And more importantly, you'll feel good about your business and derive a lot more satisfaction from it.





## **Chapter Four**

### **Pump Up the Volume**

#### **It's How You Get Paid**

I remember getting a call from a friend inviting me to come over to his house to hear about the airplane game. He said I should bring \$5,000 in cash and make sure not to invite any police or reporters. I declined.

A few weeks later he informed me that he had piloted out in the game and pocketed over \$75,000 cash. However six months later, he was singing a different story...

It turns out the authorities busted up the ring shortly after he had cashed out, and he had many family members and friends who lost their money. Of course they blamed him, and he said it was the worst mistake he had ever made.

In money games and pyramids, people always get hurt. In legitimate network marketing opportunities, no one ever has to get hurt. So what is the difference?

In legitimate Network Marketing, we don't assess training costs or headhunter fees. We get paid only on the volume produced by products or services delivered to the end consumers. That means your bonus check is directly tied to the volume of your organization.

Now, like everything else we're talking about, you can't control the volume of your network. But once again, the standard you set in the first circle will directly impact what happens in the rest of them.

You're able to do this three ways:

1. The products or services you and your family consume.
2. The products or services you give away as samples.
3. The customer base you develop.

Let's look at each of them in turn:

### **1. The products or services you and your family consume.**

If your company makes a product, you should never buy that product from another company for any reason. You have to be your own best customer and buy from your own store. The lady who owns a Burger King doesn't eat at McDonald's.

Please don't sabotage your business by skimping on your own products. I can't tell you how many people fail because the first question they ask is "What's the minimum volume I need to achieve to get paid?" If that's your mindset, you should put down this book now and stick with your job at Walmart.

Have you ever seen anyone reach high levels of success in anything by asking about the minimum he or she can get by with?

Don't just buy from yourself; buy A LOT. The more of your products or services you use, the better you will know them. You're likely to get better results, have a better testimonial, and develop a more passionate story. The stronger your story and testimonial are, the bigger your volume is going to be.

The more products your team sees you using – or just in evidence around your house – the more they will use. After

20 years of counseling with team members, I can assure you that people with high levels of personal use always have high-volume levels in their team as well.

The other big mistake you see a lot people make is crying poor and cutting back their product use. I can't begin to tell you how many people I've met that claim they can't spend \$200 a month on their products, yet their bonus check is already at \$500 a month, \$700 a month, and sometimes a lot more.

You're getting that \$500 or \$700 a month because of those products. At that stage you should never be trying to live off the business; you should be investing in growing it. And the best investment is using a broad cross section of your own products and having a great story to tell.

## **2. The products or services you give away as samples.**

Don't make the mistake of trying to increase profits by saving on samples. In reality, this dramatically reduces your enrollments and that is death for your volume. Be generous with samples.

Every time someone attends a presentation with you, have a nice package of product samples for her to take home. Your product is your best advertisement.

## **3. The customer base you develop.**

This area is the one that will influence your volume in the biggest way.

The fact is, opening a business and being your own boss is not for everyone. But your products very likely are. So there will be lots of people who choose not to do the business who

could benefit from your product line. And to make the most of this, there are a couple things you have to do.

First, create a safe space for people who aren't interested in building a big network but are excited about the products and want to market them. Don't try to bully them into attending opportunity meetings or doing other business building requirements if that isn't their thing. If they just want to be retailers, support them in that decision and give them the help they need.

Make sure that when prospects turn down the business opportunity you let them know you would love to have them as customers. Explain the ease of your customer-direct program if your company has one. Let them know that they will always be assured of friendly, personalized service from you, and you would value their business greatly.

I've made millions of dollars as a business builder in Network Marketing. But it pales in comparison to the millions of dollars in additional income I lost in the past by not doing a better job creating a customer base.

I thought all the money was in builders, so I focused on them and basically told people who just wanted to be customers that I was too busy to deal with them. Big mistake, of course, because my team followed my lead. We had strong consumption in the network but pathetic retail customer volume.

## **Do the math...**

Let's say your average consumption in your group is \$100 a month. You have 1,000 team members, you get paid on a volume of \$100,000. Now suppose they each have an average customer base of \$200. Now you're getting paid on a volume of \$300,000. You just multiplied your bonus check by

the power of three. Instead of earning \$500 a month, you're doing \$1,500. Instead of \$8,000 you're earning \$24,000. Or rather than taking home \$30,000, you're raking in \$90,000.

And the longer you're in the business, the higher your average volume should be. If you're relatively new, you may have only three or four customers. If you've been in a year, you should have at least ten or 15. And if you and your key people have been in for five years or longer, it's very possible that your people will have 30 or 40 customers. And then you're multiplying your bonuses by the power of ten, 20, or 30 times.

So buy liberally from your own store. Give all your prospects a nice cross section of products to sample. And nurture a large customer base.

The personal volume in your circle is what is going to get multiplied many times over, all the way down the team. And that's when you start adding zeroes on the end of your bonus check!



## **Chapter Five**

### **Making It Rain**

#### **Busy Work Versus Income-Producing Activities**

I'm on a crusade – a crusade to create the proper expectations on what it takes to do the business.

I still hear people recruiting with a pitch that the business can be started in four or five hours a week.

Not a chance.

No one builds a network working that kind of schedule. Sure you can build a small retailer business with those hours, but you can't duplicate a large network.

To do the business beginning on a part-time basis, you need to put in at least ten to 15 hours a week. Because once you get a runner or two, they will need you to be available for events and calls, working with some long distance lines and helping out on other things that can't be done in four or five hours a week.

But that isn't the real issue...

We can go to your company convention and ask for a show of hands of all the people who work at least ten hours a week and 90 percent of the people have both hands in the air and are moving them like they just don't care!

But here's the problem with that...

Sorry, kids, but spending five hours chatting on Facebook and sending out some tweets is not really building the business.



Checking your back office every five minutes to see what your volume is and if anyone signed up any new team members is not building the business.

Calling all your frontline people and affirming how “fired up” you are doesn’t get it done.

Organizing your stock of vitamin tablets in alphabetical order on your stock shelves does not make your bonus check go up.

Cleaning off your desk, catching up on your filing, and putting everything in your briefcase in its proper place are all noble activities and you’re sure to get your reward in heaven. But that’s not what you get paid on.

Remember — we get paid only on the volume produced by products that get to the end consumer. Period. And we produce volume in only two ways:

1. Getting prospects to presentations where they join the business.
2. Getting prospects to presentations where they don’t join the business but they decide to become customers.

Those are the only two activities that you get paid on. Everything else is a distraction. And distractions cost you money.

The difference between people who earn a few hundred or thousand dollars a month and those who create financial freedom for themselves is this: how they spend those ten to 15 hours a week initially. This is what separates the amateurs from the professionals.

Amateurs spend lots of time with busywork. Professionals dedicate as much of their time as possible to rainmaker activities.

One of the best things you can do to maximize your productivity and income is to plan your week. Take 45 minutes over the weekend and schedule the following week. Determine exactly when your ten to 15 hours are going to be and what you are going to do during those hours.

Set aside time for sending out invitations, putting prospects in presentations, and doing follow-up. These are the rainmaker activities that build volume.

This is not rocket science. But such planning probably will do more to grow your business than any other single strategy you can implement.



## **Chapter Six**

### **Watering the Taproot**

#### **Building from the Bottom**

So in the last chapter we talked about how you make it rain. Now let's talk about how we direct that rain to produce the most fruit. Back in the day, when we all worked stair-step breakaway compensation plans, we called this the "taproot strategy."

And while comp plans have evolved, and the implementation in other plans may be slightly different, the basic principle behind this is as powerful today as it has ever been.

The analogy behind this is the taproot that every tree has. This is the main root that reaches deep in the earth to bring in water and nutrients to grow the tree. And the deeper the taproot grows, the taller and stronger the tree will grow above ground. The same principle applies for duplication.

Most people work their organization from the top down, focusing on their personal enrollees. With the taproot principle you work from the bottom up, creating volume and excitement at the lower levels, which has a chain reaction on those above.

There are a couple ways to do this...

First is through any presentations and home meetings you do locally. Let's say you do a home meeting at Jack and Sue's house, who are personals to you, and their guests Abe and Becky join the business. You move the next meeting to Abe and Becky's home, inviting Jack and Sue to attend. You let them know that you're going to be helping work down in their group, helping train them in the process until they're ready to take over.

Suppose at that meeting Chris and Carmen join up. You schedule the next meeting at their place, inviting both Jack and Sue and Abe and Becky. You continue this process, level by level, building momentum until someone (hopefully Jack and Sue, but not necessarily) takes it away from you.

You can do a similar process with long distance lines. You check your back office and look for people who show a spark, no matter what level they are on. (Someone qualifies as sparking by sponsoring a lot of people or showing volume growth.) When you see a spark, feed the fire by pouring gasoline on it! You do this by getting in touch and letting those people know you are willing to travel to their town and do some presentations and training for them.

Of course, this excites them, but it also moves that excitement all through the sponsorship line above them. Make sure you are in touch with the leaders above and keep them abreast of what is going on beneath them. So the lower down you work, the better results you create.

Many people in the business work only with the people in their payout range. I think this is a big mistake. When I go into my back office and look for people with potential, it doesn't matter to me how far down the group they are or whether I am even getting paid on them. Working with people beneath your payout range will eventually produce higher bonus checks from your payout, and it creates long-term security in the organization.

Next let's look at another thing you control — your group's participation in the local events...

## **Chapter Seven**

### **Taking on TicketMaster**

#### **Growing Your Market with Events**

The fastest and strongest way to grow your business is to first build in your local market where you live. That gives you experience, confidence, and income that will allow you to build long distance lines. Then the long distance lines should supplement the beachhead you created in your local market. And the way you grow your local market is with local events.

Now, this isn't fashionable to say today. There are scads of self-proclaimed gurus preaching that live events are dead and you can best build over the Internet from home in your bunny slippers. They are telling people what they want to hear and this makes "mining the miners" easier. But they're doing a great disservice to the people who follow them.

As I'm writing this I'm platinum elite level on three airlines and just qualified as gold on a fourth one. I need another plane ride like I need a hole in my head. But I travel to do live events because they work. I participate in the events in my local markets and support the local events of my long distance team members.

Today there is a big disparity between the "haves" and "have nots" in Network Marketing. And I believe how people approach events is the biggest difference between the two groups. The people with duplication understand the importance of events, and the other people are looking for shortcuts, trying to do the business without them.

Take this scenario...

Someone starts a Facebook group around a topic like a home-based business, network marketing, or the area of his product line. Once people join the group, he starts sending out pitches at regular intervals to prospect these strangers. He will tell you that meetings are old-fashioned, no one likes to go to them, and he is building a virtual business online.

He is living in delusion.

Same thing with all these “attraction marketers” and others promoting “pay per click” advertising programs to prospect strangers looking for distributors. Some of them actually tell their followers not to talk to their warm market or conduct live meetings.

They bandy around terms like “old school” and “new school” with the goal of trying to suggest that basic common sense strategies like talking to people you know are somehow out of touch with today’s environment.

Most of these gurus don’t actually build a network; they make their money mining the miners by selling systems, tools, or leads to them. Some are proficient at pay-per-click advertising and do build something. But you’ll find that most of the people they bring into the business fall into two categories:

Category one is comprised of those people with a lottery mentality looking for shortcuts to do the business. They think these “new school” methods somehow eliminate the work required for success. Invariably they fail and drop out.

The second category includes people who sincerely do want to build and are willing to work. Unfortunately, pay-

per-click advertising requires a certain amount of time and skill. People who don't know how to do it well can lose money quickly. And to do it well requires knowledge and skill not easily duplicated by the average person. So while pay-per-click advertising may work in a limited way, it doesn't duplicate well. Remember the most important axiom in Network Marketing: It's not whether something works, but whether it duplicates. Meetings work and meetings duplicate. And they do some things that can't be duplicated any other way.

Let's go back to MLM 101: the difference between money games and legitimate Network Marketing. We don't get paid headhunter, recruiting, or training fees. We get paid on volume. And volume comes when the product gets to the end consumers.

So how do we do that?

By inviting candidates to presentations, getting them to presentations, and following up after presentations. We get paid only when people join the business and buy products, or don't join the business but still buy products. So the only real rainmaker activities are those that produce those results. Everything else is busy work.

Now just to be clear, I'm not saying there isn't a place for webcasts, Skype conferences, teleconferences, CDs, DVDs, and a lot of other great technology available to us today. Those things can be very helpful to building your business. But if you try to substitute them for live events, your duplication and results will suffer.

We must bring candidates through a recruiting process, and a vital part of that is a well-executed local event. This could be weekly, twice monthly, or monthly.



I know it sounds easier to stay home in your Batman pajamas and build online, but that is trying to hack the game. The only free cheese is in the mousetrap. Nothing can replace the social proof and other dynamics that occur in a live event.

You need to be bringing candidates through some kind of first look (usually through a home presentation, a one-on-one meeting, webcasts, or a marketing tool), then using the bigger local events to get them off the fence. The local events determine who becomes a customer, business builder, or neither. So every market needs to set up a regular event as quickly as possible.

Then once the event structure is set, you must get into the ticket selling business...

You become your own local little version of Ticketmaster.com. In January you sell tickets for the February event. In February, you sell for March, March for April, and on and on forever.

Price the tickets with quantity discounts. Buy a block each month and encourage your team to do the same. For example, you might price your tickets at \$20 at the door, \$10 in advance, five for \$35, and ten for \$50. By creating these discounts you'll find most people will buy in blocks. And because they buy in blocks, they'll end up with more guests for the next meeting, and then more recruits. Here's why:

The normal reaction for human nature is people will buy one ticket for themselves. Then they figure if they get a guest lined up, they'll buy one for them. So maybe they'll have a guest next month, maybe not.

Now let's suppose you buy a block of ten. All month long you are working to fill those nine extra tickets. Realistically, you probably won't. You probably have breakage. But celebrate the breakage!

Because by shooting for nine guests, you're very likely to end up with five, six, or seven. With numbers like those, you will probably sponsor at least two or three. You make sure they each buy a block of ten, and the process starts all over again...

The difference now is that you have a bigger base buying tickets, making invitations, and enrolling. So each month the meeting grows.

Even when you sponsor people long distance, you teach them how to implement this same process in their town. This is how you grow a large organization – by building a strong network of local events. Then the listing of all the local events can be posted on the company or team website and everyone everywhere can see the event calendar.

When your team members see events happening in cities around the country (or around the world), they start to think about who they know there and could send to that local event. Cities set up reciprocal relationships to look after each others' prospects and then things can really get into high gear.

One important note:

I think a market gets permanent traction when the events break the 250-person barrier. There is enough social proof and excitement generated to keep it moving forward. But I believe this takes place gradually over a period of months.

If the numbers get big too fast, there isn't enough local leadership to support the growth and it usually moves backward.

You may have seen this if you ever sponsored some dynamic super sales type into the business. She might have a huge sphere of influence and can sometimes put several hundred people in a room in her first month or two. But most times such an overwhelming response is about that person's cult of personality and the meeting doesn't sustain itself.

However if you put on an event that starts out with 15 or 18 people and gradually increases to 250-plus over a period of five or six months, you usually have a secure line.

Once you have the local events in place, you use them to feed into the major events. Which is the next element of the first circle you can control, and what we'll look at next...

## Chapter Eight

### Promoting, Not Announcing

#### Building to Major Events

The local events we discussed in *Chapter Seven* are what cause candidates to become customers or business builders. Once they are business builders, we need to help them learn skills, build belief, and develop confidence. That's where the major events or "majors" come into play.

The majors are two- or three-day destination events that usually involve travel, a hotel, and meals. They're usually conducted two to four times a year. (I used to do these quarterly. But since the cost and hassle of travel have escalated, we've gone to doing these three times a year in my organization.)

Across the profession I've seen names for these like *Family Reunion*, *Mastermind Weekend*, *Go Diamond Weekend*, *Spring/Summer/Fall/Winter Leadership*, or *Dream Weekend*. The other major event is your company convention.

You'll find these major events are where the life-changing decisions are made. This is where people make up their minds to make the business a career and strive to attain the top ranks within your company. The high levels of energy, large numbers of attendees, and social proof provided at these events facilitate this process.

What you will see is that spurts of rank advancements always follow the major events. The people who attend them leave with intense passion, they've learned new skills they can put into practice immediately, and their belief level is usually sky high.

They have often met the corporate leaders and top field leadership for the first time. They've had a chance to shake hands, look into their eyes, and perhaps taken a picture with them. They've heard their stories of how they overcame challenges to reach success. Hearing how others have overcome the exact challenges they are facing is what your team members need to go home and get into massive action.

## **The Five Purposes of Major Events...**

We talk a lot about the importance of major events and why you must attend them. Yet sometimes people still think they're graduated to the point they don't need them. Big mistake...

They look at the investment involved and try to justify why they don't need to go. They say they'll skip just this one because money is tight or rationalize that because they attended other events they know what's going to be taught. This is foolish thinking and may prevent more people from reaching success than anything else.

There are five reasons we conduct major events. And everyone – and I do mean everyone – is always in need of one of those five things.

They are:

1. Gain knowledge
2. Improve attitude
3. Change behavior
4. Develop skills
5. Build belief

I believe the best major events provide sessions addressing the following areas:

- Personal success stories (These are great for building belief in the team members and this session can also be done at the start of the event and double as an opportunity meeting.)
- Product training
- Skills training in the core competencies of meeting people, working the candidate list, inviting, and following up.
- Leadership development
- Assignments or “marching orders” given in the last session so people have specific a game plan going out of the event

If you have a good relationship with your company and they will support your events, it's great to have the CEO, president, or a VP also speak, sharing their vision for the company and the support they provide to the field.

Covering the bases with sessions like these ensure your major events are successful and produce powerful results in the few months afterward. And at the end of each event, you immediately start the campaign to the next major event. And that really is the essence of what you'll be doing for the rest of your career — working event to event.

Another issue you'll have to deal with once your organization gets large is the travel complications. My company is international and my organization is now in more than 50 countries. People in Russia are not going to attend many events in the U.S. Even if they are willing to come here, they often can't get visas.

Likewise, people from Asia are not very likely to travel to Europe and vice versa. So I actually have to schedule my major events on four different continents. If your group grows around the world, you'll have to do something similar.

## **Promoting, not announcing...**

Now you're probably going to find resistance from your new people initially to register for the major events. The cost of the travel and time away from home may scare them. That's only because they don't understand the value of what they are about to experience. Expect to hear things like "I joined the business to make money, not spend it!"

Most people live paycheck to paycheck and their immediate reaction is to cry poor at the suggestion of making any investment. Majors will be no different. It's important that you don't buy their story. You have to convey with conviction why they need to be there. Let them know it is an investment not an expense – an investment in their future and their success.

You can't simply announce events and expect that your people will register. You have to promote them.

And like everything else we discuss here, that starts with you. You have to be the first person to register for each event. Then you plan your campaign.

Is the event within driving distance? Will you caravan or rent some buses? If it's far away, start shopping for airfare deals. Do you need to facilitate roommates to lower the cost, find a budget hotel, or plan to pack lunches? Do whatever is required to keep the costs down and increase participation.

Make sure your people understand that for the first couple years they shouldn't be trying to live out of the business. They should be pouring their money back into the business, growing it. And nowhere will they get a better return on investment than major events.

Use the tools of inclusion and exclusion to create the culture of never missing a major. Perhaps you recognize people with a pin, ribbon, or button to wear at the local events when they register for the major. You might keep a list on the website or webcasts of registrants.

You could organize some conference calls or special training centered around the event and how important it is to attend. Maybe one of the leaders who will be speaking at the major can record a video or Skype conference into your local event to promote the bigger event. Every major event deserves a major campaign.

Structure your ticket-selling promotion with the taproot strategy just like you do your building in depth...

While you're down at the bottom of a line, sell them tickets to the next major. Then talk to the person above and let him know his couple is registered for the next major and find out if he's purchased his own tickets. Then you go up again...

"You have five people registered for the next major. Have you gotten your tickets yet?"

Then, rinse and repeat.

"You have eight people registered for the next major. Have you gotten your tickets yet?"

"You have 11 people registered for the next major. Have you gotten your tickets yet?"

"You have 23 people registered for the next major. Have you gotten your tickets yet?"



Start at the bottom and work all the way through to the top of the line, maximizing your ticket sales. At each level you stress that the people below them already registered, so your team members realize what they have to lose if they aren't there. Your goal is to get to:

### **The Tipping Point...**

You reach a critical mass of a tipping point once you have at least 100 distributorships attending a major event. Once you've attained this, your business has enough traction to continue to grow without you.

Even if you were to quit the day after the event, there would be enough people who developed enough belief to stay in and stay building although you left.

There is a certain point when the penny drops and people just "get it." And once you have at least 100 distributorships at a major (not a local event), there will be a sufficient number who get it to keep duplication happening, no matter what.

Leaders can leave, the company can face challenges, or negative publicity can occur. But once a network has enough traction with committed people, it will usually overcome just about anything and continue to grow.

So now we've discussed your attitude, the kind of culture you want to create, how to move volume, using the taproot structure, and the event cycle. Let's look at our final element, the one that keeps all of the rest of these on track...

## **Chapter Nine**

### **Keeping Out of the Ditches**

#### Using Counseling to Develop Leadership

Okay, I admit it. I'm old.

When I started in Network Marketing, we had no cell phones, Blackberries, iPads, or email. We put new applications into an envelope and attached something called a "postage stamp" and hoped they got entered before the end of the month. We practically hallucinated when an amazing invention called the FAX machine came about.

This meant you could enroll someone on the last day or two of the month and be sure the volume would be counted. Even so, you still didn't have a very good idea of where your business was heading.

If you had a large organization, it was spread across many states or provinces, and sometimes, even countries. You knew how well you did last month when the mailman brought your bonus check this month.

If you were really savvy, you paid extra for FedEx delivery of your check. It came with a heavy box of wide green and white computer paper, which listed your organization. You then spent hours with highlighters, looking through the report and trying to decipher who were your up-and-coming leaders, which markets were strong, and who you should reach out to.

Fast forward to today...

You can host a webcast with thousands of people on it, email sign-up links to prospects, and probably track the new people and ongoing orders all through your organization in real time

from your laptop under a palm tree. Your back office probably allows you to scroll through your entire organization, see who is on autoship and whose credit card was declined so their order didn't process. You have immediate, real-time access to information to manage your business.

This has made running the business much easier and allows us to have a good read on what is happening during the month. But it also poses a danger.

It's easy to get so enamored with the technology that we think we can use it to manage our people. But if I have learned anything in 25 years, it is this:

You don't manage people. You lead people and manage things.

And in Network Marketing, the best way to do that is through monthly counseling. Now don't think of this as the kind of counseling you get on a psychiatrist's couch. (Although I'm not denying there is an abundance of that going on!) Think of it more as a structured system of mentoring.

As my friend Billy Looper likes to say, Network Marketing would work perfectly if we just didn't have people involved! But alas, we do, and people bring their own issues. So sometimes in counseling you are mentoring people in a positive way on how to correct dysfunctional behavior that is holding them back.

This could be behavior like bossing people around like employees, having a negative attitude, or not acting in a moral or ethical way. Most of us are not professional therapists, and we shouldn't try to be. But counseling gives us a chance to share the lessons we learned when we made our own mistakes starting out.

You can direct people to the particular personal development books or albums that will help them. And if you've created a good culture of self-development, most people will be open to coaching and realize you can help them break through to the next level of success.

These are the occasional issues that arise from human relationships. But for the most part, the monthly counseling will focus on the business elements, such as guiding people where to work in the organization and how to get better duplication.

Counseling is a monthly process where you work one-on-one with key team members and evaluate all the important business statistics. Some of the most essential ones include:

- Number of distributors in the group
- Average volume
- Number attending the major events
- Rank advancements
- Lines with a leader
- Total number of leaders in the group

Probably two of the most important variables you should be concerned with are the number of lines with a leader and the total number of leaders in the organization. To me, these are the two most critical statistics that determine all future growth.

We know that a line could have 35 people in it — but if none of them are leaders, within three months the line will probably have diminished to one or two people or be gone entirely.

Another line might have only two people in it, but if they're both leaders, that line may grow to 40 or 50 within a few months.

Leaders produce leaders. So that's the number one factor you want to watch for when you are counseling.

Counseling is a two-way process. You should be counseling people from your team, and you should also be receiving counseling from someone upline from you.

Let's say you're a Bronze Director with your company and the next rank up is Silver Director. You would probably counsel with the first Silver Director in your sponsorship line. Now, once you become a Silver Director, if your sponsor is still a Silver Director, you would no longer counsel with her. You would go, instead, to her sponsor, who is a Gold Director.

If you want to know how to be a Gold Director, you have to talk to somebody who has already achieved that. If you want to be a Diamond Director, you need to be counseled by a Diamond Director. You should counsel with the upline person at the next rank above you. (Usually. More about that in a minute.)

This ensures everyone has someone to counsel with and also that the top ranks don't have thousands of people looking to them for counseling. Just like the sponsorship lines work, you work with your frontline leaders, who work with their frontline leaders, who work with their frontline leaders. If you're in a sponsorship line with a level or two at the same rank as you, go up the organization and you will find someone who will be willing to work with you.

However, just because your sponsor is the same rank as you does not mean that she is a bad leader or doesn't know the business. It may just mean that she's helped you achieve fast growth. What quite often happens is that sponsors bring people up to their own rank slightly before they've moved up a rank themselves. As long as your sponsor is growing, she can still counsel with you.

So, don't get fixated with rank. Just look for someone who is positive, growing, and willing to work with you. If you have that, take advantage of the opportunity.

Your job is to learn from that person's experience. She will already have made the same mistakes that you are headed towards, which means you can cut many years off your learning curve. Be open-minded and coachable, for your sponsor has a vested interest in your success.

Counseling is a very important activity, because this is where the real leadership development and breakthroughs come in. Some of the most important coaching you can ever give or receive is in what's known as "soft skills" – skills required to work with people and build a team. And this kind of coaching should never be done in group meetings but individually in private with the person involved.

However, counseling can help you only if you do a real one. The person you go to for counseling needs real information to work with. Don't draw out 12 lines if you really have only two active, core lines. Otherwise, the counseling is a sham, and the advice you receive won't really help you.

### **As You Grow...**

You'll find that as your organization gets larger and you reach the higher rank levels, the counseling you need will change. When you're first starting out, you'll probably need a lot of coaching on things like meeting people and inviting. As you progress, those things won't be an issue for you any longer. So your counseling will evolve to other issues such as when to quit your job, buy a new car, or start conducting your own organizational events. Likewise the counseling you provide your team members should evolve as they move up the ranks.

Be sure to review the segment on counseling in my *Duplication Nation* training album. There are lots of additional insights on the subject, as well as a template counseling form you can use with your people.

Counseling is what makes everything else we discussed in the earlier chapters work. It allows you to track the important business variables and take corrective action before mistakes get too far down the group. This ensures that any detours are minor and keeps everyone out of the ditches.

Do the counseling as close to the start of the month as possible because the information needed for this has to work its way upline. Let's say you have a beginning organization and you're counseling with only four people. You need to collect their forms and aggregate the data to fill out your own form. (This would be getting information such as how many members from each line attended the last event, how many tickets were sold to the next one, etc.) So as soon as the figures from the previous month are available in the back office, everyone needs to fill out a form and send it to the person counseling them.

Finding someone to counsel you ensures that your first circle is working. And when you continue the process down the group, it makes all the circles work better.

## Chapter Ten

### Leading the Tribe

#### Be the Example

A few years ago, Seth Godin wrote a book called *Tribes*. It has nothing to do with Network Marketing. But if you offered Seth \$10 million to author the perfect book for network marketing leaders, that would have been the book.

Why? Because the very essence of making the law of the first circle work is about leading a tribe. And in our business leading is all about modeling the behavior, being the example.

Your number one obligation in the business is to become successful yourself. And then your number two obligation is to taproot and help build success under your people. Most people get this mixed up.

The truth is you cannot show anyone how to attain a pin rank until you've attained that pin rank yourself. It doesn't work to think that if you just make a bunch of people successful, then you'll become successful. It sounds good; it looks good. But it just doesn't work.

The reality is that you must become successful first. At each step you are modeling the behavior and showing your team how the next level of success is attained. Make your circle work and your tribe will happily duplicate your example, creating true duplication down the group.

Work on your first circle and watch how fast people want to be like you. Your objective is to get your people to a monthly income of \$500 or \$600 as quickly as possible. And remember to counsel them not to live out of the business, but to reinvest everything into their business.



Once they are at this level, they can pay for their self-development, personal product usage, and event participation. And when they are doing those activities, they see incremental progress. As long as they see progress, this will keep them in the game until they reach the point of no turning back. And once they are there, their success and your success is only a matter of time. You and they will be on the road to living your dreams.

Before I sign off, I would like to share with you a post I wrote on the blog at *NetworkMarketingTimes*. (I hope you've already discovered this site, signed up for the Leadership Report, and follow the postings there. It's the online gathering place for the world's top network marketing leaders.)

This post speaks to the importance of the work we do and why you must never give up. So, please, accept it as my final gift to you.

## **Don't You Dare Give Up!**

In our business we can earn a lot of money, win those trips to exotic locales, and drive those gorgeous bonus cars. We have the chance to really get our freedom.

But that's the thing about freedom. It's never free...

Freedom is the byproduct of success, and you must be willing to pay the price for success. And success never goes on sale. You have to pay the market price. And that can be so very hard.

I know. I struggled for five years in this business. Sacrificed things to buy my monthly product order. Alienated everyone around me. Pestered them to join my business. Engaged in argument after argument.

I could explain all the rational, logical reasons everyone should be in the business. And if you wanted to argue with me, I could explain all the reasons you were being an idiot.

For some reason that approach didn't work very well. So I switched to strategy number two...

Begging.

But that approach didn't work much better. So for five years I went to presentation after presentation, bought tape after tape, attended meeting after meeting. I talked about traveling the beaches of the world while I parked my broken-down junk heap out of sight so no one would see what I was driving.

I remember the first house meeting I did. Invited about 14 or 15 people and waited, brimming over with excitement. Of course, you know what happened...

No one came. Not one person.

Common sense tells you I should have quit. But dreams never come true with common sense. Dreams come true because they are bold, daring, and imaginative. Because they are strong enough to pull you toward them.

I could have quit, should have quit, would have quit. But I came to a realization that changed everything for me: I realized I was the most ambitious person I knew.

And there was freedom in that line of thinking — which eventually led to the real freedom.

I wish I could say that after five years I magically flipped a switch and became rich. That isn't true. But things started to change...

I began to understand the importance of a system and how duplication worked. I began daily self-development, becoming less of the person people didn't want to work with and more of the person they did. I learned some skill sets.

And today I have those exotic cars, live in my dream homes, contribute to charities in a meaningful way, earn millions of dollars, and enjoy my freedom. And while I appreciate the money, toys, and trips, Network Marketing is about a lot more than that.

Which is why I'm writing you...

I have been where most of you are and made it to the level most people are even afraid to dream of. So let me share what I have learned along the way, but, most importantly, what I want for you.

Here are the four things I want for you:

### **1. Live a Life of Adventure**

Stop watching actors live adventure in movies and TV shows. It's time for you to live your own adventure.

I have flown on the Concorde, prayed in the Crystal Cathedral, fallen in love in Paris, taken a shower on the A380 airplane, soared in a hot air balloon, watched whales playing in Hawaii, meditated in a Shaolin Temple, piloted an airplane, ridden an elephant through the rainforest in Thailand, visited all the world's greatest opera houses, watched a ballgame at Wrigley Field, galloped horses through the mountains, and heard the call to worship at mosques in Istanbul. And I'm just getting started...

Has your adventure started yet? Life is not about fighting rush-hour traffic, working in a cubicle, or sending your kids to daycare. Life is for living. And that means you.

## **2. Get Your Freedom**

See number one. You are not meant to be woken up with an alarm clock. You are supposed to wake up when you finish sleeping. When you wake up, you should be the one to choose how you are going to spend your day and with whom you are going to spend it. You're supposed to order from the left side of the menu, not the right side.

Freedom is about having choices – whether that's choosing which car to drive, home to live in, or exotic locale you want to vacation at.

It's about choosing the causes to support, the school you want your kids to go to, and the people you want in your life. Choosing to live out loud, in color, with passion.

## **3. Right Injustice**

How often have you seen a situation that wasn't right and felt powerless to stop it? How many times have you wanted to right a wrong but didn't have the time or money or freedom to do it?

I've been able to right many an injustice. But I couldn't do that much when I was trapped and broke. I can do that now because I am free.

Want to do a mission in the Philippines, help the starving kids in Africa, or assist the earthquake victims in Haiti? Do what you can now, but to really make a meaningful difference, you probably need time, money, and freedom. Which leads us to...

#### **4. Move from Success to Significance**

I'm a former minimum wage dishwasher who became a multi-millionaire. I am truly blessed. And, yes, I appreciate the cars, homes, and money this business has brought me.

I have found that satisfies you for a while. But then you want more...

You want to make a difference. Leave a legacy. Build something that outlives you.

That's when life really begins. That's when you know the world is a better place because you are in it — and will be a better place even after you're gone.

Maybe you do that by supporting the arts, building an orphanage, or saving the rainforest. Maybe it's by sponsoring a Little League team, mentoring a young person, or starting a shelter for battered women. Or all of the above.

I don't know what is in your heart to do, but I know there is something. And that's what I challenge you to do. Yes, I wish freedom, a comfortable lifestyle, and all the goodies for you. And I also wish you love, meaning, and leading a life of significance.

It won't be easy; I get that. It means sacrifice.

Because it means at 7 pm, when your spouse is home and your kids want to play, you're leaving to go to a meeting. It means you'll miss a chance to worship some weekends when you're working with a long distance line somewhere. It means making those calls to candidates long after the excitement and motivation of the big event has worn off.

But I had a mantra that got me free. And it can get you free. Here it is:

“I will do today what others will not do, so tomorrow I can do what others cannot do.”

Will you do that for me? Will you do that for yourself? Will you do that for all the people you’re going to be able to help?

The pain of discipline is far easier to bear than the pain of regret. When you feel fear, you must profess faith. Because faith is deaf, dumb, and blind.

Faith is deaf to rejection, dumb to failure, and blind to the possibility of defeat. Faith is the substance of things hoped for, the evidence of things not seen. It is the confidence that what we hope for will actually happen; it gives us assurance about the results we cannot yet see.

We may not be able see those things, but we have a vision for them. That is why we do self-development every morning, speak those affirmations, put up those pictures on the refrigerator.

Doing what we do is not easy. It’s not supposed to be. But it is simple. And important. Not just for your freedom and your dreams, but for the freedom and dreams of everyone for whom you will make a difference. Most people today doubt their beliefs and believe their doubts. You have to be different.

Please. Don’t you dare take down your dream board or those pictures on your refrigerator. Don’t you dare let your spouse or kids see you quit. Don’t you dare give up on your dreams!

That’s what I want to tell you...

If you need help, get over to Amazon and pick up a couple of my books. For training in the skill sets necessary for success, get the new edition of my book, *How to Build a Multi-Level Money Machine*.

If you have worthiness issues or think you may be self-sabotaging your success, get *Why You're Dumb, Sick & Broke...And How to Get Smart, Healthy & Rich!*

If you don't have enough room on your credit card right now, get them from the library. But get them. Because the dream really is real. I'm living proof of that. And it can be real for you.

You're worth it. You really are. When you first looked at this wild, crazy business, you saw something. Felt something. Knew something.

Something spoke to you and reawakened dreams you hadn't thought about in a long time. And introduced new ones.

Live those dreams. That is my dream for you.

-RG







## About the Author



There is probably no one on earth better qualified to help you reach more success in MLM than **Randy Gage**. His *Duplication Nation* (formerly *How to Earn at Least \$100,000 a Year in Network Marketing*) is the top selling training album in MLM, and his *Escape the Rat Race* is the #1 recruiting tool in the business. His resources have been translated into more than 25 languages and sold in the millions around the globe. Randy helped introduce Network Marketing in places like Slovenia, Croatia, Bulgaria and Macedonia. He's been a company VP of Marketing, and served as a consultant to numerous companies, designing compensation plans, creating marketing materials and developing duplicable systems for them. Randy has conducted training for the finest companies in the industry, and spoken in more than 40 countries.

Through his coaching programs and private consulting, Randy has helped the top income earners in numerous companies. He has arguably trained more MLM millionaires than anyone alive today. But most importantly, Randy teaches from real-world experience, earning millions of dollars as a distributor. Randy has conducted thousands of training programs and presented thousands more opportunity meetings. Several years ago he dusted off his white board and starting from scratch he quickly rose to become the #1 income earner in his company worldwide. He knows what is working in the marketplace right now, and he'll teach you exactly how to reach mega success in these conditions. Randy has made his money, and continues to work only for the challenge and to support his personal enrollees. He has achieved the perfect balance between work and life. When he's not drawing circles, you'll find him playing 3rd base for the South Florida Carnivores, riding his bike, racing cars, or collecting comic books. His guilty pleasures are Sci-Fi, Krispy Kreme, and watching "So You Think You Can Dance." Randy splits his time between Miami Beach, Sydney, and Paris.



## **Additional Information**

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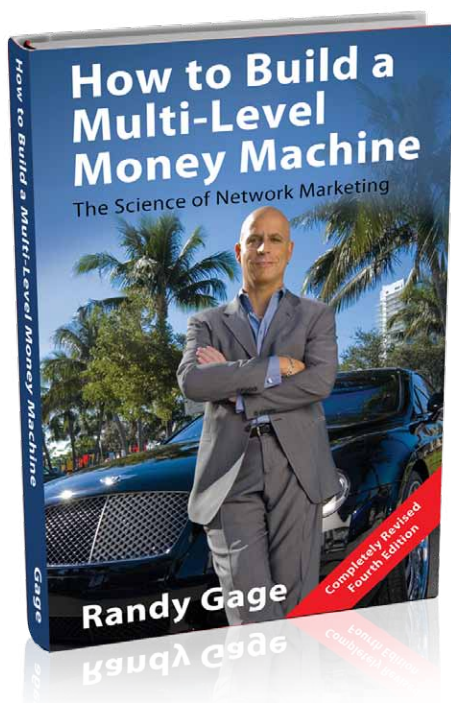
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