

FREE Coaching Online

Build a bigger network – better and faster

Study Guide: Week One

How the system works

Each week you'll receive an email with a link to a downloadable PDF file like this one. This Study Guide is printable. It also contains active links to our knowledge base and activities and assignments for you to prepare for the next LIVE coaching session.

The LIVE calls will be used to discuss the material you've prepared, to clarify and explain ideas and techniques in more detail, and to help you develop practical ways to put them to work in YOUR business.

Coming onto the live calls without completing the preparation will be a total waste of time for you, and we will NOT slow the entire group down just to help you catch up. Participation in this program requires genuine commitment, not just wishful thinking.

Business is Business – the Bottom Line

Please study the material at the following links (in blue) before the next online session.

[What business REALLY is.](#)

[What network marketing is – and isn't!](#)

[What LEVERAGE is in Network Marketing.](#)

[The Essentials of Free Enterprise.](#)

Network Marketing Basics

Network marketing is all about *emotional fulfilment*. That does NOT mean that our decisions should be emotional or based on emotion. That's just plain risky and fool-hardy. Decisions are about cause-and-effect. Emotion is only effect. But the *emotional payoffs* from the decisions we make are what impel us to want to share how we feel about what we've experienced with others. It's an unstoppable, natural effect of this process.

So here, in a nutshell, is the process we need to focus on in order to create excitement and rapid growth in our teams. The key insight is that we can never share what we don't have, any more than we can teach what we don't know. We have to gain the emotional fulfilment ourselves first before we can share how we feel, or we're hypocrites. (Hypocrisy is the *counterfeit* of integrity.)

1. Experience the *emotional fulfilment* of the product benefits and *share how you feel* about what you experienced.
Some people will want to feel like you do and will buy products from you, providing you with *reciprocal* income.

2. Experience the *emotional fulfilment* of the reciprocal income benefits and *share how you feel* about what you experienced.
Some people will want to feel like you do and will join you, providing you with *residual* income when people buy from them.
3. Experience the *emotional fulfilment* of the residual income benefits and *share how you feel* about what you experienced.
Some people will want to feel like you do and will begin sponsoring, providing you with *income growth and security*.
4. Experience the *emotional fulfilment* of the leadership lifestyle benefits and *share how you feel* about what you experienced.

This is the critical process that will drive your progress to the heights of leadership in your company. Never lose sight of this reality. If you find your progress is stagnant, start experiencing the emotional fulfilments for yourself once again and watch how quickly you move forward.

Core Principles

Study these core principles. They're each genuinely Fourth Generation™ in their nature.

[The Principle of Keys.](#)

[The Oyster Principle.](#)

[The Principle of Leverage.](#)

[The Bow and Arrow Principle.](#)

[The Rocket Principle.](#)

[The Barker's Egg Principle.](#)

[The Supposition Principle.](#)

Core Perspectives

[The Winning Perspective.](#)

[The Hat Pin Perspective.](#)

[The Gordian Knot Perspective.](#)

[The Exponential Curves Perspective.](#)

[The Three Criteria of Fulfilment.](#)

[The Axeman's Secret.](#)

[Staying in Balance.](#)

[Blowfly Logic](#)

That's it for this week. See you at the next session!

John Counsel