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Study Guide: Week Nine

How to share with prospects

Network marketing is a business system that's *all* about sharing, at every level. So is every other business system, to be fair, but network marketing relies so much more on sharing because it depends on us *sharing the business system itself* — not just our products or services like other systems.

Like everything else in network marketing, sharing is a *skill*, so it can be learned and taught. It's *duplicable*.

It's also a *process*. So it's *controllable*, once you define it properly and create strategies for achieving the right results for the right reasons.

This is [the Oyster Principle](#) in action, creating pearls. It's also [the Fulfilment Spiral](#) at work, from Stage One through Stage Four — once you finally reach Stage Eight. (Until then, *someone else* who's reached Stage Eight is sharing with you.)

What do we mean, precisely, by sharing?

- The cold, hard truth: *nobody* cares about your product or service. And *nobody* cares about the network marketing company you work with or its compensation plan.
- They don't really care about *the benefits* they deliver.
- What they *really* care about is *feeling like you do* about them! It's all about how people *feel*, always.
- The key to ultimate success in network marketing is to share how you feel about *the benefits you've experienced, personally*, from...
 - your *products or services*
 - your *reciprocal income* in the form of retail commissions from sales to customers
 - your *residual* income from team building
 - your *lifestyle* (more time, more income, better health, less stress, better relationships, better quality of life).
- Remember... facts tell, but *stories sell*. Tell your personal stories first. You can give them the factual information to support them later, once they've become genuinely interested.
- People are attracted to *people* — not products, services, companies, etc. Your prospects will join *you*, not your business.
- Give them REAL reasons for joining you or buying.
 - REAL reasons are always emotional.
 - They're always about wants, desires, hopes.
 - They're always about benefits to be experienced.

- They're always about building *vision* using the *promise of fulfilment* (Stage 3 of the Fulfilment Spiral).
- They're always about *fulfilment of those emotional wants, desires and hopes*.
- Give your prospects RIGHT reasons for joining or buying as well — or you risk losing them!
 - Right reasons are always *rational*.
 - They're always about *needs*. (By definition, there's no such thing as an “emotional need”. If you think there is, you're just confusing it with something else. Search for a more accurate perspective on the situation to find it.)
 - They're always about *features*.
 - They're always about *satisfaction of the rational need*... no emotional involvement at all.
 - They *remove risk*. (Risk creates fear, remember?) You prospects will choose based on emotional appeal (REAL reasons) first, then seek rational support (or rationalisation!) to justify that choice, so that they *feel less vulnerable*.

Can we share what we don't have?

- No. It's nonsense... or a lie. Trying to share what you don't have — how you feel about something you haven't personally experienced — presents you with a serious ethical dilemma.
- If you don't have the experience, you're just “*faking it 'til you make it*” — one of the worst integrity-killers of all in network marketing. Once you begin faking emotional fulfilment, you sow the seeds of your own eventual disenchantment and failure.
- Until you *do* experience the emotional fulfilment you need in order to share it, *use the emotional fulfilment of other people*, like your sponsor or other upline leaders. This is one of the most critical benefits of three-way calls and presentations. It's ethical and effective, and it preserves your own integrity and the self-esteem that flows automatically from it. You won't be “white-anting” your future success.

Why is sharing all about leadership?

- Sharing how you feel is all about creating *desire* in your prospect — stage 3 of the Fulfilment Spiral. Vision is *the key* to desire, and *the action* that turns the key is the promise of fulfilment.
- Vision is the essence of leadership. Remember the three hallmarks of true leadership?
 - The ability to *create a clear and compelling vision* of a

- future that doesn't yet exist for the prospect.
- The ability to *communicate* that vision to those people whose resources are needed to realise it.
- The ability to *motivate and inspire* those people to contribute their resources.
- In network marketing, that vision is usually based on *someone else's current reality* — yours or members of your upline team!
- Prospects need *you* to create that vision for them. They're not yet capable of doing it for themselves, or of sustaining it through their initial doubts and trials due to their inexperience. (Inexperience of what? *Their own emotional fulfilment!*)

How does this relate to the Oyster Principle?

- Sharing how you feel about each aspect of your network marketing business, at the right times, is a vital part of sowing the seeds — *the irritants* — that the oyster (your prospect) will eventually turn into a pearl (their decision to buy from you or join you).
 - Experience the *product benefits* and share how you feel about that experience with others. Some will want to feel like you do and become customers. They'll buy products from you.
 - Share how you feel about the *reciprocal* income benefits you enjoy from those purchases (retail commissions). Some people will want to feel like you do and will join you as distributors. When they start doing what you did, you'll earn bonuses.
 - Share how you feel about the *residual* income benefits you enjoy from those bonuses. Some of your team will want to feel like you do and will begin doing the same as you did. Before long, your lifestyle will begin to improve.
 - Share how you feel about your new lifestyle. And so it goes, in a never-ending upward spiral, with you sharing how you feel about each new experience, inspiring and leading your team onward and upward to new heights for all of you!

How does it relate to the Fulfilment Spiral?

- Sharing is the secret of success for stages 2, 3 and 4 of the Fulfilment Spiral. Review that section of the program to see it in this new light.

How do we share the product benefits we personally experience?

- First, you have to use the products yourself: become "a product of your products". Then you'll have conviction and credibility.
- Review the Study Guide for Week Eight and see how that process could be adapted to suit your own products. Keep the underlying reasons — the psychological aspects — in mind. Make sure you tie

your presentation to the Fulfilment Spiral, always.

- If you promote the sale of nutrition products, steer clear of the common traps that undermine your credibility — and legality! (*See following pages.*)

How do we share the income benefits we personally earn?

- First, be very clear that, in most countries, it is now illegal to misrepresent your income, or to make claims about the level of income possible for distributors, without factual statistical evidence. And that evidence needs to be able to be proven in court, if required.

- Remember, too, that you're likely to be talking with prospects who are looking to change their present situation. If they're new to network marketing, they don't need to be told that they can earn six or seven figure incomes. Even a few hundred dollars a month will make a difference to them — and be more believable!

If they have network marketing experience, why are they talking to you if their present or previous opportunity has delivered satisfactory results for them? Again, show them how your opportunity can change their present situation for the better by small amounts that are believable and achievable.

- If they want to know how much you earn, it's not appropriate to reveal details. Don't be evasive, but be polite: your income is personal and private between you and the tax man, and there are strict laws governing what you're permitted to say or claim about specific income levels. But there are some things you can reveal...
 - "I always have money in my pocket."
 - "I can always pay my bills when they're due."
 - "We have a great family holiday every year."
 - "We don't have to worry about our kids' college education any more."
 - "We're no longer worried about our retirement income or lifestyle."

These are the kinds of concerns that most people have and can relate to in real life.

- You're offering them an opportunity, not a guarantee. If they can't see the potential for them, then maybe they aren't suited to being in business.
- If proof of income is a really important factor for them, set up a meeting with someone in your upline team who's earning substantial income from their network marketing business. Use comments like... "I'm still 'climbing the hill', so how about I set up a meeting with someone who's been doing this longer than I have, and who's earning really good income now — is that okay? I can call them now and set up a time and place if you'd like."

What resources do we need?

- Knowledge of how prospects think, feel and act.
- Understand the Fulfilment Spiral.
- Understand the Oyster Principle.
- Learn and master the skill of Tilting the Seesaw.
- Use your products — experience the benefits for yourself and become a product of your product.
- The following articles can help you understand the potential and the limitations of some sharing activities related to nutrition products. (Most network marketing companies market nutrition products of some kind.)

Do YOU promote or sell nutrition products?

You need to understand some important facts about promoting and selling nutrition products, whether through network marketing or otherwise.

Fact #1:

You're *not* in the **medical profession**. You do *not* cure, treat or prevent *any* kind of medical condition. It's illegal for you to do so, and it's illegal for you to claim (or even to imply) that you do.

Fact #2:

You're *not* in the **pharmaceuticals industry**. You do *not* sell medicines or remedies of *any* kind. treat or prevent *any* kind of medical condition. It's illegal for you to do so, and it's illegal for you to claim (or even to imply) that you do.

Fact #3:

You're in the **NUTRITION industry**. You market **FOOD**. Hopefully, it's food that's high quality and high potency.

Fact #4:

You do *not* sell **miracle products**. The *real* miracle is the human body. If it receives the right nutrients, it

can usually grow, maintain, protect and repair itself efficiently and effectively.

Warning!

No matter what improvements you believe you see in the health or medical condition of yourself, your family members, your customers or anyone else who uses your nutrition products, you *cannot* be certain that these improvements are attributable specifically to your products.

It's *the human body* that effects the cure, *not your products*. All you do is provide the body with *nutrients* to help it do its job properly.

Nutrition products are *not* designed or formulated to treat, prevent or cure specific medical conditions or illnesses. You may *not* claim that they are, or that they have this effect, no matter what you believe. To do so is illegal and may result in termination of your distributorship. It may even result in regulatory authorities prosecuting you for breaching the strict laws and regulations governing the promotion and sale of nutrition products in most countries.

It may also result in the loss of your network marketing company's right to market its products — which may result in not only the company suing you for loss of opportunity and income, but any other distributors who lose opportunity and income as a result of your illegal actions.

It's not worth the risk!

Stick to the known facts, and stay within the legal limits of what the law permits you to say and do in promoting the sale of nutrition supplements.

To help you, refer to the following pages.

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Why we need food supplements

Until the second half of the twentieth century, most people died of communicable diseases like influenza, polio, tetanus, diphtheria, whooping cough, plague, typhoid, typhus, smallpox and the like. With the discovery of anti-biotics, and mass immunisation campaigns, very few people die of these diseases any more.

Nowadays we die of lifestyle-related diseases like cancer, heart-failure, strokes and diabetes. Many of these are linked to *malnutrition*. Not the sort of malnutrition encountered in under-developed countries, where people simply don't have enough to eat. In developed countries, malnutrition is typically caused by eating too much food, the wrong kinds of foods or, believe it or not, by *removing or destroying* the nutrients in the foods we eat.

People complain that fruits and vegetables no longer look, taste, smell or feel as good as they used to and blame it on depleted soils, pesticides, irradiation and other causes. The *real* reason these foods don't look, taste, smell or feel as good as they used to is because today's growers produce crops to meet the needs of modern supermarket distribution systems.

The simple truth is that appearance, taste, smell and texture have *nothing whatever* to do with *nutritional* value and *everything* to do with our emotions... what we like or dislike!

But even when we *do* eat the right foods, especially fruits and vegetables, we usually prepare and cook them in ways we learned from previous generations who knew very little *factual* information about nutrition. Most of the nutrients end up in the trash, or down the drain, while we feast on the nutrient-depleted pulp left behind!

We eat too many of the *wrong* foods — foods full of refined sugar, fats and flour, like convenience foods, fast foods, processed foods, prepared meals, TV dinners, snack foods, sweets — and not enough of the right foods, or in the right balance.

FACT: The problem isn't our foods... it's our stressful, self-defeating modern lifestyle!

It's ironic that, at a time when we know more about growing nutritious foods than ever before, people can't understand

- why they lack energy,
- why they sleep poorly,
- why they suffer from so many allergies,
- why they're malnourished,
- why their immune systems are so compromised, or

- why so many of them suffer from an epidemic of self-inflicted, lifestyle-related diseases.

Their bodies are starved of proper nutrition!

And that situation is *not* about to change. If anything, it's growing worse as we find ourselves working longer hours and enduring greater stress, in relationships starved of the time, relaxation and freedom needed for them to bloom and grow.

Is it any wonder that surveys consistently indicate that we're less satisfied and happy than ever? And that this has a negative impact on our physical, mental, emotional and spiritual well-being?

In an age when individuals are unable to maintain proper nutrition because of the demands of their lifestyles, high-quality, high-efficacy nutrition supplements have a genuine and significant role to play.

The Modern Dilemma

We all want to be happy, whatever we perceive happiness to be. It's perfectly natural and valid.

Today, happiness depends largely on two essential components:

- The quality of our **physical health**.
- The quality of our **relationships**.

Both are undermined by one common factor:

- **STRESS**.

Stress is typically caused by two fundamental deficiencies in our lives:

- Not enough **disposable income**.
- Not enough **free time**.

(If you think pressure at work is your biggest cause of stress, think again. Would it even be a consideration if you had enough disposable income to resign?)

Our holistic solution — our products, income opportunity and support systems — helps people to be happier in five key ways:

1. **Better health** from regular consumption of our nutrition products.
2. **More disposable income** from the sale of our nutrition products and multiple income streams.
3. **More free time** from using our powerful, fully-integrated business support systems, combined with their growing income.
4. **Less stress** because they have more free time and more disposable income.
5. **Better relationships** because of their improved physical, emotional, mental and spiritual health and the elimination of stress.

What's wrong with our diets?

In the first half of last century, people suffered and died from contagious diseases like influenza, diphtheria, polio, tuberculosis... diseases for which we now have effective cures.

But these days, people suffer (and die) from “man-made,” self-inflicted diseases like diabetes, cancer, cardio-vascular disease, Chronic Fatigue Syndrome and other disorders that are due more to our frenzied lifestyle than to any kind of infection.

We eat too much sugar, salt, fats and oils, and not enough fresh fruits, vegetables and cereals. Crops are grown in depleted soils, and are often bred to suit the demands of the retail distribution system, losing much of their flavour and visual appeal in the process, discouraging us even more from eating properly.

Then there's the trend toward highly processed foods and “fast” foods, where marketing and profitability seem to rate a higher priority than nutrition.

Is it any wonder that our immune systems are low, or that we tire so easily? The evidence is mounting, and it's conclusive: changes in food production and processing, and in our basic dietary habits, are literally starving us of essential nutrients.

It's ironic... in an era when food production is more efficient than ever before, and we know more about nutrition than ever before, most of us in “civilised” countries are becoming malnourished!

But even if our foods were more nutritious than ever (and evidence suggests they are), there are six common ways by which we unwittingly destroy much of the remaining nutrients in our foods, every day!

SIX ways we destroy nutrients in food

Even the way we prepare our food can destroy vital nutrients without us realising the damage we're doing:

1. Light

Ironically, while sunlight nourishes food crops during their growth, once they're harvested it can destroy their nutritional value.

2. Peeling

Most fruit and vegetables store vitamins and minerals close to the skin, which we carefully remove.

3. Oxidation

Oxygen destroys much of the nutritional value of nutrients when they're exposed to air – like leaving foods stand, especially after preparation.

4. Heat

Excessive heat quickly destroys nutrients. Boiling, frying, baking, broiling, etc all deplete remaining nutrients.

5. Leaching

Much of any remaining nutrients are leached from our foods by water during processing and cooking... then we pour the nutrient-laden water down the drain!

6. Salt

While salt enhances flavour, it also can destroy much-needed nutrients.

If our foods are severely depleted in nutritional value before they even reach us, how little survives the way we prepare it before it enters our bodies?

Nothing's about to change!

The pressures we find ourselves under from our crazy, contemporary lifestyle aren't about to change. If anything, they're getting worse.

The argument by the medical profession that nutrition supplements aren't necessary when you have a properly balanced diet is true enough. But who, these days, has that mythical “properly balanced diet”?

The reality of modern life is that we *need* quality nutrition supplements to balance the harmful impact of our daily lifestyles.

They're not a substitute for a proper diet, which includes essential nutrients, fibre and more. We don't claim that our products are anything but what they are — a beneficial way to *supplement* your existing diet. (That's why they're call *supplements*, not substitutes.)

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Our Nutrition Dilemma

Anecdotal evidence of relief – even alleged cures – for many of our current “lifestyle” disorders and illnesses, including diabetes, cancer, chronic fatigue syndrome, cardiovascular disease, even AIDS, is little short of miraculous... if it’s to be believed.

The fascinating thing about most of this “evidence” has been the similarities between the results claimed. Each company claims uniqueness for its products, yet the vast bulk of the claims from the field are almost identical from company to company, regardless of the products involved.

You have to wonder about cause and effect when the outcomes are so similar. If the products are so uniquely different, yet the claimed results are so remarkably similar, is it really patented technology creating these results? Or could it be something else?

Could it be that the human body — itself an ever-unfolding miracle — has the capacity to heal itself of these self-inflicted “lifestyle” diseases and disorders if we feed it the right nutrients? In the right quantities and balance in our diets?

It seems unlikely that somebody sat down to design the human body and figured that, toward the end of the twentieth century, mankind would develop new, hi-tech ways to synthesise or combine nutrients in peculiar ways never seen before, so they’d better anticipate and allow for that in the way human beings either evolved or were designed, so that we’d actually *need* those hi-tech, synthesised solutions, right on coincidental schedule.

(It’s more than improbable. It’s nonsensical.)

The human body is a very resilient organism. It usually has to be abused over a long period of time before the kinds of “lifestyle” diseases we suffer today arise, or become serious enough to demand urgent action.

Cereal grasses and other natural sources of concentrated nutrients, fibre, etc, have long been hailed for their measurable, positive effect on human health. They’ve been around as long as human beings. If you’re an evolutionist, it’s reasonable to assume that some kind of link between humans and their food sources has been forged over all those millennia.

On the other hand, if you believe in a Creator, it goes without saying that such an all-knowing, all-powerful, loving being would take great care to surround mankind with rich sources of natural nutrition, without the need for extortive processing or genetic modification (as distinct from simple, sensible, good breeding practices).

So where does that leave us in regard to genetic engineering and other “refinements” to our foods?

The real dilemma

One answer might be to raise doubts about the safety, efficacy and nutritional value of our food sources. For instance, what if it were suggested that our food crops today are substantially deficient in essential nutrients, compared to previous generations? Wouldn’t fear, feeding on ignorance, create high demand for a cleverly-marketed “solution”?

Have you noticed what’s been happening lately?

Alarming tales of depletion of nutrients in food crops have been doing the rounds for some time, creating widespread concern — and flocks of new consumers for expensive, patented, hi-tech sources of nutritional supplementation.

But what if state-of-the-art scientific research showed that, with all the research data we now have, plus today’s intense competition in consumer markets, our food crops were actually *more* likely to provide our required nutrients than ever before?

Wouldn’t that create something of a dilemma?

Here’s an example:

A popular recent claim suggests that the iron content of spinach crops in the USA fell by more than 98% between 1948 and 1998 — just 50 short years.

This raises a fundamental question in the light of known horticultural FACTS:

1. plants only take up nutrients that they need for survival, growth and reproduction, and
2. plants need iron to create chlorophyll, which they use to convert sunlight to food (in much the same way that humans create haemoglobin from iron to carry oxygen in our bloodstream), and
3. plants don’t take up more nutrients than they actually need, and
4. spinach is a plant — so 1, 2 and 3 apply to it.

The question is a simple one:

How has spinach managed to survive?

If the present level of iron in spinach is truly less than 2% of the level it used to have 50 years ago, it should have starved to the point of extinction long ago — by the 1950s, in fact!

Could it be that this is really just *marketing propaganda* that doesn’t allow objective, scientific fact to interfere with a scary story that has such powerful emotional appeal?

Or is it just ignorance?

Would *you* feel confident of your future with a distributor organisation built on either ignorance or plausible, quasi-scientific “facts” that just don’t add up?

Our advice, always, is to dig deeper. Get the facts.

Look behind the powerful emotional appeal.

And, if you’ve been encouraged to use this kind of material in selling nutrition supplements, we urge you to think seriously about the ethics of continuing to do so. Remember these critical perspectives...

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