

Rapid Start Guide

**Kickstart Your Network
Marketing Business!**

By **Jaime Lokier** and **Randy Gage**



Smart Decision!

Congratulations on joining the Multi-Level Marketing (MLM) profession! There are a lot of ways to make a living and many more to simply earn money. But if you want to make both a living and a life empowering others, you've made a savvy choice. This crazy profession we call MLM – a/k/a leveraged sales, direct selling, party plan, or direct sales – is arguably the premier option for becoming a social entrepreneur today.

The reward structure of MLM is designed so that it works best when you are emboldening and serving others. You become successful by helping your team become successful. Distributors who mislead prospects, take advantage of their distributors, or jeopardize the profession are weeded out by the market. You might be able to cheat or game your way to the top of an MLM compensation plan – but the only way you'll remain there is by operating with integrity, solving problems, and adding value.

MLM is the ultimate meritocracy...

MLM doesn't care whether you're highly educated or were expelled from high school like Randy was. MLM doesn't care if you're a trust fund baby or down to your last dollar. MLM doesn't care if you have the prestige of royalty, or your dad was a janitor. MLM will pay you exactly what you're worth, or more specifically, the worth you offer to your customers, distributors, and the world.



**All MLM requires of you is a dream
and the willingness to work to
attain it.**

Philosophy in 17 Bullet Points...

- 1 If there is a limit to human potential, no one has developed it yet..
- 2 Leverage is a wealth-building superpower.
- 3 What works is not nearly as important as what duplicates.
- 4 Self-development is the path to true leadership.
- 5 Never work a program you wouldn't sponsor your grandmother into.
- 6 Leaders die. Movements don't.
- 7 Never seek financial advice from broke people.
- 8 Leadership is inspiring others to reach the highest possible version of themselves – and facilitating the infrastructure that makes it possible.
- 9 Challenges are stepping-stones to who you are meant to become.
- 10 Never do anything for a distributor that they are able to do themselves.
- 11 Look for people who are looking.
- 12 Build a dream bigger than the team.
- 13 Discipline creates freedom.
- 14 One presentation can transform a life.
- 15 Success never goes on sale. Be willing to pay the market price.
- 16 Don't close people. Open them.
- 10 Take the red pill.



You Can Make a Difference...

You've joined a profession that makes a difference in the world. We bring many innovative, breakthrough products to the world that succeed only because of the conversational marketing we provide. We offer ordinary people the chance to unleash the wealth-building superpower of leverage, just like the super-rich do. Most importantly, we offer millions of people the chance at dignity: being able to create an ongoing side income (and sometimes a full-time one) that allows them to escape poverty, provide for their loved ones, and build a better future.

We often hear about the huge incomes in our profession and become jaded. But never lose sight of the fact that there are hundreds of millions of people on Earth who have never flown on a plane, don't have enough to eat or safe drinking water, and subsist on substandard wages. Providing them a low-cost way to become an entrepreneur can transform their lives. And does.

We've put together this short guidebook to help you get through some of the challenges you'll encounter, in the hope to reduce your learning curve and accelerate your progress to success. Feel free to share this guidebook with everyone on your team.

Your First Two Weeks...

Your first two weeks in the business are pivotal. If you spend them “getting ready to get ready,” you’ll probably find yourself on a procrastination train and end up doing nothing until you eventually drop out. If you get into action quickly, you’re learning the business, taking action, and actually getting people into your group – momentum begins and your excitement level rises.

Like any new occupation, MLM requires learning new skills. The good news is you can earn as you learn. But we advise you to reinvest everything you make in your first year or two right back into the business. Investing in yourself like this can allow you to transform a modest residual income into complete financial security.

Commit to one year working your business only 10 to 15 hours a week before you make any evaluations. We believe that if you do so, you will be so pleased with the results you will continue the business for the rest of your life.

Here’s a checklist of some important action steps you should take right away if you haven’t done them already. They will help you overcome initial challenges and build a strong foundation for your business. The first item is committing yourself to the contract on the next page
:



Contract to Myself

I commit to making this year the year that will transform my life. This is a contract with my higher self, the person I am meant to become. Here are my commitments:

- 1 **I will be a role model of integrity.** I agree to compete with integrity with other companies, honor the governing laws in my jurisdiction regarding product and income claims in a spirit that serves the profession.
- 2 **I will work my business with passion, intensity, and urgency.** Allowing for two weeks of vacation, I will work the other 50 weeks committed, productive activities to grow my business, at least ten hours a week.
- 3 **I will model a prosperous lifestyle.** I will strive to get out of debt, build financial security, and live my life in a way that will inspire my team.
- 4 **I will lead my team to victory.** A victory is not my rank or goal, but helping the prosperity warriors on my team, to reach their true potential. I will not watch the movement. I will be the movement.
- 5 **I will not give up.** I will summon the courage to face my fears. When people reject me, ridicule me, or doubt me, I will use that as fuel for strength, stand strong for my dreams, and will not give up until I achieve them.

This is my contract with myself.

Date: _____ Signature _____



Important First Steps:

Run through these eight items below. You'll want to immediately do any that you haven't already done – to get off to a rapid start with your business.

- ☐ Place your activation order.
- ☐ Set up an autoship order if your company offers it.
- ☐ Book yourself for the next major event.
- ☐ Set some goals and discuss them with your sponsor.
- ☐ Purchase the business building tools you need.
- ☐ Complete your candidate list.
- ☐ Have a "Grand Opening" to get your first customers.
- ☐ Do a "Major Blast" to your candidate list to get people in front of presentations

Get Your Mindset Right...

Frankly, we 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 traditional media, social media, and many of the people around you (even the well-meaning ones). The only way to keep your mindset right is daily self-development time devoted to positive programming. The difference between who you are now, and the leader you wish to become in a few years will be the result of the:

- ✓ Podcasts you listen
- ✓ Videos you watch
- ✓ Books you read
- ✓ Events you attend
- ✓ People you associate with

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.



Rejection, No Shows, & Dropouts...

BREAKING NEWS: Some of the people you invite to presentations will reject you. Some of them will promise to come and then never show up. That's okay. MLM is perfect for everyone, but not everyone is perfect for MLM.

Yet others will sign up and later end up in the witness protection program. That's okay too. People drop out of school, drop out of marriages, and sadly, some even drop out of life. MLM is simply a microcosm of life itself. Expect to have some rejection, no shows, and dropouts along the way. Wish them well and concentrate on the people who have a dream and are willing to work for it.

Do These 3 Things Simultaneously...

A lot of beginners think they need to *study* the business, so that later they can *do* the business, and yet later, *teach* the business. This approach is one of those counterintuitive things that seems to make sense on the surface but starts a pattern of delay that causes a huge reduction in your level of success.

If someone studies the business for weeks, only then starts doing it, they're usually not still around later to teach it. *To create rapid, strong, and sustained success, you need to study, do, and teach simultaneously.* This dramatically alters the DNA of your team because everyone takes their lead from the behavior you modeled for them initially.

It might sound crazy, but it's easier to build the business fast than it is to build slow. When you start fast, you create excitement and momentum that spreads down your group. And by generating cash flow quickly, you set the tone for your team and create an exciting demonstration of success for candidates. If you spend your first few weeks "getting ready to get ready," you'll probably find yourself on a procrastination train, your excitement fades and your dream gets farther away.

You make or break your new distributors in the first two weeks, and the first 48 hours are critical. The goal is that someone can join on a Tuesday, start doing their new distributor orientation that night, make their candidate list immediately, have a grand opening for potential customers by Thursday, be enrolling new distributors by Friday, then helping them repeat the same process within another day or two. This keeps getting duplicated on every level and creates an ever-expanding ripple effect throughout the team. (Which is why you want to give this booklet to everyone you enroll).

Learn the Parachute Skillsets

There are five “parachute skillsets” you need to become at least proficient in, as quickly as possible. Ideally, within your first few weeks using the study, do, and teach simultaneously philosophy we just discussed. We call these the parachute skills because once you become proficient in them, you have earning skills that will always allow you to provide for your family. You could parachute into any free country – even one where you don’t speak the language – and be able to earn a living. They parachute skillsets are:

- ✓ Meeting People
- ✓ Working a Candidate List
- ✓ Inviting
- ✓ Facilitating Presentations
- ✓ Follow Up

Lo más importante que debes reconocer al principio de tu carrera es que todas estas son habilidades y que estas habilidades se pueden aprender y mejorar. Cuando alguien dice: "No conozco a tanta gente", lo que en realidad está diciendo es: "No estoy dispuesto a aprender las habilidades necesarias para conocer gente". Lo mismo ocurre con la invitación, la presentación y el seguimiento. Todas son habilidades y puedes mejorarlas.



The Formula for Duplication

If you run a commercial on the Super Bowl or World Cup, you'll probably enroll thousands of people. But how many people will be able to duplicate you? Probably zero. Understand that finding something that works isn't the objective, but something that *duplicates*. So, to get the best duplication, follow this simple but profound formula:

Empower a large group of people to perform a few simple actions on an ongoing basis.

The first part is having a large enough group. If your group is only two or three people, you don't have enough traction to get duplication going. You need to keep recruiting until you have sufficient critical mass.

The second part is performing a few simple actions. This means inviting people to review a video, join a livestream, or watch a PowerPoint presentation. Using tools in this way means it's a simple action anyone can do.

Then, of course, these simple actions must continue. You can't do a blast of energy for three weeks and then go missing in action for a month. Stay consistent and build a culture of consistency in your team.

Always Use a Tool...

If you are in front of a candidate and your lips are moving – you need to be pointing to a third-party tool.

You can spend years learning so much about your product line that you're able to make a compelling two-hour presentation to any candidate at any time. (You see this frequently in nutrition and wellness companies. Laypeople with no certification start diagnosing conditions and prescribing cures as though they were medical professionals. This is dangerous.) If you take this route, you'll enroll lots of people, and most of them will quickly drop out. And the ones who remain will have low levels of duplication.

Instead of learning a complex presentation, use a video, brochure, livestream presentation, or another tool from the company. You'll never have to worry about compliance issues and everyone you introduce to the business will be able to replicate your results. Any candidates you make presentations to using a tool will subconsciously be thinking, "I could do this too".



Don't Close People – Open Them

The harder you close someone, the less they will duplicate.

People you must manipulate or arm twist to join will buy a kit, but they're the first ones to drop out. So, stop closing people and start opening them.

Meaning simply present your case in the most honest but compelling way. Educate your candidate on all the benefits they will receive from your product line and business opportunity, then let them make what they feel is the best decision for them.

If that means being a customer, great.

If that means joining the business, great.

If that means not joining in any capacity, great.

Thank them for their time and consideration and move on. If something in their life changes in the future, you may come back and revisit the offer with them. Because you treated them with respect the first time, they'll have no issues with you coming back to check in on them later.

Thank You for Joining the Resistance!

As you've already discovered, you've joined a profession that is making a positive, empowering difference in the world. The politics and dog-eat-dog mentality of the corporate world doesn't bring out the best in people. To start traditional businesses requires a level of experience and investment out of reach for most people. And although there are other side-gig opportunities, they don't offer the potential for leverage and residual income that MLM does.

MLM is a business built on the philosophy of becoming successful by helping others reach success. You're providing opportunities that aren't available in any other profession.

What you're doing matters. Congratulations, by being part of this movement you've made a beneficial decision for us all.



Worldwide Direct Selling in a Snapshot

Top 20 Countries by Sales (In billions)

1		United States	\$ 40.5
2		Korea	\$ 18.5
3		Germany	\$ 18.0
4		China	\$ 15.8
5		Japan	\$ 11.6
6		Malaysia	\$ 8.6
7		Brazil	\$ 7.6
8		Mexico	\$ 5.9
9		France	\$ 4.6
10		Taiwan	\$ 4.6
11		India	\$ 3.2
12		Italy	\$ 2.9
13		Canada	\$ 2.6
14		Colombia	\$ 2.3
15		Thailand	\$ 2.3
16		Peru	\$ 2.1
17		Argentina	\$ 1.9
18		Russia	\$ 1.7
19		Indonesia	\$ 1.4
20		U.K.	\$ 1.2

Year ending 2022

Source: World Federation of Direct Selling Associations (WFDSA)

Product/Service Category Breakdown

1	Wellness	30.3%
2	Cosmetics/Personal Care	22.6%
3	Household Goods	14.9%
4	Other	5.7%
5	Financial Services	4.8%
6	Clothing & Accessories	4.3%
7	Utilities	4.0%
8	Food & Beverage	3.6%
9	Books, Toys, etc.	3.6%
10	Homecare	3.3%

Year ending 2022

Source: World Federation of Direct Selling Associations (WFDSA)

Don't You Dare Give Up!

MLM gives you the opportunity to grow into the best version of yourself, help others along the way, and even create financial freedom. But the thing about freedom is that it's never free...

Freedom is one of the by-products of success, and success never goes on sale. You must be willing to pay the market price.

Building a solid, ever-expanding business is not easy. It's not supposed to be. But it is simple. This booklet is designed to guide you through the initial stages. Now it's up to you to continue the process. Become a student of the business, keep an open mind, and put in the work. Most people today doubt their beliefs and believe their doubts. You must be different.

When you first looked at this wild, crazy business, you saw something, felt something, intuitively knew something. You reawakened old dreams and discovered new ones.

Please. Don't you dare take down your dream board or those pictures on your mirror or refrigerator. Don't you dare let your spouse or kids see you quit. Don't allow people who gave up on their dreams to steal yours. Live them!



Meet the Authors

Randy Gage is a network marketing icon, having helped launch the business in many developing countries, and training the top income earners in dozens of companies. He teaches from real-world experience, having built a team of more than 200,000 people across 50 countries. Randy is the author of 15 books translated into more than 25 languages, including *The ABCs of MLM*, *Direct Selling Success*, and *DEFCON 1 Direct Selling*. When he's not locked in his lonely writer's garret, or rocking a stage somewhere, you might find him playing 3rd base for a softball team somewhere.

Jaime Lokier is one of the most renowned Spanish-speaking leadership experts. In 2008 he built a team of more than 50,000 people, which led to him creating the consulting firm *Multinivel en Serio*. Whether you're a distributor, director, or owner of the company – if you want to take your network to the next level, Jaime is the person you're looking for. He is the author of the best sellers *Redes de Liderazgo* and *Los Líderes Mueren*, *Los Movimientos No*, and *Nacer un Líder*, and the founder of the Leadership Summit, the premier network marketing training event conducted in Spanish.



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