

John Counsel



- ▼ Network marketing columnist, educator, management consultant
- ▼ Webmaster – **www.profitclinic.com**
- ▼ Lecturer – marketing, advertising, MBA, Master of Education programs
- ▼ Best-selling author – MLM, small business
- ▼ Successful network builder and leader



The Secret of **Success**

Do **only** the **right things**
for **only** the **right reasons**

A decorative vertical dotted line on the left side of the slide, starting from the top and ending at the bottom. At the top, it curves to the right and ends in a blue arrowhead pointing towards the title.

Three Criteria of Fulfilment

1. **Safety**

2. **Efficacy**

3. **Value**

Three Criteria of Fulfilment

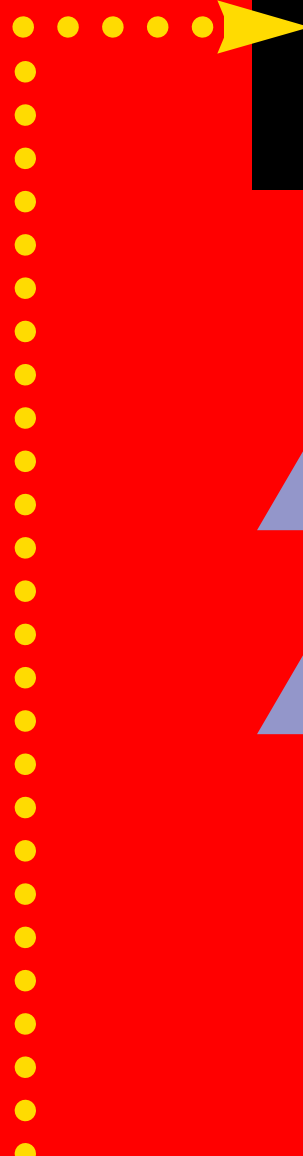
- ▼ The **products**
- ▼ The **compensation plan**
- ▼ The **company**
- ▼ The **business opportunity**
- ▼ The **systems**
- ▼ Their **sponsor... YOU!**



Happiness

▲ Our **health**

▲ Our **relationships**



S-T-R-E-S-S

▲ Too little **time**

▲ Too little **money**

The Problem

Reciprocal income

▶ Trading a **fixed** amount of **TIME**
for a **fixed** amount of **MONEY**

Encourages us to do the **wrong** things
for the **wrong** reasons **in business**

The Solution



Residual income

Create a result **once**

Get paid for it **repeatedly**

▲ Maintain proper **balance**

In other words...

Cut all connection
between **time** and **money**

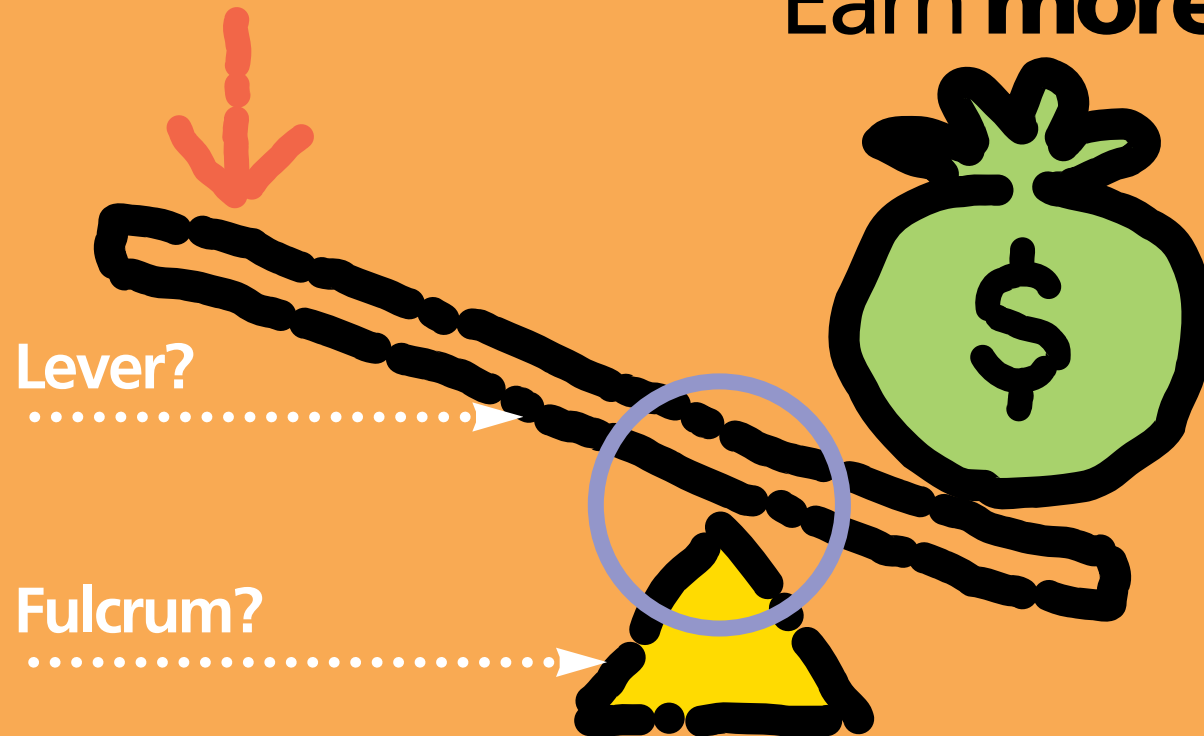
Work less. Earn more.



The key is **Leverage**

Work **less**

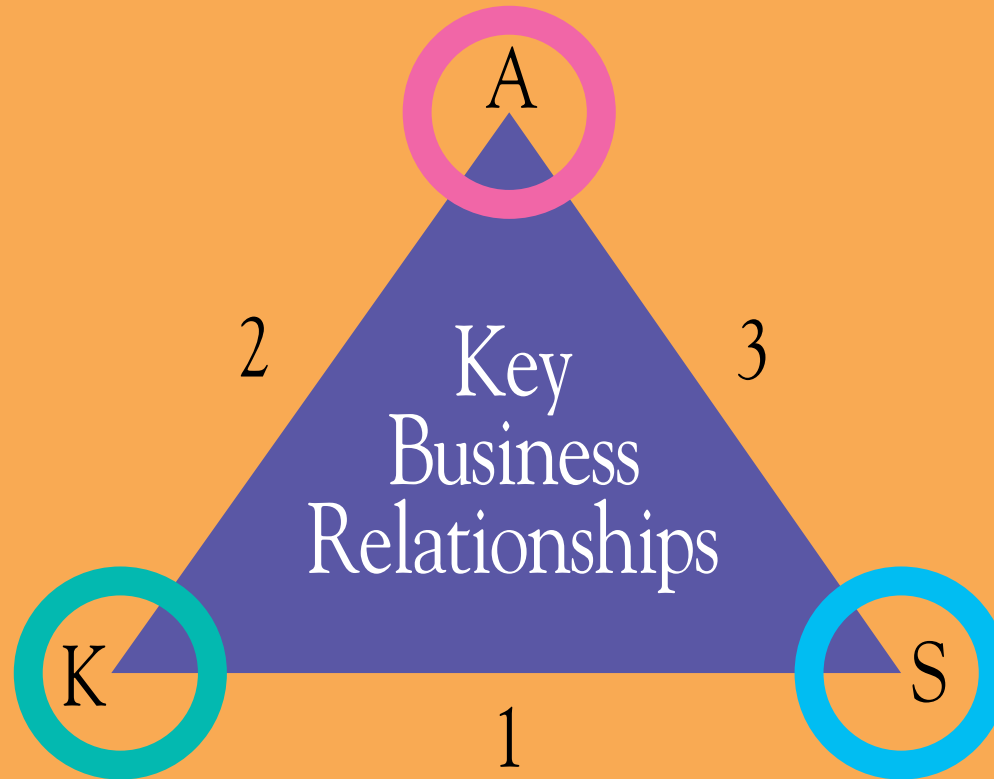
Earn **more**



The **Compensation** Plan

- ▼ **There are NO perfect plans!**
- ▼ Can **you** make **worthwhile money**?
- ▼ Can **your people** make money?
- ▼ Will **the company** make money?
- ▼ Is it **fair to everyone**?
- ▼ Is there a **realistic** monthly commitment?
- ▼ Is the plan **based in reality**?

Acquired Leverage



Acquired Leverage

- ▲ **KNOWLEDGE**
- ▲ **ATTITUDE** – pivot point!
- ▲ **SKILLS**
- ▼ **Duplicable** – learn, teach
- ▼ **System** for training and support
- ▼ **System** to present, sponsor, sell

Relationships

CUSTOMER relationships

- ▲ **Business base** – money source!
- ▲ **Reciprocal** income – personal sales
- ▲ **Residual** income – downline sales
- ▲ **System** for presentation
- ▲ **System** for ordering

Relationships

INTERNAL relationships

- ▲ **Upline** and **downline** teams
- ▲ **System** – communication, training
- ▲ **System** – on-line, off-line support
- ▲ **System** – sales, prospecting, sponsoring

Relationships

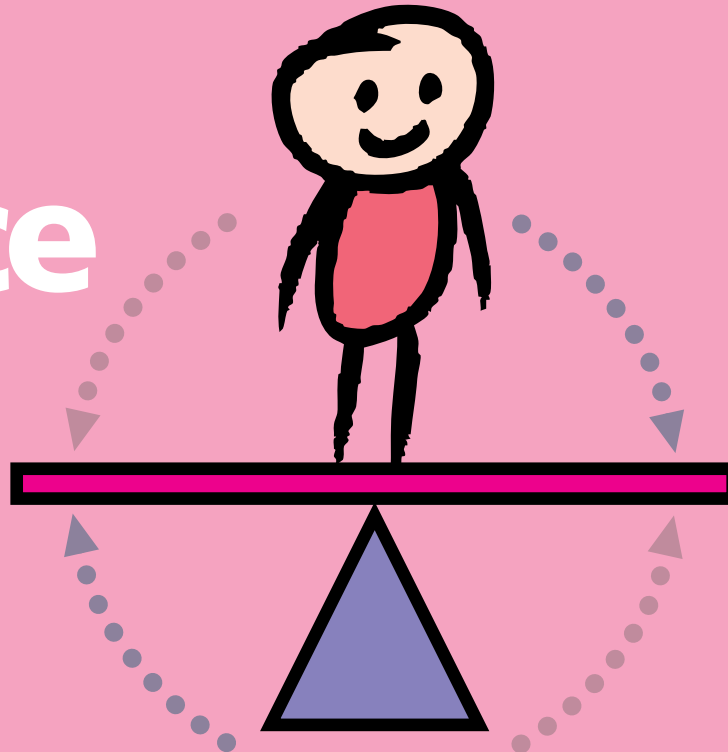
EXTERNAL relationships

- ▲ **Company** and other suppliers
- ▲ **Well-established** – 5 years or more
- ▲ **Competent** management team
- ▲ **Successful** track record
- ▲ **Systems** – logistics, bonuses, support

The key to **Leverage**

Balance

Learn to tilt
the see-saw



The **Five Factors**

- ▲ The **Company**
- ▲ The **Compensation Plan**
- ▲ The **Products**
- ▲ The **Systems**
- ▲ The **Upline Team**

The **Products**

- ▼ **Safe**
- ▼ **Effective**
- ▼ **Value for money**
- ▼ **High demand**
- ▼ **Genuine need**

The **Real** Question!

→ Is this the **right thing** for **you** to do, for the **right reasons**... **right now**?