

35<sup>th</sup> Anniversary Edition

Over 6 Million Sold

# OWN YOUR LIFE

The 45 Second Presentation that Will Change Your Life



Don Failla

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The 45 Second Presentation that Will Change Your Life



An adaptation of material presented by

**Don Failla**

in the  
"10 NAPKIN PRESENTATIONS"  
Seminars

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# ABOUT THE BOOK

There are already millions of people in network marketing and millions more coming in every year. The most important thing for a new person is to understand this business. You can spend four hours explaining it to them, or you can loan them this book.

**The “45 Second Presentation”  
that will change your life.**

**Have you ever thought about what it would  
be like to “Own Your Life”?**

**This is what I think it means to “Own Your Life”:**

When you subtract out the sleeping time, commuting time, working time and things you have to do each and every day of your life, most people don't have more than one to two hours a day to do what they would like to do, and then, would they have the money to do it?

We have discovered a way a person can learn how to “own their life” by building a home-based business; and we have a system for doing it that is so simple anyone can do it. It doesn't require selling and the best part is, it won't take much of your time. If you are interested, contact the person who gave you this book.

# ABOUT THE AUTHOR

Don and Nancy Failla are a success story and they enjoy a lifestyle most people can only dream about. For over 39 years they have been helping people build their own successful home-based businesses.

Don has authored and sold over 6 million copies in 24 languages of his book *The 45 Second Presentation that Will Change Your Life*. He has also produced numerous tapes and seminars teaching others how to own their own lives. Nancy is C.E.O. of fun and works as a network marketing trainer and a motivational speaker.

Don and Nancy have been married for 41 years and have two sons and five grandchildren. Together they have created a complete line of network training tools, not to mention they have built their own personal down line from 4 distributors to over 200,000 in less than 10 years. Currently over 3,500 new distributors are added to their organization monthly! Their system works.



A dark, abstract geometric pattern consisting of various shades of gray and black triangles and polygons, creating a low-poly effect. This pattern occupies the top portion of the page.

# DEDICATION

This book is dedicated to the free enterprise system of which we all have the opportunity to enjoy, and without which network marketing would be impossible.

*“Withhold not good from them to whom  
it is due, when it is in the power  
of thine hand to do it.”*

Proverbs 3:27, KJV

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# PREFACE

The 45-second presentation is all one needs to know to start building a large organization. In fact, if one cannot learn this presentation, they can read it to a friend or put it on a 3 x 5 card and let their friends read it for themselves.

Beyond this presentation you do not need to know anything. Once you understand this, you can introduce your business to anyone, because absolutely anyone can build a business if they want to. All they really need is a little desire. Without desire, you have nothing.

The secret to the system we teach is not to talk. Talking is your worst enemy. The more you talk the more the prospect thinks they cannot do what you are doing. The more you talk, the more they think they don't have time. Remember, time is the number one excuse people have for not getting started.

After your friend reads the 45-second presentation they may ask you a question. Regardless of what the question is, if you answer it you lose. They will have five more questions before you know it and you will be bouncing all over the place! Simply tell them that they will have a lot of questions and that the system is designed to answer most of them. Have them read the first four Napkin Presentations and then get back to you.

Never tell the prospect to read the book. They will set it on the shelf and get to it in due time. Tell them to read the first four Napkin Presentations. They will read it right away and over 90% will finish the book at the same time.

After reading the book, your prospect will understand network marketing. This is important because the number one reason people don't do the business is because they don't understand it. Now they will understand network marketing, and they will be ready for you to present your vehicle, company, products and marketing plan. But I said you don't have to know anything other than the 45-second presentation to get started. So now what do you do?

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At this point you would use the tools or your team to do the talking for you. Tools are brochures, videos and other promotional materials from your company. Your team is your immediate up-line, starting with the person who will be your sponsor.

Let's say you have your first prospect! You have done the 45-second presentation and they have read the book. You invite your prospect to meet you for lunch. Let them know you will also be inviting your sponsor who can explain the business on your behalf.

(Key Point - Who pays for lunch? You do. Your sponsor is working for you.)

We had a man come up to us at a seminar in Germany and say, "Not only do you not need to know anything to get started, you could also have a free lunch every day when you are working for your downline."

Happy eating, and enjoy watch your business grow!

# CHAPTER 1

## Introduction To Network Marketing

NETWORK MARKETING is one of the fastest growing, yet most misunderstood methods of moving products in use today. It has been termed by many as the “thing-of-the nineties.” Believe me, it will go far beyond that. By 2012 more than 250 billion dollars worth of products and services will be moving annually through network marketing companies. Watch out for network marketing in the 21st century!

The purpose of this book is to convey to you, the reader, through illustrations and examples, just what Multi-Level Marketing IS and what it IS NOT. We will also show you how you can effectively, explain network marketing to others.

This book should be treated as a training manual. It is intended to be used as a tool to help you train the people in your organization. Include it in their initial “kit” of information about your program.

I developed the “Napkin Presentations,” upon which this book is based, in 1973. I have been involved in Multi-Level Marketing to one degree or another since 1969. This book will cover the 10 presentations developed thus far.

Before going into the details of the Ten Napkin presentations, allow me to answer one of the most frequently asked, and probably the most basic of all the questions, “What is network marketing?” This question is asked quite frequently in response to a button we often wear. Throughout this book we shall use network marketing and multi-level marketing interchangeably.

Let’s break it down. Marketing simply means moving a product or service from the manufacturer or provider to the consumer. Multi-level refers to

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the system of compensation provided to those persons who are causing the product to move or the service to be provided. “Multi” means “more than one.” “Level” refers to what may better be termed as, “generation.” It could be called “multi-generation marketing.” We will stay with multi-level since that is what is most common. It is so common, in fact, that many illegal pyramids and chain distribution schemes or chain-letters try to pass themselves off as being multi-level programs. This creates such a stigma, although unjustified, that many of the newer network marketing companies are using other names for their type of marketing. Some of the names you will hear are uni-level marketing, MLM, and co-op mass marketing.”

There are really only three basic methods of moving products. (Hold up three fingers as you demonstrate this point.)

1) **RETAILING**—I’m sure everyone is familiar with retailing. The grocery store, the drug store, the department store. Going into a store and buying something is retail.

2) **DIRECT SALES**—would usually, (but not always) include insurance, cookware, encyclopedias, etc. Fuller Brush, the Avon lady, Tupperware home parties, etc. are some examples of direct sales efforts.

3) **NETWORK MARKETING**—is the one we will be discussing in this book. It should not be confused with the other two, especially with the direct sales method.

A fourth type of marketing that is sometimes added to the list (hold up the fourth finger) is mail order. Mail order can be an a network marketing type, but most generally is included in the direct sales category.

A fifth type, often confused with network marketing I have already mentioned is pyramid sales. The fact is, pyramids are illegal! One of the main reasons they are illegal is their failure to move a product or to provide a valid service. If a product doesn’t move, how can you even call it “marketing,” let alone “multi-level marketing!” Multi-level they may be—but marketing they are not!!!

Most objections that people have about getting into network marketing are due to not realizing the differences between network marketing and the direct sales methods of marketing. This confusion is understandable because most reputable network marketing companies belong to the Direct Selling Association.

You have been conditioned, perhaps, to think of them as door-to-door direct sales programs because your first encounter with them was when a distributor knocked on your door to sell you something.

There are some features that differentiate network marketing from retail and direct sales companies. One very significant difference is that in network marketing you are in business for yourself—but not by yourself.

By being in business for yourself, especially if you are operating out of your home, you may be entitled to some substantial tax breaks. We won't get into tax advantages in this book. Most people can get that information from their accountant or from the many books that have been written on the subject.

Being in business for yourself, you are buying the products wholesale from the company you are representing. This means that you can (and should) use these items for your own consumption. Many people get involved in a company at first for this reason alone, to buy wholesale.

Since you are buying your products at wholesale, you can, if you wish to, sell those products at retail and make a profit. The most common misunderstanding about network marketing is the notion that you have to sell retail to be successful. There is a lot to be said for selling retail and it should not be ignored. Some programs even require that a retail quota be met in order to qualify for a bonus. You may sell if you want to or have to due to your particular program's requirements, but in regard to making the larger sums of income, the real success is in building the organization.

**IMPORTANT POINT:** Let your sales come as the natural result of building the organization. More people fail than succeed by trying to do it the other way around—they try to build the organization by emphasizing selling. As you read through the Napkin Presentations that follow, you will see this concept unfold before you.

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The word “selling” triggers negative thoughts in the minds of about 95% of the people. In network marketing you don’t need to “sell” the products in the traditional sense of the word. However, product does have to move or nobody gets paid. I define selling as calling on strangers and trying to sell them something they may neither need nor want.”

When you build an organization, you are actually building a network through which you can channel your products. Retailing is the foundation of network marketing. Sales in network marketing come from distributors sharing with their friends, neighbors, and relatives. They never have to talk to strangers.

To build a successful business, you need a balance. You need to sponsor and teach network marketing, and in the process of doing this you can build a customer base by retailing to your friends, neighbors, and relatives.

Don’t try to sell the world on your program yourself. Remember that network marketing is building an organization in which a lot of distributors retail a little. This is far better than a few trying to do it all.

With virtually all network marketing companies, the need to spend large sums of money on advertising is non-existent. Advertising is done almost exclusively by word-of-mouth, so they have more money to put into product development. As a result, they usually have a higher quality product than their counterpart found in retail stores. You can share with a friend a high quality product of a type that they are already using. You’re simply replacing their old brand with something that you have discovered through your own experience to be better.

So you see, it’s not going door-to-door every day calling on strangers. All network marketing programs that I know of teach that if you simply share the quality of their products or services with friends, that is all the selling that is involved. (I prefer to call it sharing, because that’s what it is!)

Another thing that differentiates network marketing from direct sales is the sponsoring of other distributors. In direct sales, and even in some network marketing companies, it’s called recruiting. However, sponsoring and recruiting are definitely not the same thing. When you sponsor someone, you then teach them how to build a business of their own.

I emphasize that there is a big difference between sponsoring someone and just “signing them up.” When you sponsor someone, you are making a commitment to them. If you are not willing to make that commitment, then you are doing them a disservice by signing them up.

At this point, all you need to be is willing to help them build a business of their own. This book will be an invaluable tool in showing you what and how to do just that.

It is the responsibility of a sponsor to teach the people they bring into a business all they know about that business. Things such as: how to order products and keep records, how to get started, how to build and train their organization, etc. This book will go a long way toward making you able to meet that responsibility.

Sponsoring is what makes a network marketing business grow. As your organization grows, you are building toward becoming an independent, successful businessperson. You are your own boss!

With direct selling companies, you work for the company. If you decide to quit that company and move to another area, you end up having to start all over again. In almost all of the network marketing programs that I am aware of, you can move to another area of the country and sponsor people without losing the volume generated by the group you left behind.

In network Marketing programs you can make a lot of money. It takes a little longer with some companies than it does with others, but making a lot of money comes from building an organization, not by just selling the product. To be sure, you can make a good living in some programs by just selling the product, but you can make a fortune by building an organization as your primary function.

People will get started in a network marketing business with the idea of making \$50, \$100, or even \$200 per month and suddenly they will realize that if they want to get serious about the business they could be making \$1,000 or \$2,000 per month—or more. Again, remember that a person doesn’t make that kind of money by just selling the products—they make that kind of money by building an organization.

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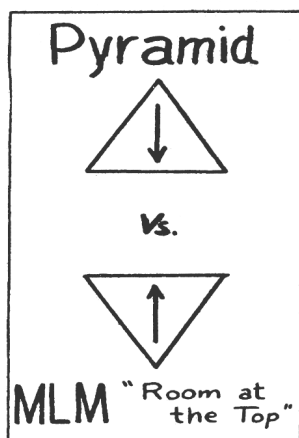
That is the purpose of this book: to teach you the things you need to know to be able to build an organization and to build it fast—to develop certain and proper attitudes about network marketing. If a person thinks network marketing is illegal, thinking of it like a pyramid (and they do make that comparison), you are going to have trouble sponsoring them.

You must teach them the facts to stop them mistaking a true network marketing organization for a pyramid. One example you could show them is the illustration on this page. The pyramid is built from the top down and only those in at the very beginning can ever be near the top.

In the network marketing triangle, everybody starts at the bottom and has the opportunity to build a large organization.

A new person can build an organization many times larger than his sponsor's organization if he wants.

The main objective is to get your prospect into a general discussion concerning network marketing and explain with your three fingers the differences between retailing, direct sales, and multi-level marketing. Then you will have a good start at sponsoring them into your particular network marketing vehicle.



As I stated earlier, by the 2010, network marketing will be doing in excess of \$200 billion annually. That is big business!

Most people don't realize that network marketing is that big! It has been in our midst for over 50 years! Some companies have been around for over 45 years and are already doing a billion dollars per year by themselves.

I know of one company that did over \$6.5 million in its first year of operation. In its second year it made over \$62 million. For their third year they projected \$122 million. They are on track to hit ONE BILLION per year by their 10th year. The principles expounded in this book will make

that goal reachable. That's a pretty fast start in anybody's league!

Network marketing is one of the viable ways for an inventor or manufacturer to put a new product on the market without having a million dollars and without having to totally give up their product to someone else.



# CHAPTER 2

## Napkin Presentation #1

### Two Times Two Is Four

THIS one you can show a person before they see the program or the vehicle you want to share with them. It is an absolute must to show them this presentation as soon after you have introduced them to your program as you can. You want their thinking to be going in the right direction from day one. What this will do is take the proverbial “monkey off their back” in thinking they have to go out and sponsor the world to make a large amount of money in network marketing.

This presentation will also show them how important it is to work with their people and help them to get started.

This presentation starts by your writing down “2 x 2 is 4,” etc., and multiplying on down as shown in the figure on the right.

I tell a joke that if you sponsor someone who can’t do this right you should pass because you are going to have trouble working with them.

$$\begin{array}{r}
 2 \\
 \times 2 \\
 \hline
 4 \\
 \times 2 \\
 \hline
 8 \\
 \times 2 \\
 \hline
 16
 \end{array}$$

$$\begin{array}{cc}
 2 & 3 \\
 \times 2 & \times 3 \\
 \hline
 4 & 9 \\
 \times 2 & \times 3 \\
 \hline
 8 & 27 \\
 \times 2 & \times 3 \\
 \hline
 16 & 81
 \end{array}$$

Notice that we start using the word “sponsor” now. To the right of the 2 x 2 column, write 3 x 3 saying, “Over here you sponsor three people, and you teach these three to sponsor three, making nine more. Then you teach your three people how to teach those nine to sponsor and now you have 27. Going on down one more level, you will have 81. Notice the difference between 16 and 81.” Bring it to their attention and

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ask them if they would agree that it's a pretty good difference. Then point out to them the real difference is one! Everybody only sponsored one more! You will usually get some reaction from this, but continue right on—it gets better.

Let's say you sponsor four people into the business. Moving to the right of the 3 x 3 column, you again run down a column of figures, writing them down as you speak.

	2	3	4
x2	x3	x4	
4	9	16	
x2	x3	x4	
8	27	64	
x2	x3	x4	
16	81	256	

Diagram annotations: A curved arrow labeled "2" points from the top row (2, 3, 4) to the second row (4, 9, 16). A curved arrow labeled "240" points from the bottom row (16, 81, 256) back to the top row.

“Let's see what happens if everybody sponsored only two more.” As you continue to write, say, “You sponsor four and teach them to sponsor four. Then you help your four to teach the 16 they have to sponsor four, adding 64 to your group. Work down only one more level, and before you know it, your group has 256 more.”

And again you point out, “Now that's getting to be a considerable difference right there, but the...”

You will usually get some sort of reaction again as they begin to pick up on the concept, and they will cut in to say, “The real difference is that everybody only sponsored two more!”

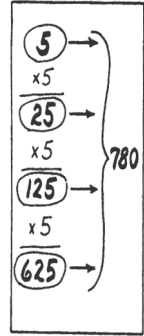
We end it with five. They will usually pick up on it by now and mentally or verbally follow right along with you as you write in the final column of figures. By now you can leave out “sponsoring” and “teaching,” writing down the figures and comment, “5 times 5 is 25, times 5 is 125, times 5 is 625. Now that is a fantastic difference!” Again, the real difference is that everybody only had to sponsor three more.

Most people can relate to sponsoring one, two, or three more, but usually find it difficult to relate to the figures on the bottom line. (16, 81, 256, and 625).

So picture yourself in the last column, having had the time to sponsor five serious people into the program. The “5” at the top of the column represents the people you sponsored who want to get serious about building a business of their own. You may have to sponsor 10, 15, or 20 people to get these five.

However, once you totally understand all 10 of the Napkin Presentations, you will find that your people will get serious faster than people who come into organizations that don't know this material.

Notice in the figure at the right, that when you have sponsored five, and they have sponsored five, and so forth, right on down the line ... you add all these (circled figures) up and you will have 780 serious people in your organization. Doing this will help you answer the question, "Doesn't somebody have to sell the product?" You've all heard that question before if you've been at all active. So just go through this Napkin Presentation with them and explain that two times two is four...right on up to 780 distributors.



In any kind of network marketing organization, if you have 780 people just using the product themselves, you have a tremendous volume. (And we haven't even included those which are not serious but are just "product buyers.")

Now if they all have two, three, four, or five friends...let's just say they all had 10 customers from among their friends, relatives, and acquaintances, that's 7,800 customers! Add to that the 780 distributors in your organization—do you think 8,580 customers plus the "product buyers" will be able to provide you with a profitable enterprise? That's how you make a lot of money in any business—by having a lot of people doing a little bit. But remember, you are only working with five serious people, not a whole army!

We run into people constantly in other network marketing programs, as well as our own, who are amazed at how fast our own organizations have grown. They have been in their programs longer than we have, but are scratching the "think tank" on top of their necks and asking, "What are you doing that I'm not doing?"

Our response to them is, "How many people in your front line are you working with?" (The front line are those people directly sponsored by you. They are also called your "first level" distributors.)

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I will usually hear figures anywhere from 25 to 50 or more. I know people in network marketing who have over 100 in their front line, and I'll guarantee you, that once you understand the principles outlined in this book, you'll pass those people up in six months, even though they have been in their organizations for 6-8 years.

As we go into Napkin Presentation #2 covering the "Salesman Failure Syndrome" in network marketing, I will give you a simple parallel showing why having so many front line people isn't good.

Consider the Army, the Navy, the Air Force, the Marines, or the Coast Guard. From the lowest private up to the top brass in the Pentagon, nobody has more than five or six people they are trying to directly supervise. (There may be rare exceptions.) Think about it! Here we have West Point and Annapolis with over 200 years of experience each, and they don't think anybody should supervise more than five or six people. So you tell me why people get into a network marketing organization and think they can effectively work with 50 people in their front line. They can't do it! That's why a lot of them fail, and you'll see why as you read on.

You shouldn't try to work with more than five serious people at a time. However, make sure that when you sponsor them, you start working down-group. There is a point when they won't need you and they can break away and start another line on their own. This will also free you up to work with yet another serious person, keeping your number of those that you are working closely with at five. Some programs may allow you to be effective with only three or four at a time, but none that I know of can be effectively built with more than five.

These Napkin Presentations tie together, so some of the questions you may have at this point will be cleared up as you read on.





# CHAPTER 3

## Napkin Presentation #2

### Salesman Failure Syndrome

WHY do so many salesmen fail when working in a network marketing business? This presentation will clarify the common mistakes made by sales-oriented professionals.

Let me explain why we would rather sponsor 10 teachers than 10 salesmen.

Now, don't get me wrong. I think professional salesmen can be a tremendous asset to your organization—if, like everyone else, they go through the 10 Napkin Presentations and thoroughly understand them.

Most people get confused by the statement above, but remember, they still don't understand that network marketing is a method of marketing. We are NOT sponsoring people into a direct sales organization. We ARE sponsoring them into a network marketing program.

Much of the time, the problem you will have with a salesman is that when they see the high quality of the products you represent, they just take off, so to speak. They can put their own presentation together—they don't need us to tell them how to sell; they're the professional. The point is: we don't want to tell them how to sell. We just want to teach them how to teach and sponsor and build a large, successful network marketing organization. And they, and anyone for that matter, can do just that without selling anything in the normal sense of the word "selling."

If you can't sit down with them and explain a few simple things about network marketing and why it is different than direct selling, the tendency is for them to go off in the wrong direction. As we continue on with the Napkin Presentations, we will give you a few examples.

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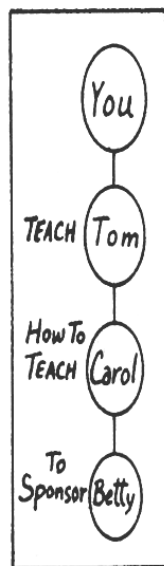
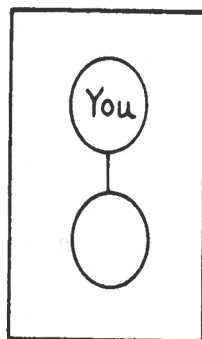
Most people think (and especially salesmen) that if you sponsor someone, you have duplicated your effort. (Draw one circle under the other.) There was one, and now there are two. It sounds logical, but that's not true.

The reason it's not true is that if the one represented by the top circle (sponsor) goes away, the one they sponsored will go away also; they won't continue on. You must explain to your people that if they truly want to duplicate themselves, they have to be at least three levels deep; only then are they duplicated.

If your sponsor dropped out before you had an opportunity to see that the program works, you most likely will assume that it doesn't because it didn't for him. After all, he's your sponsor and certainly must know more about it than you. Let's say that you're here. (Draw a circle and put "YOU" in the middle of it.) You sponsor Tom. (Draw another circle under the one with "YOU" in it, write "TOM" in it, and connect the circles with a line.) Now, if you leave and Tom doesn't know what to do (because you haven't taught him), then that's the end of it. But if you do teach Tom how to sponsor, and he sponsors Carol, you are only beginning to duplicate yourself.

But if Tom doesn't learn how to teach Carol to sponsor, then again it will fizzle out and that's the end of it. You have to teach Tom how to teach Carol how to sponsor. Then she can sponsor Betty or whomever.

Now you are three deep. If you go away (to work with someone else or to a different area of the country), this sub-group will continue on. I emphasize: you have to go three deep! You have nothing until you are three deep, and only then are you duplicated.



If you never communicate anything but this one point to the people you sponsor, then you will have the key that will make you more successful than most others in network marketing programs.

Here's what happens to the "salesman": he looks at the demonstrations of the products, hears the testimonials. Armed with this information, just get out of his way, and he will go out and "sell like crazy." Remember, they're salesmen! They have been in the direct selling business, and they don't have any problem calling on strangers.

Great! So you say to your super-salesman (let's call him Charlie), "Charlie, if you want to make the big bucks, you cannot do it by yourself. You need to sponsor people."

So what does Charlie do? He goes out and sponsors, sponsors, sponsors... He will just sponsor up a storm. A good "salesman" in a network marketing program could sponsor three or four people per week.

But here is what happens: It gets to a point, (and it doesn't take long), that people are dropping out as fast as they are being added. If you don't work with them effectively (and you can't be effective if you are trying to work with more than five at a time), you will see them becoming discouraged and giving up.

So Charlie, being discouraged and a little bit impatient, doesn't think anything is happening, and he goes off to look for something else to sell. The person who sponsored Charlie, thinking Charlie was going to make them rich, gets discouraged and gives up also.

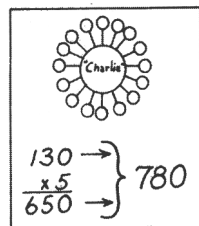
Most people who have made it big in network marketing don't have a sales background. They may not be teachers professionally, but most of them come from a background with an element of teaching in it. I know of one teacher, and school principal who after only 24 months in a network marketing program, was earning in excess of fifteen thousand dollars per month. He did it, and is doing it by teaching others how to do it also.

Let's put some numbers in Charlie's approach so we can more clearly see where he went wrong. We will assume that Charlie, being the super-salesman that he is, went out and sponsored 130 people. Let's also say that

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he got each of them to sponsor five others, adding 650 more for a total of 780 in his organization. (Sound familiar?)

Ask your people this question when you show this to them, “Which do you feel you could do more quickly, sponsor five people who are serious and teach them how to teach, or...?”



Incidentally, the question will come up, “What do I teach them?” The answer is: you teach them what you are learning right here in this book—the 10 Napkin Presentations. They need to have an understanding of all ten eventually, but initially the first four will work.

Teach them that  $2 \times 2 = 4$ , and why people fail, etc. How long do you think it would take you to sponsor 130 people? How many of the first people would be left when you sponsored number 130? You would find that you are losing them pretty fast. Yet, you will discover the retention rate on the 780 explained in Napkin Presentation #1 to be quite high.

Once you show this to a salesman and the salesman understands it, they will say, “Aha! Now I can see what I’ve got to do!” And they will go and do it.

**CAUTION:** You must hold them back. Because they don’t understand what we have just gone over in this chapter, most people in network marketing will literally encourage their people right out of the business! They will sponsor someone and their new distributor will come to them and say, “Hey, I got five new people last week!” So you say, “Great!” and encouragingly slap them on the back. The following week they sign up five more people. What has become of the five they signed up the first week? They’re gone.

If you understand this “Salesman Failure Syndrome,” you can still encourage them, but at the same time stress the point of how important it is to take those first five you sponsored and help them get started.

After I have sponsored someone, it’s more important for me to go with them and help them sponsor someone else than it is for me to go out and

sponsor another person for myself. I just cannot emphasize this point too much. This point will come up again in a couple of other presentations.

Of the 10 Napkin Presentations, the first four are really a MUST. If you don't have time for all of them, at least get started with #1 and #2. (Chapters 2 & 3). You can show them to someone, depending on how much you elaborate, in as quickly as five to ten minutes, once you have practiced them.

In one of the programs I was involved in, I sponsored this fellow named Carl. Carl told me about sponsoring his daughter in Tennessee, and that she knew everybody in town. I was talking to Carl on the phone and related to him that I thought it was great. I quickly added, however, that I needed to tell him something to pass on to his daughter. I asked him if he had a piece of paper and pencil handy (which he did) and I had him write down  $2 \times 2$  is 4, and right on through it. I instructed him to immediately phone his daughter and let her know the mistakes to avoid to get her started in the right direction. He did call her, and it's working out very well for both of them.



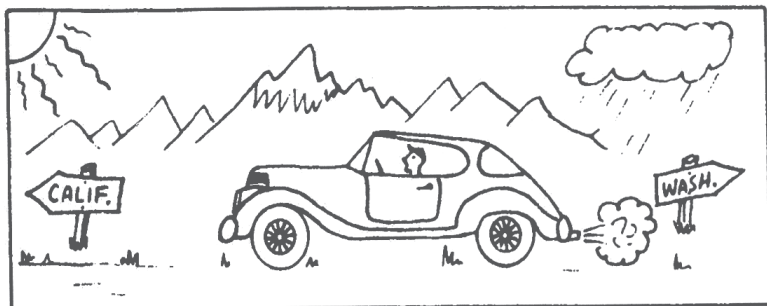
# CHAPTER 4

## Napkin Presentation # 3

### “Four Things You Have To Do”

IN THE FIRST PRESENTATION we told you some of the things TO DO, and in the second presentation we told you some things NOT TO DO, as far as working in depth with your organization. In this Napkin presentation we will show you four things you have to do to be successful in a network marketing program. These four things are an absolute must!

Everybody in network marketing who is making \$100,000 or \$200,000 per year (and more), did and is doing these four things.



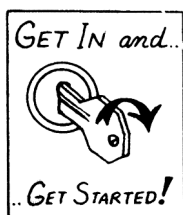
To help you remember these four things, I have paralleled the points to a story which you can relate to your people. They will not only pick up on the parallel, but will remember the “Have to do’s” also.

The way the story goes is this: “Let’s imagine you want to take a trip in the family car and leave rainy Washington and drive to sunny California. The sunshine in California will represent reaching the top in the program that

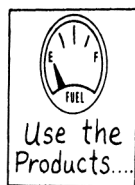
## The 45 Second Presentation

you're in. When you get there you are successful—you're at the top!

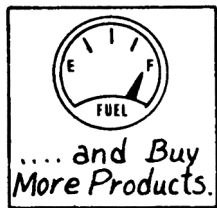
The first thing you have to do is get in and get started. There isn't anybody in network marketing who has made a lot of money unless they first got started. The amount of money it takes to get started depends on the company and the program you choose as your "vehicle." It can range from \$0 on up to \$12.50, \$45, \$100, \$200, or even \$500 or more.



The second thing you need to do as you take this trip is buy gas and oil. As you travel to the top (California), you will use up the fuel and oil (products), and it will be necessary to replace them. network marketing works best with products that are consumable. You will use the products up and buy them again and again. You must use the products of the company you represent yourself.

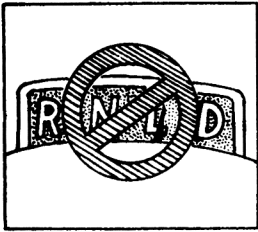


Remember, we showed you in Napkin Presentation #1, that with 780 distributors it doesn't matter which program you are in, you will have a very sizable volume. Naturally, you can see the advantages of building a business with a vehicle that has consumable products. Most network marketing companies are in that category. Non-consumables are usually marketed through retail or direct sales methods, but not always.



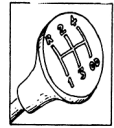
The other result of using the products yourself is you will get excited about them. Rather than spend a large sum of money on advertising, network marketing companies put their money into product development, and as a result will usually have a higher quality product than that which is normally available in a retail store.

The third thing you have to do is get into high gear. Of course you realize that nobody starts out in high gear. We all start out in neutral. (Incidentally, notice that we are not driving an automatic.) We may be in the car, still in the driveway, with the key turned on and the motor racing, but if we never get out of neutral we will never get to California—or anywhere



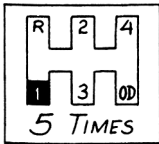
else for that matter.

To get your car into gear, you must sponsor someone into the business. When you sponsor someone, you are in first gear. I believe you should be in first gear five times, with 5 serious people. In one of the other presentations I show you



how to determine which of your people are serious. You will also want your five people to get into gear. You teach them how to get into first gear by sponsoring someone. When

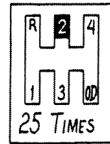
each of your five people is in first gear five times, you will be in second gear 25 times.



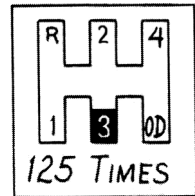
Teach your five people to teach their five to get into first gear five times. They are now in second gear 25 times each, and that puts you in third gear 125 times.

When you have third level distributors in your organization, you are in third gear.

Have you noticed how much smoother your car runs in fourth gear? So does your organization! You want to be in high gear (fourth gear) as soon as you can. When your first levels are in third gear, you will be in fourth gear.

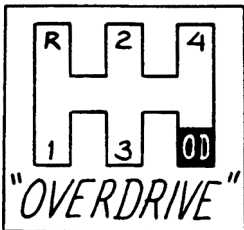


Naturally, you want your people to be in high or fourth gear as well, and when they are, you are in overdrive.



How do you get into overdrive? You simply teach the

people you sponsored to get their people into third gear, which puts them into 4th gear and puts you in overdrive.



The fourth thing, while you are on your journey to California, is to use the time you have to share your products with the people who are going

## The 45 Second Presentation

with you. Let them try them. Let them experience the benefits of the products. When they want to know where they can get them...guess what you do at that point? So share with your friends. For a number of people, this is the retailing part of the business.

At this point it is important to notice that as we went through Napkin Presentations #1 and #2, and now here at #3, we've told you the four things you have to do to be successful. Not once did we tell you that you have to go out and sell. We say you don't have to sell the products in the normal sense of the word "sell". We do say you need to share the products with your friends. You can even share them with strangers. When they see the benefits of your products and your marketing plan, they will become new friends.

You don't even need a large number of customers, say 10, or even less. If all you ever had was 10 customers...hey, that's okay. All it means is item number four is a very small portion. So what if we cover up the four altogether—you could still get to California by doing the first three.



No-

tice, however, that if you didn't do number three (get into high gear) and did a lot of number four, you would never get out of the driveway. (That's what salesmen do.) Once you understand this and tie it in with #1 and #2, you start developing the proper network marketing attitude.

Starting from square one with your new person, you want to get into their sub-conscious the number five. All you need to do is find five serious people who want to get serious about the business.



When you run into people and ask them how they are doing, you may hear the response, "Gee, I can't find anyone who wants to sell." There's that word "sell" again! Quit looking for people who want to sell! Start looking for people who want to earn an extra \$600, \$1,200, or \$1,500 per month without having to "go to work" everyday. Do you or they know anybody like that? Your answer and theirs, like mine, will be, "Yeah-everybody!" Well those are the people you want to talk to, because everybody would like to have that kind of dough coming in.

Simply point out that it may take five to ten hours a week of their spare time to build a business. But then we hasten to say, "What's wrong with that?"

People sometimes get into network marketing programs and think somehow it's all going to happen just because they signed up. Not so! Remember, the car we are driving to California does not have an automatic transmission.

I know, and surely you know, people who have gone to college to get a degree, and there is absolutely nothing wrong with that. Maybe you're one of them. You go to school everyday. You study all day and half the night, week after week, for years. Then, when you finally graduate—how much money can you make?

So give five to ten hours of your time each week to learning the 10 Napkin Presentations and everything you can about the network marketing company you are representing. When you learn and understand them, you can teach the Napkin Presentations to others. The book you are now

reading is your key to tomorrow's success.

We don't want you to get uptight by thinking you can't teach someone what you are learning here. Sure, this may be the first time you've read or heard these concepts, and we really can't expect you to know it all well enough to teach it. But you don't have to!

Remember, to get into a network marketing program, you have to have a sponsor. If you have a real sponsor, he will help you with your first five people. Notice: It's a helping relationship. In the process of showing the Napkin Presentations to your friends at meetings (one-on-one or groups), your sponsor is training you as well.

As a suggestion, we ask that you set some sort of goal for yourself. When you are about 20% up the ladder in your program, you should know and understand the 10 Napkin Presentations. By the time you get 3/4 of the way, you should be able to teach others. When you are at or near the top, you will be able to teach your people to teach others. It's something beneficial that you can master over a relatively short period of time.

With this book and/or the CD on the same subject, you can sit down and read and study, or listen to the CD again and again and again. If you were given an assignment to do the above, and you had to go through the material five, six, or even 10 times, and a year from now it meant you could be making two, three, four, or even six thousand dollars a month, is it worth spending five to ten hours a week?

Now you have to admit, that's a pretty neat way to go to school, right?

*Welcome to Network Marketing University!*

### FOUR THINGS YOU HAVE TO DO

1. Get in — Get Started
2. Use the Products
3. Shift into High Gear
4. Share with friends (Retail)



