



The Road Map to MLM Success

**BONUS:
THE TOP 10 ACTIVITIES OF
NETWORK MARKETING STARS**

by Judy O'Higgins

THE TOP 10 ACTIVITIES OF NETWORK MARKETING STARS

Hi, this is Judy O'Higgins. If you had the chance to learn the top 10 things that network marketing stars do every day, would you want to know what they are so that you can do them, too?

In this audio, we'll cover 10 important activities that create a system for success in ANY network marketing company, regardless of the company, the product, your background, or how long you've had your network marketing business. There's a lot to cover here, so let's get started!

PART 1 – HAVE A CLEAR AND EMPOWERING “WHY”

There is nothing more powerful than a Big Dream or the reason why you're doing your network marketing business. Here's a quote from the book I co-wrote with my friends Kristi Lee and Karen Palmer about the word “why”:

Your 'why' is your big dream. Your 'why' is your big reason for making the commitment to start a new business, learn new skills, put in consistent hours for a few years, and overcome the inevitable bumps in the road and even some detours on the highway to financial freedom. Your 'why' has to be big enough and strong enough to handle any temporary setback that is put in your path. Every obstacle and all forms of negativity – internal and external – that threaten to derail your dream. So make it big!

Write down your “why”. Studies have shown that when you write it down, you have a lot better chance of it becoming reality. You can also intensify the feelings associated with your dream or your “why” by making a Vision Board. Include personal photos or cut pictures, images, or words out of magazines that represent or describe your “why” and put them on your Vision Board. Then place that completed visual creation somewhere in your home where it's very prominent and you'll see it every day to remind you of your “why” and create the feelings of what it would be like when you achieve it.

Every top network marketer has a clear, meaningful, and emotional “why.” The reason for this is that network marketing isn't always easy, and you're going to have tough days. You'll have times of self-doubt and self-questioning. But when you have your “why” in front of you, it

acts as a centering mechanism. It brings you back to yourself, back to your dream, back to “why” you’re doing what you’re doing, so that you can move forward every day to make it real.

PART 2 – SET GOALS

Every network marketing star or top earner has written goals for his/her network marketing business. There are no right goals or wrong goals. Your goals are totally your choice, just like it’s your choice on how fast you want to go in your business. What is important, however, is to **write them down and put deadlines on them**. Studies have shown that people who write down their goals are much more likely to achieve them than people who don’t.

Here are some **benefits of settings goals**:

- Goal-setting gives you a destination and a purpose
- Goal-setting keeps you on track and gives you a map and target to shoot for.
- Goal-setting helps you manage your time.
- Goal-setting helps you to focus more easily.
- Last but not least, goal-setting increases your income and your chances for success.

Many people have the idea that they should only set small goals they know they can achieve because they have a fear of failure. They’re afraid if they write down big goals and miss them, then they’ll consider themselves failures. This thinking is incorrect.

It’s much better to set a big goal that excites you and stretches you. If you only achieve 50% of a big goal, that’s still better than 100% of a teeny little goal that you knew you could achieve anyway or, worse yet, no goal at all. So I encourage everyone to set BIG goals.

Some of your goals can be longer-term, such as you want a big promotion by this time next year. Some can be medium-term, like what size you want your team to be by the time of your convention and how many people are you going to bring to it. And some can be short-term goals. For example, how many customers do you want to sign up this month?

Again, the goal choices are up to you, but the point is to set goals that excited you, that are meaningful to you, and are going to move your business forward. If you don’t meet your goals, it’s okay because you’ll get a

lot further than if you hadn't set them at all. This is the correct mindset to have about your goals.

Here are some **others ideas that will help you with goal-setting:**

- **Write your goals on index cards** or in something you can carry with you, and **read them every single day.** Top network marketers do this, I promise you.
- **Create an affirmation for each goal.** Write your goal in the present tense as if it's already happening. Better yet, include some feelings. For example, instead of just writing, "I would like to have 50 people on my team by Convention," which would be a certain date, like June 15, you could create an affirmation of "I have a strong, motivated team of 50 people by June 15." Do you see how powerful that is?

Remember, set goals that excite you and don't beat yourself up if you don't achieve your exact goals. Let's take the above-mentioned goal. If you have a 50 people on your team by the time of your convention, what if it only grew to 40 instead of 50? Well, chances are very good that if you hadn't set the 50 goal, then you wouldn't have achieved the 40. In other words, you're further along by having set a big goal than if you hadn't set the goal at all or set it too low just to be safe.

All top network marketing stars think big and didn't get there by playing it safe.

PART 3 – HAVE A PERSONAL DEVELOPMENT PLAN

Again, all top network marketers pursue constant personal development. They are always learning and working to improve themselves.

I want you to notice something: we haven't even talked yet about taking action. Everything I've talked about thus far is "inside". It's your dreams, your goals, and your personal development.

When most people start a network marketing business, they've not had a lot of history of personal development. If you're going to succeed in the long haul and reach your long-term goals, you're going to have to grow.

Network marketing is a business of personal growth. You'll have to learn new skills, but, more importantly, a success mindset. You'll learn how to overcome obstacles and get around problems, but that requires personal development. A lot of people aren't used to that. They're used to giving up

when they hit a roadblock. But in our business, we learn how to go past or over or under or around the roadblock – we don't quit!

Every top network marketer has faced incredible challenges, but the reason they're on top is because, through personal development, they learned to persevere.

I recommend that you **surround yourself with positive, inspiring books, CDs, videos, and any other material that inspires you – including multilevel marketing success stories.** Read, listen, or watch something inspiring every day – whatever makes you want to go further, keep growing and keep going, and become the star that you are in network marketing.

Also, you'll always want to **guard your thoughts against negativity:** negativity in other people, in the media, or in the world in general. The best way to do that is by surrounding yourself with positivity in the form of books, CDs, videos, and any other form that helps you to stay positive.

I personally recommend a few books by icons in our industry that I think are all excellent in helping people better understand network marketing, become more skilled at what we do, and inspire to stay positive. Actually, you could just read from one of the books below for 10 or 15 minutes a day and get all the inspiration you'll need!

1. ***Beach Money*** by Jordan Adler
2. ***The Four Year Career*** by Richard Brooke
3. ***Go Pro*** by Eric Worre
4. ***Best Worst First*** by Margie Aliprandi and Martha Finney

For you women who are listening to or reading this who want extra help with the mindset that women need to have to be successful (which is often sabotaged by some things in our society that aren't conducive to our success), I would recommend a book that I co-wrote, ***License to Dream: Every Woman's Guide to Financial Freedom Through Network Marketing.***

I also recommend a magazine for consistent reading and I think everyone should subscribe to this: ***Networking Times.*** It's an excellent magazine in our profession that contains short stories in each issue about people from all walks of life and all over the world who've been successful in various network marketing companies. Fantastic inspiration! Again, you can read one or two of these stories in 5 or 10 minutes a day.

Many of these books and others like them are available on CDs, so you can turn your car into a learning lab by listening while you're driving.

Finally, **go to events.** Top network marketers continually attend personal growth events and lifelong learning seminars, so you should attend events, too, if you want to be successful. Some examples are your company events and generic network marketing events where top leaders from all different companies share their stories and their secrets for success.

Of course, keep listening to or reading any other kind of personal growth books or CDs that inspire you. Make it a habit to surround yourself with these things and partake daily.

This is how all top network marketers were able to overcome incredible obstacles and get to the top.

PART 4 – “THE LIST”

Every top network marketer has a large, dynamic prospect list. They understand that, in our business, people are our inventory, and they make it a point to put everyone they meet on their list and add to it every single day. That way, they never run out of people to talk to. If you follow their lead and do the same thing, then you won't run out of people either.

The list is dynamic, meaning people are being added all the time and others crossed off constantly after they've expressed that they're not interested or the timing is not right.

I tend to think of it like this: if you can visualize a target when you're making your list, in the bulls-eye are people you already know and have a relationship with. They are your friends, people you work with, family members, people you know pretty well, someone you could just call up and say, "Hey, Sally, I found something really cool and I'd love to share it with you. Do you have 15 minutes?" It can be as simple as that.

In the next circle out from the bulls-eye in the target you're visualizing are people you don't know very well but have some kind of relationship with. Specifically, let's talk about people you give your money to. You do have some kind of a relationship with people who you pay for different services and products that you buy from them, right? You're giving them your money, so they should at least take a few minutes to listen to you about your business and product.

Here are just a few examples:

- Your insurance person
- Your realtor
- Your pest control guy
- Your plumber
- The person who cuts your hair
- The person who does your nails
- The person who gives you a massage

Think about who you are paying on a regular basis. Who are you paying from your checking account, pocketbook, or via credit cards? Those are the people who should be on this part of your list.

In the third and last circle out from the bulls-eye are people you don't know yet, but that you meet as you go about living your day-to-day life. My suggestion, which comes from top leaders in our business, is to set a goal of adding 2 people a day to this part of your list. Two people per day in a 5-day workweek would be 10 people a week that you'll be adding to your list. Now, let's think about this: there are 52 weeks in a year, but let's take out 2 weeks for holidays and vacation, which leaves 50 weeks. Ten people per week times 50 weeks per year equals 500 new people a year! So a year from now your list should have 500 new people on it who aren't on there now. Conversely, people who are on there now will be either in your business as customers or distributors or they'll be crossed off. Your list is always changing and growing. Trust me, you have to keep it in writing or you'll never be able to keep track of it.

All network marketing stars have a large, dynamic prospect list in writing. They keep it with them at all times, and are always adding and subtracting prospects. If you follow this system, then you can have the exact same thing.

PART 5 – DAILY ACTION PLAN

Now that you have your list, now what? Every successful network marketer has learned to develop a Daily Action Plan and a schedule. I realize that everyone who starts a business like this has a different lifestyle and different schedule, with different hours that they can devote to their network marketing business. Some people have full-time jobs or another business, so they don't have a lot of time. Some are stay-at-home moms. Some are retired. Some are traveling a lot. Everybody's different, and I don't feel it's my place to say that you need to put in a certain number of hours a day or a

week into your network marketing business because, again, everyone has a different schedule.

While scheduling time for your business can be different for everyone, everyone can pull out their planner and look at where there are **pockets of time**. That's the key. Look for both little blocks and big blocks of time – a half hour here, a couple of hours there. That is how you make your schedule.

Your Daily Action Plan is going to consist of the following:

1. Meeting new people and adding them to your list (2 people per day)
2. Contacting the people on your list
3. Making appointments to present your business to those folks, and
4. Doing business presentations for your business and your product using your company's tools
5. Bringing guests to events

Following this Daily Action Plan every day is a big secret to success for top network marketing stars. They take consistent daily action, even if they don't feel like it. If you follow their lead, you'll have your own success. I guarantee it. It's inevitable.

PART 6 – FOLLOW UP

Now that you have your Daily Action Plan and schedule and you're making calls, you need to follow up with those people with whom you've shared your business presentation on your business or product so that you can find out where they stand. This is something every top network marketing professional does regularly, but many amateurs don't.

Why do people procrastinate when it comes to making calls? It's because they're afraid to hear the word "no" and take it as personal rejection. Learning that the word "no" is not about you goes back to your Personal Development. It's about the other person. It's about their needs, their mindset, and their timing. All top network marketers have learned and mastered this, and their thinking is, "Just because this person says no, I have 9 other people to call today so it's no big deal."

The secret is to be consistent, follow your plan, and when you're following up, don't be afraid of the word "no" because it's not about you. And don't be afraid to ask for a decision when it's time to do that. With practice and commitment to consistency, you can master it, too.

PART 7 – HAVE A PLAN FOR GETTING A NEW DISTRIBUTOR STARTED RIGHT

Every top network marketer has a plan for getting their new distributors and team members started right. The new distributor/team member needs to write down his/her WHY. Encourage them to set some initial goals. Most companies have a 30-day Fast Start Plan that's a great motivator to get a new person going right away, and it's a good idea to help them set a goal and make a plan to do the Fast Start Plan. The new person needs to make a schedule for their business time, just like you did. Your job is to show them how to fit their business into those chunks of time in their lifestyle so that they can make their calls.

To help new team members get started right, what do you need to do?

- Help set them up with some business tools.
- Help them create their website.
- Help them get some magazines, brochures, CDs, DVDs, or whatever your company uses.
- Show them how to simply invite people to check out your business or product.
- Help them make their list using the formula I shared above or something similar.
- Very importantly, get the new distributor plugged in with what's going on in your company. Is there a company call? Is there a team call? Is there a local event or training coming up? Is there a regional event? Be sure to impress upon them that Convention is a must.
- Top network marketing leaders usually agree to help their new distributors call some of the people on their list at first by doing 3-way calls or even agreeing to meet in person or holding a live business opportunity meeting for them. Doing a home meeting is a perfect way to help a new person get started.
- Top leaders have learned to balance helping a new person by also setting boundaries with them to guard against the trap of doing it all for them and creating dependency. **Having a simple Getting Started Plan is one of the best keys to duplication and team growth.**

PART 8 – TEAM BUILDING

Now we're at the part where you get down into the trenches with your new distributor. All top people do this for a short period of time to help their new person to get going. You train them and work with them personally by following the Getting Started Plan discussed above.

You help them contact their list via a 3-way call or a home meeting or a 2-on-1 at a coffee shop.

Be available to teach, assist, and support your new team member to develop their 30-day Success Plan and maybe a 90-day Success Plan or even a 1-year Success Plan. This can be done individually or, to save time, in a small group or even on a conference call. The point is to let new distributors know they're not just out there by themselves and that they can count on you.

Top network marketing leaders also have learned something very important – to spot the people on their team(s) that deserve their time and assistance. How do you spot someone on your team who deserves your time (which, by the way, is a very important skill to develop, because not everyone you sponsor is going to deserve your time)?

There are 3 things that a new distributor will do to indicate to you that they do deserve your time:

1. They're taking action. They'd doing something without always waiting for you to do it for them.
2. They're calling you for help.
3. They're going to events on your own without you having to push them.

Those are the new people to whom you want to give your time and attention, and all top leaders have learned this – usually the hard way – so this is a skill you're going to have to learn as well.

PART 9 – USING EVENTS

Top network marketing leaders have learned that going to events and taking their teams is one of the most important things they can do. Every top leader in network marketing knows this and makes it a point to be at as many company events as possible and takes their teams. If you want to be a network marketing leader, you must leverage the power of events so you and your team can be continuously connected, inspired, motivated, and educated about new products and other new things in your company.

I cannot stress this point enough. There's something about going to events that keeps people excited, connected, and motivated. If you do nothing else but this, it's so important to get your team to events.

PART 10 – RECOGNITION AND INSPIRATION

This is another very important piece that all top network marketing leaders do. A big part of your job as a leader is to provide vision, inspiration, and

beliefs to your team members to lift them up. Make them feel important. Make them feel special. Include everybody, and go out of your way to recognize people. Even if someone completes a little step, recognize them. Encourage them. Make them feel like they did a positive thing. By doing this, they're more likely to take another step.

You can do recognition at events, through team communication, sending out emails, or by calling them up and just saying, "Great job! I'm proud of you!" You can also recognize team members by sending personal cards, texting... any way you want to do it. But it's really important to have a constant stream of encouragement, recognition, and inspiration.

This business is not always easy, and all network marketing leaders have learned that recognition and appreciation will sometimes go further than anything else to keep people going. Some people will even do more for recognition than for money.

Congratulations for listening/reading this. I hope you found it helpful. I would like to close by reading another quote from the book [License to Dream: Every Woman's Guide to Financial Freedom through Network Marketing](#). I've already shared the Top 10 Activities, but this is kind of a bonus. Never, ever, ever quit. Be persistent. Keep your commitments. Stay the course, and reach out when you need it because part of the team concept is we all help each other down the road to financial freedom.

Here's the quote:

Network marketing is not a "get rich quick" scheme. It's a journey of personal development towards a lifestyle of time and financial freedom that many people simply can't imagine. Becoming a successful network marketer is a matter of dreaming big, learning some skills, making a commitment, and sticking to it. The difference between success and failure has nothing to do with the size of your network, the number of your connections, how much training you've had, or your personality. It has to do with your determination to succeed.

All people who become network marketing stars have that determination which fuels the 10 Activities we've talked about on this audio. My suggestion it to **listen to this audio 7 times**. Why? Because you'll hear things you

didn't hear the previous time or you'll think of things in a new way each time and the information will connect you on a deeper level.

Finally, I want you to always remember that you have greatness inside of you. With practice, repetition, faith, and definitely persistence, you, too, can become the network marketing star that I know you are!

If you'd like to connect with me personally to check out my coaching programs, visit <http://www.JudyOHiggins.com>.

Blessings on your journey to freedom.