

What is YOUR Plan B?

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The new evolution of working from home.

39 Keys for Building Wealth

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Create Financial Flexibility with a Business of Your Own!

In times of economic uncertainty, it pays to have a *'Plan B'*!

What is Residual Income

Would you like to be paid repeatedly for a single effort, just like a famous musician gets paid royalties? That's what residual income is all about –recurring income.

Generally, there are four kinds of income streams that a person or business can generate:

1. If you do a one-time job, make a sale or perform a contract, you get paid once, and the income stops there.
2. A 9 to 5 job as an employee or a Small Business Owner (or being self-employed) like a doctor or lawyer. Donald Trump and Robert Kiyosaki call this linear income—in these examples you are trading hours for dollars.
3. Next is investment income. Are you receiving interest and dividend income? Are you making your money work for you?
4. The fourth type of income is **Residual (aka royalty) Income**. This is income where you are paid even after you have stopped working. Think about an author who writes a best selling book or a musician who records a hit song—they get paid repeatedly for work they did once!

Many rich and affluent people created wealth through a form of Residual Income. Take the Estate of Elvis Presley (for this example, we're assuming The King is dead); it continues to receive royalty income from the sales of Elvis' records made 30 and 40 years ago. His estate has repackaged his individual recordings in various ways so that they have turned a modest estate into a HUGE cash machine. And Elvis didn't even have to spend time in the studio to record new songs to keep the cash flowing.



If you can't identify with Elvis, maybe you recognize Faith Hill. Another example is authors—think about Dr. Phil's books.

Now the ideal is to be in categories 3 and 4—work once and then make our money work for us.

Now think about the stars—that means sports professionals, actors, and singers.

The reality is most of us aren't going to make platinum or even gold records. We're not going to get a \$100 million sports contract with endorsements.

However, there is a HUGE opportunity that's available to everyone—whether they are a school teacher, realtor, retiree, lawyer, construction worker, student, struggling musician or engineer (in case you hadn't guessed, that means this applies to everyone regardless of age, education level, ethnicity, or gender).

It's simple. It's called Network Marketing. It's a simple concept—and you're probably all ready doing it—just not getting paid.

Think about this: You go see a movie---you're on the edge of your seat—say Bourne Identity. You hang out with some friends the next day and say to them—'Man, you've gotta see the sequel to Bourne Identity.' And your friends go see the movie that weekend. Well, Muvico is not going to send you a referral fee for sending them business. In network marketing, the company you affiliate with WILL PAY YOU for your referrals and those of your team. Most people automatically refer people to products and businesses they like or enjoy—they just don't get paid. **YOU CAN CHANGE THAT!**

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How Big Is Network Marketing?

Network Marketing or multilevel marketing boasts annual sales in the United States of more than \$30 billion and more than \$105 billion worldwide! That is a mind boggling number. This is bigger than the GNP of \$12,970 billion.

What does this tell you? **This industry IS POPULAR! People like the Residual Income concept**—people no longer want to work for a W-2—they want to be their own boss—we are moving towards 1099s!

With MLM, you build a team of distributors, generally referred to as your downline. You get paid not only on your efforts, but more importantly on your team's efforts—this is the power of Residual Income—**generating income outside of your own immediate effort.** Working with a **Network Marketing Company as your business partner is one of the easiest ways you can create real wealth. It can be the vehicle to financial freedom and recurring income that pays you month after month.** So now let's look at the secret to selecting a company to stand the test of time.

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HOW TO

Choose a Network Marketing Company

As we mentioned above, Network Marketing is responsible for moving a HUGE amount of goods and services annually. In fact, it's probably a safe bet that you have already come in contact with some type of Network Marketing product or service. There is no question that network marketing is here to stay—it is a time tested, proven system for moving goods through an army of independent distributors—network marketing is taught at top business schools—including Harvard and Stanford Universities.

Paul Zane Pilzer author of *The Next Millionaire* and economist to several United States Presidents writes 'The number one business opportunity for those that want to create new wealth is educating consumers about products and services that will improve lives.' He goes on to say '**Today, the real risk is staying with a large organization because your job will be permanently dismantled within a few years.**' Pilzer sums it up—he is right on the money when he states '**You only WIN when you help others WIN.**' You must have a servant attitude.

Pilzer actually predicts that there will be over a formidable number of millionaires created from this industry by the year 2020. Fortunes will be made.

[The Next Millionaire—Order at Amazon.com](#)

Burke Hedges, author of several books including, *Who Stole the American Dream* writes 'Economics is really a quest for happiness, a quest for recognition, for all those things that we really want, which money is a vehicle to acquire, achieve, or attain.' Hedges wrote this more than 20 years ago when pointing out this 'network marketing vehicle' could indeed be the answer for those willing to understand the simplicity of the system and put in the effort.

[Who Stole the American Dream – Order at Amazon.com](#)

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So now the question you must ask is ‘**How do I choose the correct opportunity for me?**’

Here are the critical components for evaluating companies:

1. How old is the company and who is the management team?

To start with, you want to identify a company that has been in business for **at least five years, is debt-free** and has a diversified and experienced management team and has a ‘distributor first’ philosophy. The company should also have a solid infrastructure in place and a long-term mission. You don’t want a company out for the quick buck.

This may sound like a tall order to fill—but if you’re serious about searching for the right company, you want to select one that will be around so you can collect month after month and year after year. History shows that almost 60% of businesses are out of business by year two. Most network marketing companies fail within their first two years. If they make it past year 2, the next nut to crack is year five. Between years two and five, 95% of network marketing companies fail. Keep in mind that the goal is the work you do today is for future payout. It’s no picnic to wake up and discover that you may have built an incredible organization that is rock solid, but your strategic alliance was with a company that couldn’t stand the test of time because one of the essential ingredients was missing.

Now who is behind the company? Do they have a strong track record with successful industry experience or at least experience taking a company from small to large? Does the CEO or senior management team know how to take a company international? You want a company that has a strong proven, team.

Many people believe that the best time to join a company is at the beginning—to be in on the ‘ground floor’ of the opportunity. The reality is while you don’t



have to wait 5 years (point one—it should be part of your decision making process), make sure the company has rock solid integrity and good ownership.

If you're going to join a start-up, have a personal history with the owners and management team.

The industry of network marketing is time-tested—it's a proven entity—it's been around more than 60 years. You know it's taught at top colleges. When you select your company, be sure it's a good fit for you. Let's compare for a moment how multi-level marketing stacks up against a traditional business. Businesses typically take three to five years to show a profit. And, if you didn't start a business and kept working as an employee, what is the most you could expect?

The saying goes 'the proof is in the pudding.' When you are selecting your network marketing company, **the stability of the company is a KEY FACTOR.** The industry is no longer in question—it is selecting the correct company. While there are literally tens of thousands of start up network marketing companies, there are less than 50 companies that have made it to their 5th birthday.

Now from a business owner's perspective, the first years are most difficult when the company is just establishing itself and income is generally lower and expenses higher. If the company does not have a solid financial plan in place, survival is doubtful. You want to partner with a company that is not heavily dependent upon distributor growth for survival. A network marketing company takes time to build momentum by the very nature of the business—word of mouth advertising is people telling people. **Historically, companies that 'really make it' hit momentum in years 5 through 12.** A key point to make note of is that the company must have financial backing in place to survive any early financial hurdles and infrastructure growth.

Superb customer support for team members (associates) and customers is also a critical part of a winning company. If the team members feel neglected then they will simply not stick around. Especially in today's market where there are thousands of companies beckoning, if the company doesn't recognize that the associates are the company's primary customer (as well as their sales force), they are committing suicide.

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Just like any industry, network marketing has its share of scam artists—it just seems we seem to hear about it more ☺ So what is a scam—it's someone that comes along and is just looking for the quick cash—someone that 'closes' and disappears. Yes, it's unfortunate, there are many companies and many people that fit this category—you can even check them out by going to www.ftc.gov and www.scam.com These scam artists will normally tout how quickly you can make money (emphasizing the compensation plan) and really sharing what we call a 'lottery mentality'—doing nothing and expecting to make 'a million.' They typically apply high pressure sales tactics to persuade you to join the 'ground-floor opportunity.' These people prey on greed and don't care about people. You must remember, **THERE IS NO FREE LUNCH.**



Having said this, **this is the only industry we have ever seen where you can indeed become a millionaire without a huge investment of money and minimal but consistent effort over a period of two to five years.**

2. **High Quality Products.** (*Preferably consumable and unique—emotional is a bonus factor*) They should be reasonably priced products or services that users have a continuing need to purchase. This means they will want to buy over and over again. (A one-time sale doesn't do well for residual income)

Traditionally network marketing companies produce higher quality products than you would find in your regular stores. Why? Network Marketing Companies don't have to pay outrageous prices for advertising, packaging, and all the other middlemen that go into a traditional distribution of a product.

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Just think about the millions of dollars paid per year by companies such as Cover Girl and Revlon cosmetics to actresses for a 30 second commercial. This money, if Cover Girl or Revlon followed the network marketing model, would go into developing better quality products and paying their sales force better salaries. Because such a large part of the company's budget goes towards advertising, (which would no longer be necessary) network marketing companies are able to deliver a higher quality product—all things being equal.

Look for products that are 'proprietary' or cannot be duplicated or replicated by another company. **This product should be 'a unique product to market'.**

Can you be passionate about the product? Do you believe there is a need for the product? Are you willing to use the product? Has your family used the product? Does the product create visible results—maybe even emotional results? **If a product creates visible and emotional results, and is unique, you've got a home-run hit!** You must like the product enough to be a 'product of the product'. This is critically important because ultimately your success depends on how much product your organization moves. This of course depends on two things: 1) passion for the product and 2) how you develop leaders.

Remember, if you are interested in that LONG-TERM, RESIDUAL INCOME, you need to look for a company who has a product that is *consumable* so the customer will reorder every month. Typically, nutritional, service, and telecommunication companies fill this requirement.

Now, if the company is selling a product that you can pick up at your local store, you're going to have a tough time. You don't want to have to compete. If you are going up against someone that has a multi-million dollar (or hundreds of millions) advertising budget, it can be difficult. Most nutritional products are uniquely formulated so your competition is less. There is no such thing as zero competition (although many companies will want to make this claim).

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Key Points:

- * Is it a simple plan?
- * Does the company provide training tools?
- * Is there a training system?
- * How do you create customers and business partners?

The point is you need to do more than give a cursory glance to the comp plan chart. You need to understand the compensation plan—and you need to read the fine print. Sometimes companies have plans that are so complicated it is akin to IRS tax code.

There are a lot of theories and thoughts about compensation plans. One common saying is 'You build wide for show, but deep for dough.' 'Width is money and depth is security.'

Since we know that the majority of people enroll 3 or less people, you want to keep that in mind when selecting which plan will best suit your goals.

Here are the four basic kinds of compensation plans—we expect that your company will fall into one of these four plans:

a. **Stair Step or the Break Away Plan.**

This is the oldest and most traditional plan and allows distributors to build and be paid on an unlimited number of new frontline members. Many of these plans have minimum frontline requirements to reach top levels - **some as many as 12 to 15 active teams**. When the frontline members reach a certain pre-determined level (rank/volume), they can 'break away' from their upline (you) and form their own organization.

Under a breakaway plan, the leaders are paid on all their frontline and also certain levels down in their breakaway groups. **Many times there are multiple qualifiers that distributors must meet in order to earn big bucks.** In this model, **if you don't work, you don't get paid.** You must also recruit in order to be compensated. These plans allow you to earn a small percentage on your breakaway group volume.

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b. The Unilevel Plan.

This is the most common of all compensation plans. In this plan you are paid on a limited number of levels (determined by your company). Generally five to eight levels, with five to six being the most common. Sometimes there may be a breakaway attached to it (see above). The larger your frontline, the larger will be your total group size. The lower levels will therefore be much larger than the upper ones.

Compensation is usually paid monthly. If the company has kept up-to-date, there will also be a fast start bonus as part of the plan. This rewards the distributor who is recruiting, typically with a bigger percentage commission on new team members' orders.

Fixed and sometimes varying percentages are paid on the volume at each level. Some unilevels have infinity, matching bonuses or breakaways attached. Many times top level distributors will qualify for higher percentage payouts. If you like a unilevel company, be sure it has dynamic compression as part of its plan.

Dynamic compression will allow you to earn on more levels in your organization—it means the compensation plan computers take into account 'active' members when calculating a bonus—and will not penalize you for someone who doesn't order. Each company has a different definition of 'active,' however, it is typically in the neighborhood of \$100 to \$200 of products purchased.



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c. The Matrix Plan.

In this plan you are limited to the number of recruits you could have on your frontline or first level. Each level has the same limit as the first placement which forces the organization to grow in a pre-determined structure.

So in a 3 x 5 matrix you'll have 3 on your front line then 9 on the second level, then 27 on the next and so on. Compared to the two other plans we've looked at the matrix plan will limit your success to a certain level.

What's so appealing about this plan though is that recruits are told they only need to get 3 and are even promised "spillover" from a "heavy hitter" in their upline.

Because the greater income is derived in the last three levels, most distributors don't achieve this. Remember the industry average for sponsoring is just under 3 (2 and a half people – have you ever heard of a half a person? ☺ That's statistics talking!).

The results are that everyone joins looking for spillover and never makes any personal effort. Results? Certain failure. A matrix, though limited, can work but the distributors must depend on their personal efforts and allow the spillover (if any) to be just an added bonus. Compensation is usually paid monthly.

d. The Binary Plan.

This plan is a special case of the matrix where you can only have two on your frontline, hence 'binary.' Most newer companies adopt this plan because it is simple, it fosters more team building, and generally speaking, you will find more people building large incomes (the wealth is divided).



Binary commissions are earned by accumulating a specific amount of volume – that may accumulate over an unlimited period of time. There is no depth limit. **Every sale accumulates towards volume requirements.** In this plan, it doesn't matter how deep someone is in your organization or who introduced them.

Binary plans have a balance requirement. Some request a 50-50 balance – others a one-third--two-thirds split meaning 67% of your volume can be on your strong side and 33% on your weak side. Binaries will have a daily or weekly limit, which determines the maximum distributor payout.

Some plans include fast start bonus, matching bonus, and global bonus pools. **Because you only need to enroll two people to begin earning in the plan – and each person only needs two, it is a plan that anyone can make work.**

Building with a binary is simply duplicating two (many times called the power of two). After the first two frontline positions are filled, all others are placed beneath either of those two people. **If everyone in your organization brought in just 2 people, at the end of 12 months, you would have a total of 8,190 people in your organization (and enrolling two people is less than the average).**

Binary plans do not focus on what percentage is paid at each level or how many people you need to develop. They simply track how much volume is on each side, and pay commissions on all sales.

The only caveat is some companies will “flush” volume – meaning it disappears after a certain period if you do not keep active. Ask about flushing.



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There are variations of these plans that have come along such as the straight-line plan where you are paid on every one that comes in after you. Companies that follow these plans don't seem to survive very long since most people just join and stand by waiting on their checks. The caution is – if it sounds too outrageous to be true – it probably is a scam – particularly if it's a new company. There is no real incentive to work the plan.

A question to ask is 'How difficult is the plan to build?' How many people are earning six figures or more in the company? How long does it take the average person to reach that level? Ask what an average member earns.

At the same time, **remember that someone else's experience (their success or failure) is no guarantee of your results.** You could do better!

Warning: You should always be particularly suspicious of compensation plans that pay out over 60%. This normally means that the product is overpriced, qualification quotas or volumes are almost unreachable or the breakaway structure can rob you of your investment and hard work. **If the company uses a breakaway plan you may find your downline disappearing just as you are about to hit the big numbers.** If a company intends to be deceptive it will be in the compensation plan; so study it well!



4. The Support System. Developing Leaders.

Many companies provide training and promotional materials for their distributors but it is often difficult to strike a balance between product promotion and distributor training. And distributor training normally takes a backseat.

Companies should have training materials available at a nominal fee. It's the product that should be generating the income, not training tools. Be wary of companies that charge exorbitant prices for their promotional materials or training events. You are investing your advertising dollars so the company should not seek to make a profit from you here--although many do.

When choosing who to build with, **plug in with a committed leader and learn as much as possible from his or her recruiting methods – one that hopefully has a strong team behind them.** You should feel an alliance with your potential mentor (upline). This could be the critical factor that determines how quickly you achieve success or if you will be one of the 97% that gives up and fails.

If the person who is introducing you to a particular company is fairly new, they may not have all the answers for you. However, **if they are committed and passionate and can introduce you to other more experienced members of their team that you can plug into, Go for it.** It is exciting to build your business with a growing team!

5. A Global Market.

Think twice if your company limits your global expansion. After a company opens in the United States, it typically expands into Canada. Australia and New Zealand soon follow. Japan is usually next. Hong Kong and China are hot markets. Mexico is a tremendous market to be in too. The European markets are more difficult to break into, and generally take longer. Be sure to ask if your company has international expansion plans.

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While international markets and future expansion is absolutely great; and you can indeed make a lot of money in these markets, *the real truth is there are hundreds of thousands of people come Monday morning that hate their jobs that are looking for a way out, and they are right in your own backyard!*

So look apart from the sheer geography of the company's market reach, what is the potential customer base?

For example, many North American nutrition companies are aiming for the 'baby boomers' who are now in their midlife years and make up a good percentage of the buying public--particularly for health and wellness products. This demographic of customers want to look younger and feel younger; they are very health conscious.

Any product that caters to their needs will most likely have a ready market.

Another big "bubble" when looking at population demographics is the children of the baby boomers. Look at what they are spending money on! They are also looking for freedom, opportunity and independence.

Choosing a company that has a product or service for which there is no ready market will make it very difficult on the distributor.

Ask yourself key these questions: Would I buy this product? Do I see a potential for this product? What trends are fueling the product or company?

6. What To Market.

A consumable. A consumable. A consumable. Something that people need to reorder every month! It's smart to follow trends--**and the biggest demographic is baby boomers**--they are aging. They don't want to get old, look old or feel old. That's why top economists predict the health and wellness industry will be a trillion dollar plus industry by the year 2013. Remember: Consumable, Unique, Emotional—this is what to look for!

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How to Survive in Network Marketing

Yes, it's true, in the Network Marketing industry attrition rate can run as high as 90%. This means that the majority of people who try a Network Marketing company don't survive the first few months—let alone years!

However, the upside of this is that the 9 out of 10 of those who choose to survive, and that means they were consistent in their building efforts through at least five years, become very wealthy. They know that it's a two to five year process. **YOU WILL NOT GET RICH OVER NIGHT.** Keep your day job while you're building your business and your dream. You need a job!

It's exciting to know that this industry has produced more self-made millionaires than any other single industry in America. What a recommendation for Network Marketing! Remember, Pilzer predicts that thousands of millionaires will be made in the next ten years.

So if this industry has produced so many self-made millionaires, how is it that more people aren't staying for the long haul?

First we look at some of the major reasons for failure and then some tips to help you escape these traps.



Top 5 Reasons Network Marketers Fail

Success leaves clues, and so does failure. A pattern emerges and we can get a very good idea why so many people start this business and then drop out.

1. Objections/Rejections from close family members, friends and acquaintances--dream stealers.

When someone is first introduced to the concept of Network Marketing, they become very motivated--mainly by the income possibilities--to start recruiting right away.

Most companies will teach you to start with a list of your warm market and work from there. **The most logical place to start is with people you know.**

There is a science on how to invite, present and close. If your mentor isn't teaching you this; you will have more than a few challenges. In fact, your mentor should be working with you on your first few invites and presentations. They should also prepare you for objections. **A good mentor will coach you on what to expect!** Know this: **Objections are good!** Expect them! They are simply questions that need to be answered before your prospect feels comfortable to join your team. Be an active listener when they state their question.

Example 1: 'Are you making \$100,000 a year?'
 Old unprepared you: "Well no, but my upline is."
 Prospect: 'Well, get back to me when you do.'
 Outcome you're deflated.

Example 2: 'Are you making \$100,000 a year?'
 New you: 'Jeanne- that's an excellent question (while nodding your head). I'm excited to hear you're interested in making a change in your life--in earning \$100,000 or more a year. Are you on track with what you're doing? Because what I want to show you (or just shared with you) is what has me on track. But, **what's more important to me is, are you on track?"**

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If you are looking to make 6-7 figures a year, plan on investing two to five years of effort. Will it be worth it? **Ask yourself where will you be in 5 or 10 years if you don't put a plan like this in place.**

Show me a successful networker and I guarantee you he/she paid the dues. Plan on treating your business, like it's already a million dollar a year business. **Be prepared to have a budget for your business. If you have not set aside a monthly budget of \$300-\$500, you are not ready to be in business,** and are setting yourself up for failure.

3. Consistent Effort/Commitment.

The key to success is building your business every day. Ask anyone who has achieved success in the industry, and they know recruiting is key.

Think about sports teams. What is one of the most important duties the head coach has? To recruit!

If you are good with people—or at least like them, YOU can become a great recruiter. **If you do nothing else, RECRUIT!**

Until you are making \$10,000 a month, you should be spending 90% of your efforts on recruiting, according to Nicki Keohohou, CEO and Co-Founder of the Direct Selling Women's Alliance. Nicki knows first-hand that this primary activity is the life blood to your business. She built an international business with thousands of members in a few short years that allowed her to build around her schedule of being a MOM first. Through the [DSWA](#), Nicki has created an organization to support the network marketing and direct sales industry and was recently voted one of Americas top 30 Female Entrepreneurs!





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What is the inside secret? Any top earner in the network marketing / direct-sales industry will tell you that recruiting is the single most important activity you must engage in. However, you should know that the nasty truth is: Many people avoid this activity. Then they go on to blame their upline or company for their failure. Many times, they will end up jumping around from company to company always looking for the next best deal. Some get lucky, but generally these people jump in and out of deals, always flirting with success but never really reaching it. This normally describes the behavior of those in search of the ever evasive 'ground-floor opportunity'.



Recruit a Championship Team!

Those who build consistently for two to five years with the same company normally go on to do very well. You need to establish yourself in one rock solid company earning a good six figure a year before venturing off into other companies. If you choose to work more than one opportunity, be sure to never cross recruit--that is grounds for dismissal from one or both companies.

Remember, building a Champion Team is key—and the [Direct Selling Women's Alliance](#) can be a great resource for you once you identify your success partner and company. Click here and [Make Your Dreams Come True with LifeStyle Freedom](#)

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4. Failure to take action.

Many new people think they want a business, however they spend so much time studying the company's website, the ingredients in the products, or the compensation plan, **they don't do the critical activities needed to build a business:**

- a. **Prospecting & Recruiting.** Seeking out key people – people with the right attitude (someone that smiles, someone with an engaging personality, someone with a why or a strong desire for improvement).
- b. **Contracting & Inviting** the people you've met to view your opportunity.
- c. **Showing your plan.** Tell your story and the company's story regularly.
- d. **Become comfortable answering your prospects questions.**
- e. **Closing.** You must ask for a decision.

5. Empower Your Team (downline members).

Teaching is surely a part of the game of building a strong team. Suzan Hart began her successful career as a social worker. She knew the secret to building a strong team and million dollar residual income was simply teaching people to teach others a simple plan for building. **By teaching others to teach, they would become great themselves.** She is a multi-million dollar earner in the industry and is considered a 'Master Trainer.'

Suzan believes in teaching by example and shares that you must have a servant's attitude.

This is very different from what some marketers do. Many times people will make the mistake of doing too much for their downline members (team) thinking that if they don't, their members will leave. This often backfires, however, because the team becomes comfortable and depends too heavily on the leader and never grows strong enough to build their own team.

There is only so much you can do for someone and no more. These spoiled over-dependent members can become a liability instead of an asset to your team.

So avoid the temptation to micromanage your team; you'll get burnt out. **Teach your associates to fish instead of fishing for them.**

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Secrets from a Million Dollar Earner

Now we come to the positive side of the equation.

What can you do to stack the deck in your favor?

We've given you a lot of information to assist you in selecting a company to partner with to build a residual income.

When you make that decision, it's time to get busy—don't let opportunity pass you by. The time to build is now. Nothing will change until you choose to change.

Here are some **key points to assist you on your journey and foster success:**

Be sure your activities are moving you towards your goals . . . How?

1. **Know Your WHY.** Why are you looking to create a network marketing business. This is critical. You must define what you want in four areas.

Your why is what will move you forward. Read it twice each day upon waking and before bed. Keep your key reasons with you at all times – on your computer screen, on your bathroom mirror, on your car dashboard, in your wallet, in every room of your home. Why do this? Because there will come a day when things don't go smoothly for you. Your best friend who you consulted on doing this with you may laugh at you – your spouse may tell you it's a waste of your time and money – however, when you are focused and clear on why you are building, you will achieve it.

2. **Make a Dream Board** – place this in your building area – where you do business. **This is your VISUAL WHY** -- Keep your why front and center.
3. Become a Student of the Industry and be Coachable.
4. **Invest in Personal Development on a regular schedule.**

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5. **In building your team, have a system.** A system for showing the plan that is the same for everyone, starting a new member, and training. **This makes your business duplicable.**
6. **Be Prepared and Prepare your team.** Many people have challenges using the phone, talking with people, answering objections or questions and asking for decision (the close). If they do enroll someone, they don't have a standardized system in place to assist them in succeeding.
7. **Be Consistent in Your Effort:** Opening Relationships, Recruiting, and 'Showing the Plan.'
8. **Closing.** Know how to ask for a decision. Do you believe what you have is beneficial to others? That a person's life would be better off with your business, product or service?

You must believe deep in your gut that you are doing your prospect a favor by inviting them to join your team. After all, you will be partnering with them for two to five years – building side by side for a 6-7 figure income.

9. **Be Willing to Get Uncomfortable.** This includes being able to **Handle Rejection (have someone tell you no)**. More than 7 out of 10 people will tell you NO – expect it – count on it – embrace it. **You aren't looking for anyone** – just keep people to partner with – those that want more out of life!
10. **Treat others like you want to be treated.** Do the right thing – ALWAYS.
11. **Let go – let the small stuff fall off of you.** This allows you to be laser focused. Don't let something someone said or did that probably wasn't directed at you to negatively impact you.



12. **Fear – face it. Ask yourself what’s the worst that can happen if you do this.** Will I die – will my family or friends be hurt? Will I get laughed at? Look like a fool? If you won’t die, your family and friends won’t get hurt – then go for it. If someone tells you no, it’s their loss – is someone laughs (I’ve never had this happen) – think about who will have the last laugh when you have financial freedom. **Don’t be paralyzed. Action cures FEAR.** Remember, FEAR is nothing more than FALSE EVIDENCE APPEARING REAL!
13. **Be grateful.** End each day looking at what good happened.
14. **Control your thoughts.** One of the most important tools is to control your thoughts. **Believe in yourself!** Don’t doubt your choices. Think you can, think you can’t – either way you’re right! Think forward.
15. **Grow personally and professionally.** Who you are – who you become on the journey of achieving your goal is key. Focusing on your weaknesses will soon make them a strength. Seek a mentor to challenge you to be better. **Stretch yourself and your team.** Be a leader–**set goals for you and your team that are worthy** of you but achievable.
16. **Manage failure.** You will strike out sometimes. Without failure, it is difficult to achieve spectacular results. If someone has never failed, they have played it safe – taken no risk. Success means going for it flat out. Go for the win – your dreams are worth it.
17. **Celebrate your success and share it** with those that make it possible. Remember most success is a team effort. Be disciplined in all things.
18. **Network. Network. Network.** Be interested in people and what they need. If you can fill that need, you are a hero.
19. **Be a great listener.** Actively listen to who is in front of you – don’t multi-task. You will stand out.



20. Get used to being uncomfortable. **If you want things you've never had before, you've got to do things you've never done before** – sometimes uncomfortable things!

21. Know that **who you associate with determines your financial results.**

We're not suggesting you dump your friends and family—simply take a good look at who you spend time with.

Are they encouragers or negative know-it-alls? When you associate with people who are successful, you have a bigger chance at success. **People who are millionaires (and billionaires), think differently** than someone earning \$30,000 a year. If you're earning \$30,000 a year, you can learn to think and act like a millionaire. Your bank account will catch up soon!

So, **put yourself in places successful people are.** Attend those business lunches. It's been my experience, that self-made millionaires remember where they came from—and love to see others succeed. They are willing to give back.

Did you know that you will become like the five closest people you associate with? In fact, I'm betting your current income is the average of those same five people. Take a look at the last five incoming phone calls on your cell phone and think for a moment if they had a positive effect on your income. Then make a decision to put yourself in a position to be stretched.

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Women With Dreams
The new evolution of working from home.

Create Financial Flexibility with a Business of Your Own!

In times of economic uncertainty, it pays to have a *'Plan B'*!



22. Celebrate Your Success

We sincerely hope this eBook has created a burning excitement in you to build a profitable network marketing business, incorporating all the keys for success. This industry is incredible and can allow you to live the life of your dreams—where you, too, 'Can do what you want, when you want, with who you want.'

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About the Author



Debbie Wysocki is a former Beverly Hills financial analyst. She discovered network marketing early--at the age of 20 and was fascinated. However, she chose a corporate path for 15 years—first as an assistant to the CEO of The Times Mirror Company and then later she worked with a very visible maverick portfolio manager to high net worth individuals.

Debbie learned first hand about being an entrepreneur and about marketing. During her 15 year corporate career, she saw several friends and acquaintances say 'good bye' to Corporate America and become wealthy in the network marketing industry. In 1994, Debbie took a second look at the industry and chose to build big. With the support of her husband Mark, she replaced a six figure income in about two and a half years (long before the internet became a marketing tool). She built a team of members that achieved success, became a million dollar earner, and went on to sit on that company's field advisory board.

In 2005, she founded [Women with Dreams.com](http://WomenWithDreams.com) an online international community empowering women to create the change they want. When you join the team, you are assisted in building a profitable business and will be provided with opportunities for personal development. You will be introduced to people just like you who have achieved success and who will mentor you.

Together with her husband Mark, Debbie launched [residual Money secrets.com](http://ResidualMoneySecrets.com) in 2008. **RMS** is an online community for men (the mirror of [Women with Dreams.com](http://WomenWithDreams.com)) to assist men in being more and creating more so they can build the lifestyle they desire.

Look for her book, at local bookstores and on the web: ***Wake Up and Live the Life You Love***, co-authored with Wayne Dyer and Anthony Robbins and her second co-authored book #1 best seller, ***A Juicy Joyful Life***.

You can contact Debbie directly at: Debbie@WomenWithDreams.com

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Notes & Questions

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