



Welcome to the **MLM Business Mastery Series**. My name is Jackie Ulmer and I am so honored to be spending some time with you, sharing a little of my story, my successes and failures and also delivering to you the exact steps and systems I have used to develop a highly successful Network Marketing business and team.

What you will be learning in this training series are proven techniques to **create a successful business launch** for you and your team. These techniques will generate success for you if you will learn them, use them, teach them and duplicate them with your team. I know because it's worked for me, someone who was a total skeptic about Network Marketing; struggled with a very negative blueprint mentally about MLM; and had to really work on myself to be successful.

The faster you can get yourself and your team started in your network marketing business, the faster you will have success. You can go fast or slow; fast is definitely much more fun.

Many of the modules have exercises and you'll find a place in this guide to write your answers. So, let's get started:

## Module 2 – **Determining Your Why**

My Why:

My Perfect Day:

What are three things I would buy if money was not an obstacle?

What are three things I would do?

What group, charity, person or organization would I give to?

Write down how it will FEEL to achieve each goal.

I am set up for success in Network Marketing because:

I am on my company's auto-ship or auto-order, if there is one - \_\_\_\_\_

### **Handling Shutdowns**

Here are some shutdowns I have already experienced or might:

Ways I might deal with them:

### **Mindset for Success**

Are you set up mentally for success? This is going to determine how fast or slow you will go. So I want to ask you a few questions and just write down the first things that come to mind –

1. Why did you pull out your credit card and join your company?
2. Have you been involved in Network Marketing before and what was your experience? What was your very first exposure to Network Marketing?
3. What are your feelings around the word MLM?
4. What are your feelings around the word Network Marketing?

5. What is your history around MLM and Network Marketing?
  
6. What are your thoughts when someone asks – Is this MLM?
  
7. Are you excited to approach and share this business with the people closest to you?
  
8. Who do you know who is making a solid income from Network Marketing?
  
9. How will you answer the question – Is this MLM?
  
10. Make a list of 10 people who you think of that you would want to edit off your list and write them down.

Next, let's write out an experience you want to have in your business.

## Schedule Your Business Times

Here is a short Youtube Video on how to schedule your calendar and time for success:

<http://www.youtube.com/watch?v=Ud86bVXCPUs>

## Make Your List and Know What to Say

Your written list of prospects is your most basic and powerful tool. Use this list to begin creating a list of 200 people that you will **a.** Contact and reconnect **b.** Give a personal/business update **c.** Ask who they know that might be interested in a business **d.** Present your business opportunity to. Don't pre-judge **ANYONE!** Begin your list now and always be adding to it. You may not have 200 names when you first get started, but over time, you will.

Your warm market consists of people who you know on a first name basis. If you discovered a goldmine with an unlimited supply, would you tell those who you know and love about it first? I hope so! This mindset regarding your business will pay off for you tremendously in customers, business associates and referrals. Your sole objective is to let people know that you have a business; what it consists of and who you are looking for as customers and business partners.

You are simply notifying about your business and what each person does with that knowledge is up to them.

This list should include immediate family, uncles, aunts, cousins, etc., close friends, co-workers, church / organizations, former co-workers, schoolmates, neighbors, everyone you know over 18, and everyone else. ***Also, any internet leads you may have connected with over the past few years. This is now warm market; when you have a relationship with them.***

Here are some common misconceptions about notifying your warm market.

**#1 – *I need to know everything about the business before I contact anyone.*** Actually, we have a simple business and there is not that much to know. Your sponsor and upline are there to support you and provide this assistance. Your excitement and enthusiasm will go a long way with your prospect. And,

your willingness to find answers to anything you don't know. No one is expecting perfection. Model right away for your prospect that there is no need to know everything, and help is available.

**#2 – I want to be successful first, before I contact anyone I know.** As was stated before, you aren't doing anything but notifying. That is your one business obligation – let people know. If you can't start with that, where are you going to start and how are you going to generate the success you want to get you to the point of letting your friends and family know about your business?

We aren't in the business of convincing, harassing or bugging anyone. We are in the business of networking. We network our products and our opportunity and provide more details to those who are interested. That's it.

So, let's make that **Business Notification List**. Here is a memory jogger. **Use a Spiral Notebook and make your list:**

Accountant	Bible Study	Diet Industry	Hair / Nail Salon	Politics
Aerobics Class	Bowling Business	Doctors	Handy-person	
Airline / Airport	Owners	Dry Cleaners	Health Clubs	Printers
Antiques		Education	Hunting	PTA
Apartment	Camping / RV	Electrician	Insurance	Real Estate
Architect	Caretaker	Farming	Internet	Restaurant
Attorney	Chiropractors	Fishing / Boating	Labor Unions	Retail
Automobile	College	Fund-Raising	Management	Retired
Babysitters	Computers	Gardens	Manufacturing	Sales
Banker	Contractors	Golf	Marshal Arts	Scouting
Bars/Clubs	Day Care	Government	Mechanics	Sports Teams
Barber		Graphic Artist	Military	Teachers
	Deli / Coffee shop			Volunteers
	Dentists			

Carry a notepad with you to add to your list as you think of and meet new people. Your list will continue to grow. There's no secret, the rep who has the largest list will make the most money.

## **What to Say**

Let's spend a few minutes writing up a quick paragraph of your story.

Answer these questions to develop your story –

Why did I pull out my credit card and join?

What excites me about the company and products? Avoid hype or using language they won't understand such as pay plan terminology and product names, etc.

What do I see as the potential of the company?

Why did you want to get involved?

**Develop Your Plan, Track Your Actions Notes:**

**Creating Your 30 day Success Story and Your 90 Day Plan Notes:**

**Leadership and Launching Notes:**

**Recommended Reading List for You and Your Team:**

Mach II With Your Hair on Fire, Richard Brooke

Making the First Circle Work, Randy Gage

Beach Money, Jordan Adler

Developing the Leader Within You, John Maxwell

All titles are available at [NetworkingTimes.com](http://NetworkingTimes.com) or [Amazon.com](http://Amazon.com)

**Objections Notes:**



**Follow Up Notes:**

**8 Steps to a Successful Business Launch Notes:**

**Offline Networking Events Notes:**

**Secrets of the Millionaire Earners Notes:**

**Active Prospecting Vs. Passive Marketing Notes:**

**Social Media Marketing Overview Notes:**