

## **How to Create MOMENTUM in Your NETWORK in 90 Days? By: Coach Smurkydad (an ebook preview)**

Hi. This is Coach Smurkydad.

I created this ebook because hundreds of Pinoy networkers from far provinces and abroad wish to know what I teach in the coaching seminar of **How to Create Momentum in your Network in 90 Days?**

Let me share to you a quick story. (My story)  
I'm no superman.  
I'm just like you.  
I started with no skills and experience.

I joined my first MLM company and I have no idea it has remaining 8 months to go. I earned 30k/week that time. While the uplines are in the other province, I'm all alone building my team. And just like any other networkers – na “burn out” din ako.

I went to employment. I vowed I'll no longer do MLM. It's true when they say, "once a networker always a networker". After more than one year, my upline contacted me and I joined his company. Its more out of respect.

After one year, I decided to build my network kasi marami na rin akong "waiting". I did it half-heartedly or maybe I was just making an excuse. I couldn't find the same excitement I had in my first company. Then I went in hibernation again.

I created my little comfort zone. I was earning huge commissions by being a "call boy" (call center agent in Cebu). Then something happened, they transferred me to another account where I have to say goodbye to commissions.

Then there's this friend who set an appointment me with this president/owner of a new MLM company. I got inspired with the vision of this owner. And so I joined. 8 months of doing it and I had enough. I've seen it coming. It's not gonna

take off in the market. It's more on the management and leadership concerns.

After a year that company was about to close when they thought of another MLM product. My previous company is still clawing it's way in the market with the kind of product they have.

And then there's this another MLM company. They're about to close its Manila branch when my brother and I came. We turned that business around in a couple of months. We created momentum there. the owner was satisfied with what's happening and he made me it's MLM Senior Marketing Manager.

And then I decided to become Coach Smurkydad. I saw the need. 97% of networkers are unhappy. I wanted to teach and equip them in the business.

When you apply the learnings I'm about to teach you, it's gonna create the momentum you needed. it may or may not work for you but I have some people

who will vouch that my teachings work for them.

You want an example? I've released this ebook today Easter Sunday of 2012.

2 weeks ago, a new MLM company hired me as its MLM coach. At the same time, they also want me to build a network.

By applying all my knowledge and skills in building a network, in a few days time I was able to build almost thousands of downlines because leaders are teaming up with me.

Here's another example. A woman networker named Janet A. attended my training last March 3, 2012. After 2 weeks, we met and she told me "Coach, thank you! Dahil sa tinuro mo, may na-close deal akong cooperative. Maraming MLM companies na ang nangliligaw sa cooperative president nila pero sakin lang siya sumali because I applied what you taught me." (Janet is from another MLM company. She's not from my team)

Edley B. of another MLM company used a simple online technique I taught him and he got a downline by just simply giving an ebook...

I can mention a lot of testimonies of different networkers but this book is not about that – some of these networkers met me in person and most of them didn't have the chance yet to see my "handsome" face (you see. I have this famous fans club. It has three (3) members – my mom, my wife and my 8-year old daughter. Just kidding.)

## **What's the missing link in your MLM business?**

Let's say you're standing in front of 3 doors. Kunwari ako yung door keeper (parang si San Pedro). Then I told you, "**There are 3 doors here. One door will lead you to success. The other door will lead you to failure. The last door is 50/50 – meaning there's no guarantee if it's failure or success. Alin sa tatlo ang pipiliin mo?**"

I always get different answers from the seminar attendees. Some chose door #1. I asked them why door #1? Because he loved being on top of everything. Others preferred door #2 while others picked door #3.

Here's what I've told them. **"well you have 3 options.**

**Option #1:** Huwag kang pumili ng pintuan. That way youre safe. Youre not going to fail but youre not going to succeed either. Pero hanggang diyan ka lang talaga. Nothing great is going to happen to your life.

**Option #2:** congratulations! You're a risk-taker. Your motto is **"I'd rather fail trying than not to try at all... malay mo maging successful ako"** (that's the right attitude!)... if there are 3 doors, you have 33% chance of success. It's way better kaysa tumaya sa lotto because in lotto, you have a one-in-a-billion chance of winning.

But here's the best option...

**Option #3:** ask the door keeper.

**“which door will lead me to success?”**

Yes. All you need to do is ask.

I met a lot of networkers who keep on failing in MLM because they lack something.

There's this guy I met who has been in the industry for 14 years now and he's been to of 50 MLM companies. I know that guy doesn't have any remarkable result.

An MLM company owner I knew has been 18 years in MLM. On the first 12 years, he just earned to breakeven his expenses. But in the last 6 years of his MLM career he earned 10Million.

Let me ask you this: which do you want – become successful in MLM in 10-15 years or get good results in 2-3 years?

I know the answer is pretty obvious. You know what's the missing link why your network is slow? Because you don't have a mentor.

Having a mentor will shorten your learning curve..

You don't need to go through all those failures..

Here's my assignment for you... interview your successful uplines or even crosslines who have results. ask them what's their secret.

To some of you, I can already sense uneasiness. "Coach Smurkydad, wala akong upline na matatanungan or mag-aadvice saakin."

Go out there and find a mentor who can show you good stuffs of building a network. You ask from people who have experience in MLM and not some any self-proclaimed guru who have never tried network marketing.

The dynamics of MLM is totally different than all other sales organization. It's more complicated but definitely more rewarding. Choose **carefully** your mentor.



## Who's your Top 5 Prospects?

By the way, who are the **right prospects** for your MLM business? I'll let you take a peek of my "**top 5**" list. (you may or may not agree with this. Hey, it's my list!)

1. **All KKK's with MLM background** – we always hear in BOMs (business orientation meetings) and trainings that our prospects should be all of our KKKs – **Kaibigan, Kakilala, Kamag-anak, Katrabaho, Kapitbahay, Kapamilya, Kapuso...** basta lahat daw ng "**K**".

Maybe this is the first-time you're going to hear this: your first prospect should be **all your "KKKs" with MLM background**.

Haven't you noticed that the top networkers from different MLM companies who built their network fast are surrounded with **people who have basic background in MLM?**

That's why others can reach their 1-Million income in just 6 months. Some bought their dream car in less than 1 year.

Their secret? They have a team of **"networker"** downlines from the very beginning.

**"Does it mean Coach Smurkydad that I have to PIRATE o mangangahoy ako ng networkers from other MLM**

**companies to join my network?"**

**Don't get me wrong.** I'm not asking you to start contacting all networker friends in your "phonebook" list and ask them to "transfer" in your company. It doesn't work that way.

Statistics don't lie (this is not for the faint-hearted):

**Only 3% are earning big in this business. The remaining 97% are not getting substantial results in MLM.**

That means there's 97 out of every 100 networkers **don't have good income**..

(I don't know about you but it's a very sad statistics to hear.)

**Who are these people who have MLM background that you can tap?**

- **Networkers who got "burned out"**
  - o **"nasunog" na sa business.** They were networkers who did MLM before, didn't got the results they want and then they decided to go back to their old lives – either they're back working as employees or back to their old traditional business. There's a big chance you can **"revive"** them.

**2 weeks ago**, I met a lady who vowed she'll never do MLM again but after 5 years of being "burned out", she's back with great enthusiasm.

Hey, it also happened to me. I rested for almost 2 years and here I am now..

Always remember this, "**Once a networker, ALWAYS a networker**".

- **Networkers who are unhappy in their current MLM company. Did you know that...** there are networkers who leave their MLM companies (even if they earn big) because they're no longer happy?

**Maybe** they left because they have conflicts with their uplines or downlines...

**Or it could be** they left because the company keeps changing the marketing plan.. (to me, this is enough indicator that the company is unstable and has poor leadership).

**Probably** there are not-so-good practices in the company which is not aligned to the networker's values or principles that's why they left.

What if the "unhappy" networker eh sumama sayo and this networker happens to be a leader? would it make a **big difference** to your income?

- **Networkers who are “struggling” and don’t have results.** Imagine a networker who has been in his company for many years and he’s not getting the results he want despite giving his best.

Chances are he might join your group if he sees there’s a bigger possibility that his dreams can “come true” in your company. He must see that “doable” ang negosyo diyan sa company mo.

One reason **why most Pinoy networkers** take advantage of joining pioneering MLM companies or ground-floor opportunities is because they have a bigger chance of getting good results.

(**WARNING:** one secret your uplines didn't tell you is that joining a new MLM company is huge advantage. However, for beginners, it's not a guarantee you're going to get good results in a new MLM company but you have a **ten-times chance** of getting **big income and fast momentum** if you belong to an upline with good leadership and system in place tapos pioneering pa yung company. That's what happened to this new group I've just created. The momentum is so fast.)

- **Networkers who have nowhere else to go because their company have "closed"**. There are networkers who are very loyal to their company



and they loved the products pero  
biglang nagsara ang company nila sa  
di malamang kadahilanan.. they have  
nowhere else to go.

The thing is they still want to do MLM.  
(that's where you come in. what if  
these unfortunate "homeless" networkers  
join your team and consider your company  
as their new "home"?)

Let me give you an example.

Just this week, April 2, 2012 (Monday),  
a very big group of networkers joined  
my team. They're very organized and  
they have an amazing detailed gameplan.

The group brought two big-time financiers to the company and they already invested product centers for Bataan and Cavite provinces.

**2 months ago** their MLM company closed. They have no idea what really happened basta pagpunta nila sa office eh naka-kandado na and that office never opened again. They have more than 1,000 active downlines concentrated in Luzon. I didn't include the inactive distributors in that figure.

The best part eh matitinong leaders sila. They're not the type of leaders who jump from company to another.

Anong feeling mo if this kind of group joins your team? Would you be excited if one of your legs sa network eh sinagot na nila?

If you're in binary marketing plan (that's where I am now), you just need two legs. Which also means you just need two leaders. In this set-up kailangan mo lang ng isang "agila" at isang "leon" para pumutok ang network mo.

Fortunately, I already found my "eagle" in the group I've mentioned above.

At meron na rin akong "leon". But it doesn't end there because it's always smart to do multiple accounts in

binary marketing plan. Nakabunot na din ako ng “dragon” at “balyena” in my other accounts. And I’ll continue doing that.

**Coach Smurkydad tip:** I have a database of MLM leaders in my phonebook.

I regularly keep in touch with them. I make friends with them. They know I’m always there to advice them. Once a month I text or call them para lang mangamusta because this business is built on relationship.

My idea is this: every now and then, some MLM companies are bound to “**close**”, and when that happens,

these leaders who have nowhere else to go, they have something to be hopeful for – my company and my leadership.

People don't join a business. They join you. I don't care if it takes 2-3 years or no matter how long it takes for those leaders to join my team but one thing I know: once they join me, it's **worth the wait**. I don't even mind if they don't join me. I'm there for the long-term friendship.

By now, in case you notice, I work **smart**. Not hard. I learned MLM

the hard way. I've studied in the famous school of "hard knocks". (If you know what I mean)

- **Networkers who are jack-of-all trades.**

You'd be amazed to know that there are people in this business who are doing **2 to 4 MLM companies** at the same time. (Yes. kaya nilang magsabay-sabay ng kompanya). They're the most open-minded networkers when it comes to joining other MLM companies.

To them, they're just "**businessman**" offering the products to customers.

Most of them are direct sellers. They offer "cellphone load" from one company.

And then, they offer “food supplement” which they don’t have in the first company.

If the customers wanted fertilizers, they also have that from another MLM company who’s got fertilizers. To them: it’s **purely business**. their motto is “Name It, We Have It”.

You have to realize though that they’re not getting massive results because they lack “**focus**”.

Surprisingly, I’ve met few exceptional networkers who are getting big “**incomes**” despite they’re juggling 3-4 companies at

the same time. (Trust me. I know because there's these two guys who are part of my team right now.)

**What are the advantages of having prospects with "MLM background"?**

- You don't need to tell them **"kapag gusto may paraan... pag ayaw maraming dahilan..."**

- You don't need to tell them that they will experience "rejection" from prospects because they already know that.



- You don't need to motivate them to attend training because they know in this line of business **"training is everything"**
- There's a good chance na ang mabunot mong networker eh marunong ng mag-"1-on-1 presentation" or "group presentation" (swerte ka!)
- They have a group of distributors na pwedeng balikan at handang sumama sa kanila or they have established ready-made customers or "suki" who loves to buy whatever products they offer.

## 2. Invite your “Chicken” List –

Let say you’ve just joined my team.

Then, I’ve asked you to create a list of your 100 prospects. Then I said:

**“Sino dito sa list mo ang sampung prospects na kinatatakutan mong i-invite? Kung baga, you find it awkward to invite them because they’re accomplished and very busy individuals. Sila ang una nating kakausapin. Don’t worry, ako ang kakausap sa kanila.”**

That’s what I call the **“chicken list.”**

Takot kang i-invite sila. Nai-intimidate ka sa kanila.

Sa tingin mo eh hindi sila sasali sa ganitong klaseng business. You thought pinakamahirap silang kumbinsihin sa lahat ng prospects mo.

But remember this, the most “busy” and most “accomplished” persons are the easiest to set an appointment with. The best part is **they’re open-minded**.

**Here’s what you do:** create your **top 10** “chicken” list, (yung pinakamatindi mong prospects), set an appointment with them together with your uplines and then show the business. Most likely **2-3 of them will join** your network.

When this happens, it's gonna create **momentum** and a strong "**belief**" level sa sarili mo... What would you feel if 2-3 sa pinamatinding mong prospects eh naging downline mo?

You'd be **more confident** now to talk to the remaining 90 prospects na hindi mo pa nakakausap. Eto ngayon ang nasa isip mo:

"Kung napasali ko nga sa group ko ang mga **bigating prospects**, how much more yung 90 ordinary prospects pa? Madali na lang yun."

It's easy to do the business when your belief level is **high**.

These “new” downlines will lead you to the right people and connections for your network. **Do you know** that they’re potential product center **investors** for your network because they have the money to spend? (wink)

3. **Women** – guys, hold your horses.

Medyo madaming magagalit sa kin nito...  
hehehe... (in case you’d like to know,  
my wife is sitting beside me right now  
with a very sharp knife pointing my neck.  
I have no choice. Just kidding.)

In my years of experience in this industry,  
it’s undeniable that **women rules** in MLM  
and direct selling. Men are more known

when it comes to leadership and speakership.

**However**, women are good “recruiters” in this so-called “people business”. it’s natural for them to invite. it’s innate for them to build relationship to prospects because they have the **charisma**.

They’re also good in moving the products because of their compelling stories. (you can find these women in direct selling companies, women’s group, etc..)

(**Coach Smurkydad story**: a networker approached me and asked me this:

“Coach anong mas magandang skill:

“mag-invite” o “magsalita” gaya

ng mga BOM speakers?

**My answer:** syempre, yung magaling “mag-invite”. I may be the best speaker in the world but if I don’t know how to invite eh wala din akong kakausapin.

For instance mahiyain ka talaga, just have this in mind: “Kahit na mahiyain ako at takot magsalita sa harap ng maraming tao basta marunong akong mag-invite, siguradong lalaki ang network ko. Okay lang na mahiyain ako, andyan naman si upline para mag-explain sa business. at kung wala naman si upline dahil medyo busy, dadalhin ko lang ang prospect sa office dahil merong company speakers dun.” (wink)

Look, I'm not telling you to become dependent or "parasite" sa uplines mo. Sooner or later you need to learn how to explain about your business kahit 1-on-1 presentation man lang.

I've invented this saying... "the one who holds the whiteboard marker or pentel pen earns BIG!" (because they know how to explain the business)

4. **People with Sphere of Influence** – they are the politicians, church leaders, association presidents, cooperative president and other heads of organizations.



**You don't believe me?** Imagine this, kunwari sumali sayo si **Pastor**. He has around 200 followers in his congregation. Does he have the influence to convince his people to do the business?

These people are great for your network because they already have **willing followers**. Their influence is so strong that the people are **willing to follow** whatever he recommends.

What if the person you got has 5,000 followers? Do you think that person is more than enough to create the momentum you needed for your network?

5. **Youth** – I've seen MLM companies these days where 60-80% of their members are young individuals – the **yuppies** (young professionals) and **college students**.

And “youth” is the second biggest population among all sectors (next to “children”).

You want to grow your network fast with people **full of “energy”**?, just tap this market segment (student government leaders, SK or Sangguniang Kabataan, Rotaract or Jaycees members, BPO and call center executives, young church leaders, etc...)

**So tell me, who are in your “top 5” list?**

## **The 4 Kinds of Prospects You're Going to Meet in MLM...**

**I need your imagination** on this one.

Let's say we've just met.

You're pure Tagalog and I'm pure Bisaya.

Then I started telling you stories for 2 hours – all in Cebuano dialect. Would you understand me?

**Let's do it again.**

We've just met in the airport.

It's a 2-hour wait before the next flight.

I'm 100% Chinese and you're a 100% Russian.

You excitedly conversed with me for 2 hours.

I just kept smiling and nodding.

Honestly, I have no idea what you're babbling.

### **Let's do it again for the third time.**

We've just met. You talked about your MLM business for 2 hours. You thought it's one of the best business presentation you've ever made to a prospect. Bigay todo ka sa motivation. And after all the long talk, you got disappointed when I gave you this answer "No, I'm not interested". (Ouch!)

### **Have you experienced this before?**

You've spent 2 hours talking to prospects. Then after all the effort using ultra-super-mega persuasion technique you've learned from a certain seminar, they didn't join you. Akala mo effective ang technique pero hindi pala.

**What happened?** Your prospects didn't understand what you're saying because you're not talking their language.

You're just like the first 2 examples I illustrated above – you're like the Cebuano guy talking to the Tagalog friend or the Russian lad talking to the Chinese citizen. **They don't understand you!**

To your prospect eyes, you're like an **alien from another planet** dahil hindi kayo magkaintindihan...

**Coach Smurkydad** says: Prospects will JOIN you when you say the "right" words to them.

What you dont know is there are **4 kinds of prospects...**

\*

While youre in this business, you're going to meet all of them. It's important you can identify kung anong klase sila so you can say the "right words" and you can easily make them join your network...

\*

I've been teaching in my coaching seminars that "**when you say the right words, people join you...**"

\*

Let me tell you the first kind of prospects – they're the "**BLUE**" persons..

**Words they would love to hear from you when youre talking with them:** FUN, Travel, Adventure, Exciting, Party, Gimmick.. etc..

\*

**How to recognize "blue" persons?**

- it doesnt matter kung kikita sila o hindi... ang mahalaga eh they're having fun..

- they are those people who have been

in the company for a long time now and even if they're not earning, they're there thru thick and thin.

you will see them in company events, product launching and any company events.

- they're the life of the party
- they love to talk (madaldal sila)
- they dress well in any event
- they dont want boring stuffs
- they talk fast. theyre very vocal.
- sometimes people think they're poor listeners because lagi silang sumasapaw when in fact they just really think fast (200 kilometers per hour)

\*

### **Their Strengths:**

- magaling sila mag-invite at humakot ng tao
- they can be the speaker of the group
- they can be great event organizers for the network

\*

### **What to say to "blue" prospects to**

## make them join your team?

- "you're going to have **fun** kapag nag-out-of-town tayo sa Baguio. 2 days tayo dun. on the first day, hahataw tayo sa negosyo. on the second day, we'll have **adventure** in Burnham Park, visit Strawberry Farm... etc.. do you love that?"

\*

- "when you join our group, meron kaming once a month bonding or gimmick. we'll have fun. it's gonna be exciting..."

\*

- "we have monthly travel incentives in the company. Sometimes we go to Tagaytay Highlands for group outing..."

\*

- "we have HONGKONG Disneyland trips to qualified distributors and we bring our top 100 earners to United States..."

\*

For **BLUE** persons, it's not about the money or "kitaan" sa business.. it's all about having "FUN"...



The Green Personality: **“Give me the facts and figures”**

Profession: accountants, engineers, researchers

**These guys are skeptics.** Madudahin sila.

They are the kind of prospects na kahit 5 hours pa kayong mag-usap eh hindi kaagad sasali.

**Matanong sila.** You’ve just answered one question and they have another question ready at hand. I can’t blame them. With the kind of profession they have, they were trained on details, to not to decide right away but get all the facts first.

**They don’t like pushy people.**

**WARNING:** don't pressure the "green" persons to join the business. Di mo sila kailangang i-close.. They will "close" themselves. They are the ones who are going to convince themselves.

**All you need to do** is just provide all the info they need. That's it!

If I think the prospect is "green" person at ayaw kung humaba ang usapan namin, I just tell this so I can save time, "maam, I know you have a lot of questions, here's my email add. I'll send you all the answers there."

It takes time for the "green" to decide but once they've decided to join your

MLM company, they're very loyal and committed. Wala ng atrasan. Sometimes it'll take 2 weeks before they join you.

Other times it'll take months. You just have to be patient. Be there to assist them when they're ready to join.

..."if you need articles po, I'll send it to you.."

.."I'll give you all the websites you need.."

(I got this from Big Al): **The Yellow Personality**

**"Yellow" people and their profession:** Nurse, Teachers, Guidance Counselor, NGO

Keyword: **HELP**

“Yellow” people understand the “Yellow Language.”

These people love to **help** people, they live to **help** people. Their entire motivation is to **help** others.

“Yellows” are more interested in how the products HELP people, or how the opportunity can HELP young mothers stay home with their children.

The “yellows” are not interested in the compensation plan, the Diamond Director ranking, or the recognition.

**Bad things** to say to “Yellows”:

- \* You can make big money with us.
- \* Here is your chance to get in on the ground floor.

- \* We are the biggest and the best.
- \* All our competitors are losers.
- \* So how much mega-money do you want to make in the future?

**Good things** to say to “Yellows”:

- \* We need your help.
- \* Our products help the blind hear, and the deaf see. (I’m just exaggerating)
- \* We stop the poison the evil pharmaceutical companies are putting in the drugs that make grandmothers die early without having a chance to bond with their grandchildren.
- \* We help families stay together so they have long-lasting memories.

Okay, i made it a little bit exaggerated just to prove my point, but you get the idea.

And a quick word about the “yellow personality” and how to talk to them. You can learn the magic language of the “yellows” quickly. All you have to remember is one word: **“HELP”**.

**That’s it!** You are now totally an expert in the “yellow language.” You will simply talk about how the nutritional product “helps” people save their livers from those evil pharmaceutical drugs or how the opportunity “helps” young mothers stay home with their children, etc. It’s not that hard, is it?

Wish someone would have taught us this in college. **Let’s have an exercise.** Here’s what you can do now to become better at

speaking the “secret” language to your prospects:

**Go out there** and find a “yellow” personality and just listen to that person talk. Notice words in that person’s conversations such as: **help**, contribute, **assist**, feel, **care**, etc.

Then you will start to understand the vocabulary you need to communicate your ideas to “yellows” so they understand you.

**Coach Smurkydad tip** when talking to “yellow”:  
“**maam, anong feeling** niyo na gagawin natin tong negosyo at maraming tao kayong **matutulungan?**” (because they love to “help”)

**“anong feeling mo** na marami kayong **matuturuan** sa negosyong to? (you say this to teachers because their passion is teaching)

**“maam, anong feeling niyo** na kikita ka ng P50,000 a month? Makakatulong na ba yan na pambayad sa tuition ng kapatid mo sa college? Gusto mo bang makatulong sa kapatid mong walang trabaho at merong binubuhay na pamilya? (you tell this if you want to emphasize the big income and how it can help to their love ones or family)

**“anong feeling mo sir** na lalagyan kita ng maraming tao sa network mo (spillover) at tutulungan natin silang gawin ang negosyo?” (you tell this if you want to emphasize positioning)



**RED Personality** – “Skip the chitchat”

**Profession:** CEO, Manager, Pilot, Top Achievers

**Keywords** you need to say to them: CARS,

Big money, Leaders

They're the people you don't normally want to meet. They're straight forward. Bossy. Wants to be in control. Competitive.

Did you know that most of the MLM top earners are “REDS”? They have always have a gameplan.

If you're the upline and you have a “RED” downline, don't get offended because REDs have this mindset:  
“Get out of my way. Ako na ang bahala

sa network ko" (give them the freedom to lead their network basta be there lang the minute they need you)

you often hear this from them:

"let me take care of my own team..."

"skip the chitchat, what do you want?"

**Understand this**, we have to explain our products and opportunity to our prospects in THEIR native language, not ours. This is one of the first skills our distributors need to learn so they have instant confidence when they talk to people.

We will simply talk to people in their "color" language, and they will understand the benefits of our business quickly and easily.

## Some Momentum Closing Techniques You can Tell To Your Prospects:

**Tip #1** Imagine I'm about to start a group in a certain province. Let's say it's Laguna.

Kunwari ikaw ang kausap kong prospect.

I showed you the marketing plan and product.

And then I told you this: "I want you to benefit from the momentum that I'm going to create in Laguna. if you join my team, the **next 20 people** na sasali dito sa Laguna eh ilalagay ko sa strong leg mo. Building an MLM team is my specialty. So, are you in?"

(normally, you're going to join my team because I'm going help build a strong leg

for your team. Of course I'll also assist you with your weak leg.)

Then you fill up the application form. I told you, "Congrats! since palalakihiin natin ang group mo sa Laguna, can you recommend 1 friend na kakausapin natin sa negosyong to?"

Then you contact your friend Greg and set an appointment with us. I showed the marketing plan and product to your friend Greg and told him this, "I want you to benefit from the momentum that I'm going to create in Laguna. if you join my team, the **next 19 people** na sasali dito sa Laguna eh ilalagay ko sa strong leg mo. Building an MLM team is my specialty. So, are you in?"

Greg happily fills up the application form and very much excited to team up with us. Then I told him “Congrats! since palalakihin natin ang group mo sa Laguna, can you recommend 1 friend na kakausapin natin sa negosyong to?”

Then Greg contacted his cousin Karen and set an appointment with us. I showed the marketing plan and product to Karen and told her this, “I want you to benefit from the momentum that I’m going to create in Laguna. if you join my team, the **next 18 people** na sasali dito sa Laguna eh ilalagay ko sa strong leg mo. Building an MLM team is my specialty. So, are you in?”

Karen happily fills up the application form and very much excited to team up with us. Then I told her "Congrats! since palalakingin natin ang group mo sa Laguna, can you recommend 1 friend na kakausapin natin sa negosyong to?"

Then Karen contacted her officemate Nikki and set an appointment with us. I showed the marketing plan and product to Nikki and told her this, "I want you to benefit from the momentum that I'm going to create in Laguna. if you join my team, the **next 17 people** na sasali dito sa Laguna eh ilalagay ko sa strong leg mo. Building an MLM team is my specialty. So, are you in?"

Nikki happily fills up the application form and very much excited to team up with us. Then I told her "Congrats! since palalakin natin ang group mo sa Laguna, can you recommend 1 friend na kakausapin natin sa negosyong to?"

**Are you getting the pattern?** Probably in 2 weeks time, you'll have 20 downlines in your strong leg. The thing is I didn't supply any person coming from my prospect list but it all came from everybody's prospect list. Remember that I only asked one (1) prospect from each person. I made it easier for them to decide.

What do we do with your other leg (kunjari binary ang marketing plan)? You just do the same strategy and say this: "I want you to benefit from the momentum that I'm going to create in Laguna. if you join my team, the **next 20 people** na sasali dito sa Laguna eh ilalagay ko sa strong leg mo. Building an MLM team is my specialty. So, are you in?" In no time, you'll have a big group to assist in Laguna.

Did I make false promises to the group? Nope. I mean it when I said I'm going to help them create momentum.



**Tip #2:** This is a very common practice in MLM. You talk to six friends. Then only 1 of them joined, halimbawa hawak mo pa ang pera nung sumali. You go to the first friend who's not interested and tell him this, "your friend Karen decided to join our company. Eto hawak ko na ang pera niya. If you decide to join right away, ilalagay ko sa network mo." (believe me this friend will join because he has a guaranteed downline already.)

Then you proceed to the second friend who was not interested and tell him, "your 2 friends Karen and Joel decided to join our company. Eto hawak ko na ang pera nila. If you decide to join right away, ilalagay ko sila sa network

mo.” (the guy fills the application form and gives his money).

Then you went to the third friend who was not interested and tell her, “your 3 friends Karen, Joel and Phil decided to join our company. Eto hawak ko na ang pera nila.

If you decide to join right away, ilalagay ko sila sa network mo.” (the girl fills the application form and gives her money).

**Are you following this strategy?** It started with 1 person. Eventually the 6 of them joined the business. Prospects by nature are lazy but when they believe they can't lose in the business and they have a bigger chance of becoming successful, they're going to join you.

**(WARNING:** be careful in making promises. Your reputation is on the line here. Don't compromise your name just for a quick "pairing bonus" or "commissions".

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**May you reach your dreams in MLM,**

*Coach Smurkydad*

