

# THE PRINCIPLES OF NATURAL RELATIONSHIP MARKETING



*Ideas 8000 years in the making*

*By Sandy Metcalf*



“The Principles of Natural Relationship Marketing”  
Bringing to you the age old wisdom for today’s high pressured times along with a roadmap to living that can change your life. Sandy Metcalf in this book will expand on the ideas and what she wrote in The Principles of Natural Marketing. More ways in which to harness the power and mindset of yesterdays movers and shakers of the time as they are sound and will work today, I know they work I use them as do many entrepreneurs and thriving business owners to build their own strong foundation with no rejection, to lasting success and a absolutely wonderful life! I will also teach you in this book a different way to use those same principles as a modern business tool.

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### **About the Author**

Sandy Metcalf is an Authority Marketing Consultant and Attraction Marketing Coach. And Author Who has been in Network Marketing for over 15 years And a success builder instructing people in developing both their lives and business for over 30 years. She currently resides in Vancouver WA with her family and Labrador Sadie. Follow her at <http://sandymetcalf.com/>



## The Principles of Natural Relationship Marketing

This book is just the continuation to the Principles of Natural Marketing. But, outlines a more detailed roadmap to life that uses the principles and laws of Attraction to build a platform which can lead to success, wealth and awesome relationships. That will benefit you in life and business.

Authority Marketing skills will be gained through this information and by the knowledge you will take away from the Natural Relationship Marketing approach. Thereby putting you squarely onto the path to becoming an expert in your' filed. These materials will give you one more key from which to unlock the door to your company's success.

Attraction brings the tools that put that know how into a power packed package for optimum performance in Relationship Marketing. But Authority brings the expertise that will grow your company.

We talked about the Principles in The Principles of Natural Marketing. Today we will start with those same Principles but we are not just going to list them we are going to learn how to both implement them and teach you to, integrate them into your way of thinking that could not only change your business success, but could change your life.

While this book is meant to teach you ways to increase your business and ideas to grow a successful Network Marketing Company, it is laid out a little differently than most Network Marketing or business books you may have read. As to me life and business are intertwined and to succeed in one you must also succeed in the other. And the tools of a successful life will give you the foundation (which I will use that word throughout this book) to build upon. My father was a contractor and he instilled in us the importance in building a strong house is first a level foundation, then you build from the ground up, making sure you use quality materials, follow the codes and build that house like you plan to live there forever. That is my goal here for you. I am building **YOUR** foundation like my family's lifestyle depends on your success, and our



business lives or dies on the words I am sharing with you. Because I care about your success!

Plus I live what I am writing about. And I see the results of the philosophy here in on my own life and our businesses.

I want you to see the joy and feel the possibilities in what character developed with solid age old practices of always keeping in mind how best to serve others will do for you. All the while building your "house" on a solid foundation, that will attract abundance into your life. And the power of what that mindset can do for you and your business goals. That is why I wrote this book.



## The first Principles and Laws to a Wonderful life {The Tablets}

Law number One:

### ***Start thy purse to fattening***

*"For every ten coins thy placest within thy purse take out but nine. Thy purse will start to fatten."*

In other words: In order to grow your wealth you must first change your mindset and how you approach spending.

Remember that from The Principles of Natural Marketing? *{I will refresh your memory on every law}*.

How, you may ask do I do this? Well read the words. WHAT do they mean to you? I can tell you what they meant to the long ago author, as well as to myself which mirrors that long gone man's intent. On



whose words which were etched in clay and are as relevant today as they were then.

That is, no matter how much you are making or your expenses. Put 10% away. I know that sounds both so simple a statement, and for some a challenge. But look at this way- we start out in life most of use with modest beginnings, and as we rise in wealth and income we always manage to spend that bonus or increase in salary. Why? Because we have a habit of living within our means (and some of us further out than that) but definitely most of you as do most people, do- spend what you make. We do not have to do that, and we can still live comfortably and not do without what we need to take care of ourselves and loved ones; and also have what we really want. How do I do that you ask? Well same way I did when my 21 year marriage ended and my lifestyle changed, same way our ancient writer of these tablets did. You prioritize expenditures.

You make sure to cover things that are must haves, you then for your luxuries, decide do I need, or do I want it enough to make it fit within my budget? Because if you really want it you will make the sacrifice to obtain it, but how much do you want it? There is both a physical and mental cost on every purchase we make, or indulgence we grant ourselves.

Because you are NOT touching that 10%, you must remain valiant in the decision to only spend the preverbal nine coins out of the ten you make. To be able to jiggle the coin in your purse you must hold fast to that. You will be surprised what you can cut or rethink how you do, or the purchases you make in order to grow your savings. People who are successful have savings set aside in which to guarantee that their wealth works for them, while insuring the principle is untouched.

Like for instance, you hear when trying to live within a budget stop dinning out. That is not bad advice, but we need to be able to treat ourselves out now and then, as well as enjoy life. So something I did, not too sure about the writer of the tablets- but me, when I was starting over post divorce I switched it up a bit, we went out for



lunch or breakfast, it was cheaper than dinner and a lot of our favorite restaurants offered half off coupon for those times of day when they did not at dinner time. Also week day use brought even more special prices. And as I touched on here, cutting coupons can help you save on more than just eating out.

Now an example from the book *The Richest Man in Babylon* that is a story interwoven around these tablets, the writer does share the cost saving tip of if your cloak is respectable and your robes sufficient though new robes of the finest linen and brightest of reds may beckon you, that you should use restraint in replacing an old wardrobe, when the current will do. In other words as I said above you prioritize the need verses want of your spending. You need to provide, and you need to sustain, but the extras, can always be cut back.

This book is not about creating a household budget or laying out a way to save money to invest, so I am not going to list a bunch of examples for trimming down the cost in order for you to do that. I wanted to just list a couple of examples for ideas to spark your own creative juices for you to be able to put that 10% away that will allow you to have coin to jiggle in your own purse, which will tie into both character building and discipline, that could bring you success in all aspects of your life, and is the foundation to good business practices.

Each law on these tablets leads you to that end.

Law number Two:

### ***Control thy expenditures***

*"Budget thy expenses that thou mayest have coins to pay for thy necessities, enjoyments, thy worthwhile desires, without spending more than nine tenths of thy earnings."*

In other words: establish a spending plan and spend only what you have after you have put away 10% of your earnings.

This part of the tablet list what I had hit on above, make yourself a working budget that you can use to save that 10% as well as still be





able to continue a comfortable lifestyle, because like with a diet that denies you all things you love to eat, so willpower is weakened in time, if you cannot stay with it, you will cheat.

When you sit down and put on paper what you need, what you want and what you cannot live without (be that by need or want) you have to be able to stick with it to grow that 10% so your' spending restraints will in time fatten that purse.

I really do not need to expand on that. It is just common sense and again deciding what you can trim down and what you can cut and still have a comfortable life, with the goal to build your savings as your reward for having the discipline to discover ways to find hidden, and wasteful, and "do we really needs" within your current budget.

Law number Three:

### ***Control thy expenditures***

"put each coin to laboring that it may reproduce its kind."

In other words: make your money work for you- don't put it under the mattress or hide it away in a cookie jar- invest it!

As your money grows and your 10% is to a point that it is time to make it reproduce it's self you will then start scouting out ways in which to invest. We all have different styles of investing from tangibles, to new ideas that show promise of decent returns for the lending of your capitol. Do your research diligently.

Some of you will risk more, some will play it safer to ensure less chance of failure, but to make the 10% work and build it's self to a VERY fat purse, you need to earn more on your savings than what the bank will pay you in interest. So invest, but do so wisely. Starting slowly as there is more risk in the beginning, but as your savings grow always do two things.



One: Continue you put aside 10% of your earnings, no matter they be by salary, your own business, or what your' investing of the savings is bringing in; put that 10% from ALL earnings back into the savings.

Two: Do not risk that 10% for any amount of coin. Because coin that grows slowly and steadily is not going to shrink like coin amassed with haste and no forethought as to a plan to continue it.

Law number Four:

### ***Guard thy treasures from loss***

"Consult with wise men, those experienced in the profitable handling of gold. Protect thy treasure from unsafe investments."

In other words: obtain professional advice and invest in solid performing companies. And only partner with those that understand and have experience in the endeavor they wish you to join them in or in which they want you to loan/invest your money.

This part of the tablet is sound advise. Only get involved with people who know what they are doing. Do not go in on a cattle ranch with a plumber or take stock market tips from your mailman. And never risk your money with fast talkers and people who know nothing by experience and knowledge about the endeavor that they are asking you to invest in.

Do not lend to family or friends under obligation to fund their dreams that they bring no qualifications for. It is as wrong for them to ask for you to take this risk with your hard earned coin as it is for you to feel any guilt for finding the venture unwise. And family ties can be strained and friendships lost over such an alliance.

This is not to say that a sound idea with strong reasoning and clear





cut knowledge and experience cannot benefit all parties be them friends family or acquaintances, only that all investments, all decisions to lend should be undertaken with a clear head, and with people or businesses that have a proven track record.

Also talking to people who have made a success within the business, field, or commodity you are considering is always wise. Like we do in Network Marketing surround yourself with those that know, and follow those you like and use ideas that work. As if you wish to be a success and amass wealth see what your mentors are doing and copy that.

I will also add something that has served me well in life and in business- also go with your gut. You listen to that inner voice as it will rarely steer you wrong.

And I myself also trust in God.

Law number Five:

***Make of thy dwelling a profitable investment***

"Own thy own home."

In other words: Choose your home and its location carefully and plan on that your home will be an appreciating asset that will add to your wealth.

Great advice- PURCHASE your home, it is a way to grow your net worth in which you can use equity to build your business if desired, as well as shelter cash. For most people a home is the biggest purchasing decision that they will even encounter.

For us in business it is just one more tool to building a successful life. So choosing with more than the emotional attachment used by many on where to live and the house we want is paramount.



Bring into that decision the area, the resale value, and the property location- are there signs that the adjacent spaces will change? The neighbors, are they owners? If so what are they like? Are they renters? If so how many homes are rentals around you?

The proximity to noise creators like highways, railroads and flight paths. Where are the cell towers and power lines located? Check out zoning laws. Visit the property at various times of the day, ask if there has been any major remodel or renovations and if so was it by the owner or a contractor and find out the level of crime in that area, before making an offer.

Remember the best home in the worst area is no bargain it is better to get a lesser home in a desirable area.

Because few of us keep a home for a lifetime you need to keep resale in mind and also your own comfort level while you are living there, before you purchase any home.

Law number Six:

### ***Insure a future income***

"Provide in advance for the needs of thy growing age, no matter how prosperous his business."

In other words: Have a retirement plan. Don't guess- know, what you will need to live on, in the way you are accustomed to. And start on that road NOW with good sound business choices and by the ACTIONS you take TODAY!

Too many of us are relying on an outdated system of Medicare and Social Security to see us through the end of our lives and those that are employed their 401Ks are not much better at delivering us into the type of twilight years we envisioned in our youth.

And you who are business owners- your retirement dollars are being amassed completely by **your** Actions efforts and investments alone. But we all need to plan for old age. By the foundation above and



herein we are laying, we should create a solid roof over your heads by the Actions you take to shelter you throughout your entire life.

But also talking to a retirement investment company and them helping you plan is an additional venue for building capitol. And adding to the growing of your personal wealth to cover your needs and wants for a lifetime is another. But always keeping in mind the living only on nine tenths of your earnings, and letting your 10th coin work for you rule.

If you follow that you will not know want, for all your years and will leave a fat purse behind you.

Law number Seven:

***Increase thy ability to earn***

"Cultivate thy own powers, to study and become wiser, to become more skillful, to act as to respect thyself."

In other words: Engage in constant self-improvement. Keep your skills current. Stay on top of what is going on in your industry and profession, keep learning keep growing keep yourself and what you have to offer, SHARP and in demand!

This one is self explanatory, but simply put- do more of what you are doing right now, read, research and listen. Listening is so important, as the student, the teacher, and the business owner with his customer. We really never listen 100%. I will address this more when we get into the business building section of this book.

Also keep an open mind as nothing ever enters a closed one.

Use these Principles and Laws to grow-

First grow yourself:

Be someone you love, as we all should love ourselves.



Then grow your life:  
As we expand horizons we flourish.

Then grow your business:  
Because when we shine as people we will pull others to us like moths to flames and people who like us, like how we do things, they trust us and want to be around us. They want the positive energy we give off they want to experience the joy we seem to cultivate and they want to do business with us. The Laws of Attraction!

You can join that circle too. Your journey starts with this book, but do not let it end here. Keep reading keep growing.

See I have been the Pied Piper of people (and animals) all my life, I actually started using Attraction Marketing tools in the mid 90's before It had a name.

And as I gained my own knowledge and became an authority in my field, I found myself overwhelmed with the amount of response to what I was doing at the time.

I used those tools of Life Skills and Relationship Building By first being the person I wanted others to follow and then asked this simple question of myself WHAT can I do for my clients WHAT can I bring to my field of expertise that will stand out? How do I help? How can I make a difference?

I found my answers by asking my clients and listening to IF I had a solution or could bring them value I presented it. And they rewarded me with loyalty and trust.

I truly believe in a better world starts with one person like my mom taught me, and it is up to each of us to be that person. With that in mind I want to help others build a successful business with Attraction Marketing tools and Authority Marketing skills. And a better life with the Principles and Laws I share here.

A life where you have the kind of freedom and security most only



dream of, but we have attained. That anyone can attain- if you believe in yourself and put those beliefs and the knowledge you will acquire, to use

I base my life on what I write here as well as I found [The Secret](#). (as I have talked about on [my blog](#)) I receive no compensation from them, I just like the positive way That type of mindset approaches life so I implemented it and though nothing is handed to you by just wishing or believing, the tools are shown to you to accomplish what you are reaching for, if you are observant.

Attraction works both ways it will bring people and what you want to you, and you to both people and what you want ☺

And Authority Marketing takes place when you KNOW of which you speak and have learned how to utilize Attraction.

And you become in life what you want to be and bring to you what you want to have I share the endless possibilities with you here

And then ask you to pay it forward- as I cannot stress enough the power of sharing. Because if you give, you get back and I want to continue with my giving by passing on what I have learned and what I constantly learn- as life is ALWAYS about learning more. And building a successful business is only one part of our lives.





## The Scrolls

The Scrolls below were used as a basis to write *The Greatest Salesman in the World*. Again from ancient writings these old scrolls told in story- All of the Laws that govern a mindset that can lead to both a fulfilling and propitious life but also a successful business.

I could rewrite each explanation for every Principle listed on the scrolls but the writer was so eloquent in his style I prefer instead to just give him credit Og Mandino. It is not his story, just the Laws used to build the story and excerpts in *italics* from the book to support them.

**Only principles endure and these I now possess, for the laws that will lead me to greatness are contained in the words of these scrolls.**

**Principle #1 – Failure will never overtake me if my determination to succeed is strong enough.**

*Keep it always in mind and you will overcome seemingly impossible obstacles that are certain to confront you as they do everyone with ambition.*

*Never feel shame for trying and failing for he who has never failed is he who has never tried.*





**Principle #2 – I will form good habits and become their slave.**

*If I must be a slave to habit let me be a slave to good habits. My bad habits must be destroyed and new furrows prepared for good seed.*

*Each principle in these scrolls will drive a bad habit from my life and replace it with one which brings me closer to success.*

*For it is another of nature's laws that only a habit can subdue another habit.*

*As I repeat the words daily contained in these scrolls they will soon become a part of my active mind. Eventually I will find myself reacting to all situations which confront me as I was commanded in the scrolls to react. Thus a new and good habit is born.*

**Principle #3 – I will greet this day with love in my heart.**

*Love is the greatest secret of success in all ventures.*

*I will laud my enemies and they will become my friends; I will encourage my friends and they will become my brothers. Always will I dig for reasons to applaud; never will I scratch for excuses to gossip.*

*I will love all manners of men for each has qualities to be admired even though they be hidden.*

*But how will I react to the adversity of others? With love. For just as love is my weapon to open the hearts of men, love is also my shield to repulse the arrows of hate and the spears of anger.*

*The Greatest Salesman in the World*



#### **Principle #4 – I will persist until I succeed.**

*I was not delivered into this world in defeat, nor does failure course through my veins. I am not a sheep waiting to be led to the slaughter. I am a lion and I refuse to talk, to walk, to sleep with the sheep.*

*I will remember the ancient law of averages and I will bend it to my good. I will persist with knowledge that each failure to sell will increase my chance for success at the next attempt.*

#### **Principle #5 – I will increase my knowledge of the world.**

*Within me burns a flame which has been passed from generations uncounted and its heat is a constant irritation to my spirit to become better than I am, and I will.*

*I will increase my knowledge of mankind, myself, and the goods I sell, thus my sales will multiply. I will practice, and improve, and polish the words I utter to sell my goods, for this is the foundation on which I will build my career... Also I will seek constantly to improve my manners and graces, for they are the sugar to which all are attracted.*

*I have been given eyes to see and a mind to think and now I know a great secret of life for I perceive, at last, that all my problems are in truth great opportunities in disguise.*

#### **Principle #6 – I will live this day as if it is my last.**

*Yesterday is buried forever and I will think of it no more. Forgetting yesterday neither will I think of tomorrow. Should I torment myself with problems that may never come to pass? No!*



*I will avoid with fury the killers of time. Procrastination I will destroy with action; doubt I will bury under faith; fear I will dismember with confidence.*

*The duties of today I shall fulfill today. I will maketh every hour count and each minute I will trade only for something of value. And if this day is not my last, I shall fall to my knees and give thanks.*

### **Principle #7 – Today I will be master of my emotions.**

*All nature is a cycle of moods and I am a part of nature and so, like the tides, my moods will rise; my moods will fall.*

*If I bring joy and enthusiasm and brightness and laughter to my customers they will react with joy and enthusiasm and brightness and be laughter and my weather will produce a harvest of sales and a granary of gold for me.*

*Weak is he who permits his emotions to control his actions; strong is he who forces his actions to control his emotions.*

*If I feel sad I will laugh.*

*If I fear I will plunge ahead.*

*If I feel poverty I will think of wealth to come.*

*If I become overconfident I will recall my failures.*

*If I feel complacency I will remember my competition.*

*I will master my moods through positive action and when I Master my moods I will control my destiny.*

*I will chuckle and my burdens will be lightened; I will laugh and my life will be lengthened for this is the great secret of long life. And most of all, I will laugh at myself for man is most comical when he takes himself too seriously.*



## **Principle #8 – I will laugh at the world.**

*Four words I will train myself to say until they become a habit so strong that immediately they will appear in my mind whenever good humor threatens to depart from me. These four words are: This too shall pass.*

*And with my laughter all things will be reduced to their proper size. I will laugh at my failures and they will vanish in clouds of new dreams; I will laugh at my successes and they will shrink to their true value.*

## **Principle #9 – Today I will multiply my value a hundredfold.**

*And how will I accomplish this? First I will set goals for the day, the week, the month, the year, and my life. Just as the rain must fall before the wheat will crack its shell and sprout, so must I have objectives before my life will crystallize.*

*The height of my goals will not hold me in awe. If I stumble I will rise and my falls will not concern me for all men must stumble often to reach the hearth.*

*I will always announce my goals to the world. I will always raise my goals as soon as they are attained. Yet, never will I proclaim my accomplishments. Let the world instead, approach me with praise and may I have the wisdom to receive it in humility.*

## **Principle #10 – I will act now.**

*My dreams are worthless, my plans are dust, my goals are impossible. All are of no value unless they are followed by action. I will act now.*

*I will act now. I will act now. Henceforth, I will repeat these words*



*again and again each day until the words become as much a habit as my breathing and the actions which follow become as instinctive as the blinking of my eyelids.*

*Only action determines my value in the market place and to multiply my value I will multiply my actions. I will walk where the failure fears to walk. I will work when the failure seeks rest. Success will not wait. If I delay she will become betrothed to another.*

End scrolls!

You are to read each one these scrolls one at a time to yourself in the morning and mid day then the title of the scroll (for instance "I will greet this day with love in my heart" from scroll 3) aloud. You do so each night for 30 days before you move to the next scroll. You need to read each one. You wait a full 30 days before you read the next one because you will begin to make a habit of them and live them by engraining the worlds into your subconscious by repetition.



These principles and laws from long dead scribes on tablets and scrolls will help you lay the foundation to a solid character to develop good habits and create a lifestyle that invites ACTION which in turn can inspire success for your Network Marketing business.



# The Laws applied to YOUR Business

## Avoiding the No's and bypassing Rejection!

Now that you have been given the tools for personal growth I am going to teach you the difference in offering a solution **IF** there is a need and in just blindly pitching an opportunity. By using the tools thus far you have learned as well as what you will discover in the coming section

**HUMAN NATURE:** The fact that we are all human with common needs and ideals is a wonderful tool for you in how you do business, how you treat employees and customers alike. How you introduce your business how you create interest and in how you add to your down-line.

As you have discovered people never change we always have the same needs and the same wants.

People seek to stop pain or bring pleasure, if your solution does either they will listen to you. But you must listen first to see if you have a solution to their needs. let them not only tell you, but let them tell themselves, as they will discover right along with you what they want, what they need.

Then if it is the right conversation you can offer a solution.





You are going to shift your goal from selling them to helping them help themselves.

You do this by 6 steps:

Step 1

### Asking Questions



And by LISTENING to those answers



As I have shared the basics in shifting your mindset in business, in the Principles of Natural Marketing, you are going to start listening to people.

You are going to spend the time, be it online, in email, on chat on the phone or face to face asking the type of questions that both gather information as to make a decision on **if** your business is what they are looking for, if any business. And also bring value to their lives and to your own.

Because what you may consider a benefit of your company is not what they are looking for. It is not adding value, so listen to see if you really can add value, by their words and their conversation not by what you think or wish they need or want.



## Step 2

### Greet The World With Love In Your Heart!

You are going to greet the world with love in your heart and you are going to take that love out to help your fellow human beings because if you want to see reward in this life you need to earn it. Not by the dollars you spend, but the way in which you treat people and live.

So stop and speak with the elderly lady see all the time in the park feeding the birds, let go the outcome of that talk, instead enjoy the visit and the memories she holds of days gone by.

I love hearing the stories from people who witnessed so many first and hold the secrets of history within them, that will be lost when they go if not shared. So much richness is undervalued, VALUE IT!

Volunteer to send off care packages for our troops read at a school to the children, Help out at a dog rescue, walk to raise funds for cancer- pay it forward and watch it return to you But NEVER do it for that reason.

So many people say I have no where to meet people I cannot build my list to call from. We live in a vacuum now a day so many do not know their own neighbors, few people talk to people in elevators or come out from their four walls to experience life and interact with each other. We are so connected to the box across the room and the one sitting in my lap, as I type we can all fall into that virtual trap. **STOP!** Don't you do it- break the chain now!

## Step 3

### OK Easy For You To Say But HOW? You Ask

Well I am going to give you first a few ideas on where to meet people and then what to say as well as some unexpected outcomes that changed my mindset to this way of approaching growing our own businesses when we started on this path.

First some ideas for meeting people face to face.



- Event listings
- Dance lessons
- Softball leagues
- Mini-putt
- Bridge clubs
- Volunteer opportunities
- Concert venues
- Theater clubs
- Museum/historical clubs
- Clubs like Shriners, Elks, Rotary etc.

Basically, for anything you're interested in you can [Google](#) and see if there is a group doing it out there and join up.

Even if you do not expand your business right away you will expand your circle in which to network in. As I know from experience if you are the one in the group doing it two things happen.

One: If it is needed in the group they then go to you, and if it is not needed by the current group someone who joins later on will.

Two: Someone will know someone who does need what it is you do or can provide and we go to those we know and those we trust.

Then something I saw in a movie and I love it as it applies to many things. **Be incredibly brave for 20 seconds.** It can change your life.

Use that bravery to speak to people. Use that bravery to take **ACTION** and pick up that phone! Change your own life by bettering others lives.

You can also get Network Marketing list from reputable companies that if you use them right you can build your down-line from.

We use [Leaders Club](#) you can both join them as they provide a wide variety of services but you can also just purchase lead list- they have been around since 1994 and they have a long standing track record for fresh list and will replace dead leads.



You have a distinct advantage with lead list if they are legit and they are fresh. That is the names on it already opted in for a home business and or are interested in Network Marketing. So you have a leg up on a cold list or trying to gage interest with someone you met.

However when making calls, your call should not go like this. Hi my name is Sandy and I got your name off a lead list that you are looking for a home business I am with ViSalus and I think it would be a great fit for anyone looking to make money at home.

WHAT is wrong there? They did say they were looking for a home business they were found on a lead list your company is the best right? You can say yes to all of that :)

But you are going to chase the person away! Here is an example of how to talk to someone you do not know. Hi Mary, my name is Sandy Metcalf and I'm with ViSalus Sciences. I saw you are interested in a home business do you have a minute I would like to ask you a couple of questions?

If she says yes you ask have you found what you are looking for?

If she says no to that question you then ask, do you know what type of business you are interested in?

Lets say she says she is not sure.

You ask have you done any research?

If she says yes' ask her about that. And what she found out

If she does not mention that she researched Network Marketing ask

Have you heard of Network Marketing?

If she does mention Network Marketing was one of the company types she learned about, ask her what she thought about the business model



She can take it off in many directions so I cannot give you a step by step here, but lets say she says is that not an MLM?

You ask what a MLM is to her?

Depending on her answer you can either rebuke with a series of questions to her negative feelings for MLMs on her part i.e why do you feel that way?

Or reinforce the positive feelings she expressed with your own affinity for the MLM business model using the we as in how you feel as the conversation is about her and not you so no I's

If the conversation opens to her learning that she is looking for what your company provides you can bring it up in the first conversation.

If she ask you about your company you can touch on what you do, "You know how things are really hard out there right now? Well I show people how they can change their lives and better their future by starting their own business", or tailor your short intro to what she has said thus far.

For instance maybe she said she was downsized is why she is looking for a home business. Then maybe you want to say something like this "You know like yourself how so many people are being laid off? Well I show them how they can change their lives and have better control of their future and family's stability by starting their own business". But then always get back to asking questions and say, but I would really like to know more about you and what you are looking for.

Do not rush the conversation! In fact if it is not the right time to offer your solution ask if you can call her back leave her not feeling overwhelmed with information, but instead thinking and waiting for you to call again all the while she will most likely look up your company and be wondering how successful you must be that you didn't even try to pitch her. Set up a little mystery as to how that is? And wait about a week to call back to give her time to really think about that.



If Mary jumps on something else before you call back, well it was not a fit or she would not have, so you faced no rejection and got no, no's. But if she may be a match for your team and business then she will be more informed and ready to listen to what you have to say when you call back. And you will get to continue the interview process which will reveal as much to her as it does to you how if at all you are the solution she has been looking for.

And if you do not know where to start conversation number two remember something she said that stood out in the first conversation Make written notes at end of the first call. Start out with like- Mary I was thinking about how you said you loved what you do now working for or taking care of or? And I was thinking about that and wondered if you could tell me more- or I wanted to expand on etc. Or Mary I was going over how your company downsized you and you said if you could use the skills you developed there helping people that would make you happy and I wanted to let see if you thought more about how you could do that, or if you could help people like you did before working for yourself, would that be something you would be interested in? Just something from the past conversation that allows you to segue back into the previous conversation while moving forward that also shows Mary you LISTENED to her and allow her to pick right back up telling you everything you and she need to know about what she wants and needs, so you can better help her find it.

## **LISTENING to what people need and adding value to the conversation- Lessons in ways to earn the right to offer solutions**

Now as promised a few examples of actual conversations within my own family who you think you know and think you interact with on a 100% level, but as a mom all my expertise can go right out the window and I tend to be a mom even to adult sons.

I had my son John read The Richest Man in Babylon, a book that uses the Tablets to construct a moral based fictional story. John really got a lot out of it and I was amazed the change in him and his outlook on things. More positive and he now knows what he can do





IF he chooses to. He really took the tablets to heart and did more in depth research online on the book and on the tablets. He was even happier when he found that the tablets are real as are the Principles and laws taught in the book actually etched on 8000 year old clay tablets. However the change in John amazed even me!

He was always getting on me for living the principles of The Secret, for believing though manna does not fall from Heaven, but if you are observant a way will be shown if you ask.

That, thoughts make things.

Well we were talking about the history and how people can turn thoughts and what they read into actuality. Sort of like the depression was not created by us, but the run on the banks was and so we caused the devastation by our actions. So he said yes people make happen what they read, what they think.

I stopped dead in my tracks and I stood back and almost cried as I went WOW inside! My always negative the sky is falling son had said people make happen what they read what they think.

I asked him so you think what people think, they **can** make and he said yes. And I said so if you think you will get, or be, or have, you can? And he said no, no not that positive stuff again you cannot make things happen or gain things by thinking alone. And I asked did you not just say? And repeated his words "*yes people make happen what they read, what they think*". And he said yes, but that is caused by what you read or think will happen so you actually make it occur by ACTION! I said exactly. 😊

**Thoughts, make things!** You have to have the thought first, which will inspire action **IF** you want it bad enough, or your belief is strong enough. Correct?

He said that is true and I asked could you not replace the negative response with the positive result. Could you not replace Action



caused by thought gained though being observant to opportunity as the same thing?

And John said I guess I see your point. "Do you hear Angels singing? I did when he said that" 😊

From there on it was like God opened the gates to awareness and he was open to he **CAN** be or **have** or **do** anything! That conversation took place over a two day time span- just two days.

I cannot imagine what God has in store for him over a lifetime.

But in a way it was like John waking up from a coma, I am unsure he even knew he was in and me seeing a side of him he usually pulls in from me because I had a tendency like we all do to talk at people (and he is people) and offer advice before being asked, or listening to him. I am still learning just as he is learning what he feels and wants, and that made him more open. Like I am teaching you he learned how to give others the gift of listening to them as well- instead of the selfish act of making them listen to you. We are all works in progress but, man it was wonderful seeing the difference I saw in John it was measurable.

That is what you will see in everyone you listen to they will share parts of themselves they never have people you know you will be amazed how much you did not know and strangers will tell you their wants and needs if you just listen.

These are very valuable tools in which to improve your business skills and enrich yours and others lives.

And with listening in mind and seeing if there is a need for your solution from another great mentor Michael Oliver and Motivational Coach

"How to Sell Network Marketing Without Fear, Anxiety or Losing Your Friends". A simple script to inspire more ideas in which you can come up with your own conversation pattern.



"After the hellos you ask

"Are you presently working?"

- Yes I am.

"What kind of work do you do?"

- I work full time as a chef.

"How long have you been doing that?"

- About 22 years.

"Was this your first job?"

- Yes, I started straight from college.

"What drew you into this type of work?"

- I enjoyed cooking and figured I could travel the world as a chef if I mastered it.

"Do you still enjoy doing it after 22 years?"

- I love it on one hand, but, well, you know how it is!

"What part of the job do you like the most?"

- Well, I like the fact that I work in a good restaurant and have people appreciate my food.

"I sense that's important to you?"

- Yes, it's nice to be recognized for the effort I put in.

"Anything else you like about it?"

- Yes, the freedom to create what dishes I like!



"Sounds interesting. What in particular do you like about that?"

- Well, it gives me a feeling of independence and creativity.

"Is that important to you?"

- Yes, it is! I think having self-worth is always important, don't you?

"Yes, I do! How do you find it makes you feel when you have that?"

- A sense of achievement - pride, I guess!

"Would you change anything about your job as a chef if you could?"

- I sure would - the irregular hours, and the money. The money is very good but there's never enough to pay off all past debts I have.

"How do you feel about that?"

- Trapped! I can't afford to leave, because the working conditions wouldn't change much elsewhere, so it's a little frustrating and not so fulfilling anymore.

"Is there anything else you would change?"

- No, that's pretty much it, I think.

"Is being a chef still your passion or would you rather be doing something else if you could?"

- Actually, the truth is I would rather get out of the business. My heart is in working with a kids' project I've been heavily involved in for the past few years. It's a special needs group for children and I'd love to be able to raise funds and build a healing center for them.

"How would that make you feel if you could do that?"



- Wonderful! It's a real passion of mine. There's nothing better than helping and watching those kids pick themselves up and making something of themselves.

"So what's stopping you from getting what you want?"

- I can't afford it and I've got no idea how to get beyond that.

"What will you do if you can't realize this dream of yours?"

- I don't know! I worry about it a lot. I'm moving on in years and I can't imagine being a chef for the rest of my life.

"Have you looked for any work that would give you what you're seeking - the extra money and more time?"

- Yes, but I haven't found anything that is flexible enough to fit my irregular hours.

"What would you do if you could?"

- I've no idea at this point - like I said, everything I looked at doesn't give me the flexibility - it's a little frustrating!

"What's preventing you from making a change or doing it right now, apart from not finding the right thing?"

- Nothing except there seems to be nothing around and I don't think I have the skills to do anything else.

"Well, let me ask you something. If something came along that fitted in with the hours you are working and allowed you to get the extra money you wanted, so you could pay off all your debts and feel you were moving towards achieving your dream of building the care center - would you look at an opportunity like that?"

- All the time! Why? Do you know of something like that?"

At this stage, you can now go ahead and present your opportunity."



End Mike\*\*\*

Footnotes:

Of course not all conversations get that in depth, as Mike's example, but it teaches you to listen. Let the flow of the discussion dictate the response and let go the outcome. But if you see a need you may fill and have an open minded recipient as well as think they would bring something to your team as it is not about finding warm bodies, but you want real committed performers in whom you want on your team, then and only then offer your solution.

## Step 4

### So You want To Join My Team?

So you brought up your business and it went well and they are interested, you then proceed to the interview process. But I would wait until the next call or conversation. Instead, end with a time to call back, meet again, but next time you talk start with a short list of interview questions like.

Well Mary now that we have talked a little bit about you and what you are looking for and you have showed an interest in our company... Just to find we are on the same page and there is a good match- can I ask you.....

1. What will you bring to my team?
2. How much money do you have to invest?
3. Are you willing to invest at least one year in this business?





Your job now is to uncover bring out, probe further with both the expected and unexpected questions to gauge if someone's commitment is worth the investment. Just as it is their job to ask questions that help them qualify you and your business at this stage

Once you have interviewed and converted a Looker, to Interviewee and decided that there is a good fit for your team yourself. And the interviewee has the desire to grow both your business and also their own and that you are willing to invest your very precious commodity of yours- TIME into them. They are now a Team member and partner. And no time to waste, as like delivery is not the end, but just the beginning- you as a "new parent" need to motivate your hatchling into Action!

So get started NOW! As your new chick will never be as excited as they are on day one! Taking Action is so important for you as well as your team. So give them a solid foundation and help them learn for as soon as they do they will leave the nest and take off ready to fly!

Write up a Team Business Guideline as it important to get your plan down in words: Example what I wrote for our ViSalus Team, and the content is relevant for any business.

**This is a guideline to creating a successful business.**

Our Mantra **First and Foremost**

**1. HAVE FUN !!!!**

- A. Work with people you like.
- B. Work as hard as you want to.



## 2. COMMIT TO AT LEAST ONE YEAR:

- A. Your efforts and **Actions** determine your success!
- B. Three to five years of effort **could** change your life!

## 3. FIND YOUR (PURPOSE, WHY, VISION):

- A. The **GREATER** your **PURPOSE** the **EASIER** it will be to stay on track.
- B. Write it Down. Look at it **OFTEN** (focus on it).

## 4. MAKE YOUR GOALS:

- A. Your **Goals** determine the **Actions** needed to get the **Results** you want.
- B. Your goals can be material, emotional, or even spiritual.
- C. **Determine** what you want and when you want it!

## 5. MAKE AN ACTION PLAN!

- A. Once you know what and when you want it **MAKE A PLAN**.
- B. Your Plan will give you a daily, weekly, and monthly structure for the **Actions** needed!

## 6. MAKE YOUR LIST OF NAMES:

- A. Your List is your business!!!!
- B. Get names on and off the list to move your business foreword.
- C. **ASK, LISTEN, INTERVIEW!**



## **7. FIND THE SELLING STYLE THAT FITS YOU:**

- A. The method provided by ViSalus which is presenting the 90 Day Challenge.
- B. Ask questions to find out if the person has a need or is looking for something (Natural Selling).
- C. Your own style (if you have one that suits you)

## **8. LEVERAGE YOUR UP-LINE:**

- A. Get help from your Sponsor, or Up-line to help you get started.
- B. Your' Sponsor and Up-line can help with 3 way calling, closing out Challenge parties or by providing information you don't already have or know.

## **9. USE THE TOOLS PROVIDED BY VISALUS:**

- A. Our team uses:
  - The recorded call
  - The four videos on your website
  - Challenge party live or online.
- B. Learn about all the tools ViSalus offers.  
There are tons of training and promotional tools available for your use in your back office Resource Library.

## **10. TREAT YOUR BUSINESS LIKE A BUSINESS:**

- A. Run your business like it has four walls and is a brick and mortar
- C. You get paid on what you do.
- D. Be the boss you've always wanted.
- E. Use all the training materials provided by ViSalus.



**Like I layout in our team guideline above.....**

## **Step 5**

### **Yes' Treat Your Business Like a Business**

The reason for the interview after we discovered a need to offer a solution for, and have an interested party is in the partners we seek we want to operate like brick and mortar companies do when deciding how you conduct business and in how you bring people into your business, to grow a successful and profitable company where everyone does their part to see true financial freedom and life changing results.

#### **{Brick and mortars}**

Does a hiring Manager beg you to join their company? Do they try and talk you into coming and working for their organization? NO!

When brick and mortars hire new personnel they screen, they interview, to see a fit to see value and to see an investment if money and time that they are willing to undertake is valuable to them, as well as if there is a fit because this person will be an asset and their bottom line.

Convey that important message in choosing who you bring into your business and why you use this method to your interviewee, and your team and you will see because of your standard and ethics your team will grow.

You will also experience less attrition more committed partners and a stable company that will out last those that are just looking for warm bodies and sign on bonuses.

Because if you want to see different results from those that settle for less, then you must demand more from yourself in building your character your ethics your values the way you do business and the



people you bring into it. Want winners be a winner want a winning team make one! Do it one conversation at a time.

## Step 6

### 8000 Years Old and Still Working

Another very useful tool in this 8000, year old treasure chest is teach your team a little known solution to those false promises and outrageous numbers thrown out like easy to make 10,000, in just 30 days make 20,000 a month no need to ever talk to anyone on the phone, or 5000 a week while you sleep and on and on. Such impossible methods to deliver leads and new partners and unrealistic amounts that few can even wrap their minds around those numbers.

Instead you instill in people ANY Business takes work to be a success. And teach your teams a new rule an attainable figure that is something they can grasp which is going to help fatten their purse and give you plenty of your own coin in which

to jiggle.



*{The \$300.00 Solution}*



# The Way to Success with.....

## The \$300.00 Solution!

The \$300 Solution is from another great Marketer and is from his "How to create successful leaders by creating achievable milestones" by Randolph A. Byrd.

SUMMARY: The key to having distributors stay in your organization is to get them to the benchmark of a \$300 commission check as quickly as possible – ideally within three to six months.

Your training, goal setting, and business building strategies should be focused on that first all-important mile-stone.

"I know that in Network Marketing, you hear 'the only way to fail is to quit.' But you are having trouble convincing people in your Network about that. They are disappointed when they are not seeing huge numbers fast with little effort.

How do you get them to stay involved long enough to start seeing some success?" Real success? This is one of those truly great "Great Questions" that comes up again and again, and there are lots of great ways to answer it. Making sure your people are motivated by helping them stay clear on what their own personal goals are . . .

Knowing their WHY

Making sure they have the tools they need and know how to use them .

Making sure their efforts are supported by their up-line, 3-way calls and training materials until they've got a handle on it – all these are sound approaches.



But there's another **Answer** too. One that's perhaps is more basic and essential of all. Let's take a practical look at the conditions you've got to create for your people to get involved and stay involved. There are two things which prevent most Networkers from achieving success:

1. They don't make \$300 per month quickly enough
2. Their down-line doesn't either!

Surprised? You're not alone.

But the truth is that \$300 is the income-earning threshold below which there is no Network Sales Organization – because there are simply no Networkers to make one. People who make \$300 a month in this business stick around. People who don't – don't. It's that simple.

Networking Enemy number one – Attrition No one in this profession likes to talk about attrition. Why Not? Because it undermines the profession's primary positive benefit that we recite to our potential partners. You know the drill: "You sponsor 10 people, and they sponsor 10 people, and they . . . and pretty soon . . ."

Now, how successful would you be as a distributor if you said instead: "You sponsor 10 people, and then 9 drop out, and then the one who's left sponsors 10 people and 8 of THEM will drop out, and then . . ."

Doesn't sound like much of a positive now, does it?

But it is the truth – or at least, it has been for most Networkers. Statistically, attrition rates in Networking average about 80 to 90% per year. That means 8 or 9 out of every 10 distributors drop out of their organizations (and most out of networking altogether) within a year or less of signing up. Factually, that's no different than mainstream business startups, where 8 or 9 out of 10 fail within the first year! But what really hurts is that 80 to 90% of your efforts are lost . . . before they've had the chance to be successful.





As Dayle Maloney a great Motivational writer says, "The problem with most Network Marketers is that they quit before payday." But what causes this drop-out rate? And what can be done about it?

Ask open-ended questions like that and you're bound to get long, equally open-ended answers. CEOs and distributors alike have given us all sorts of philosophies on why distributors leave our profession. But to find the truth, let's rephrase the question:

At what point do Networkers NOT drop out of their organization? Specifically, how many dollars per month in compensation does an one have to earn before a high percentage does NOT drop out? Just about all we spoke with answered '\$300 to \$400 a month, sustained for at least 2 or 3 months.'

And "by when" do they have to make that amount? 6 to 9 months is best, with 1 year being the longest time allotted.

And if they don't, they leave the organization at a rate of 80 to 90% per year.

And if they do achieve \$300 a month, they stay on board and usually become even more successful!

So why don't most Networkers ever get to the \$300 per month level?

Answer: Poor recruiting and sponsoring, lack of knowledge about this industry and how Network Marketing really works, all of which leads to unrealistic expectations.

The common "pie in the sky, get rich quick" approach can set up your new distributor for failure almost immediately, because the truth is that 98% of all Networkers DO NOT EVER reach those soaring heights of success – and certainly not within just a year.

This creates a "lottery" mentality that in turn creates delusional dreams about what this business has to offer . . . and then dashes



them. We have a common misconception in this business that \$300 is such small potatoes, it's not even worth mentioning.

There's the wonderful story about a man who went into the business with the goal of making \$300 a month. Not \$10,000 or \$20,000. Just \$300 a month. The man achieved that goal fairly easily and stayed at that \$300 income level for a number of years.

He didn't seem very ambitious – so he was asked about this. As it turned out, the man had taken his initial \$300 and accelerated the mortgage payment on his home, paying it off in record time.

He then used his free-n-clear equity to buy a second property, rented it out, and applied the "extra" \$300 in the same manner he had with his own house. In less than 5 years, he ended up owning 5 income properties and was virtually financially set for the rest of his life. All by virtue of the \$300 a month he had earned in Networking.

Enter the \$300 Solution... Now what would happen if you told your down-line (or yourself) that the first step to success is to get to that \$300 a month level within 6 to 9 months – or even a year?

What would happen to their expectations now? What would happen if you told them the real truth about this business?

When a distributor reaches a monthly compensation of \$300 per month he/she will not drop out! This is a point of no return!

When they get to that \$300 level, you and/or your group **MUST** recognize and acknowledge their level of achievement.

After all, in this recognition business, \$300 a month is a "rite of passage." Call it a coming of age and celebrate it like a birthday. This sets up a great expectation for your entire group. Imagine for a moment that you told your down-line that the amount necessary to achieve the no-going-back level was \$2000 instead of the real \$300 level? The \$300 milestone would go by unnoticed, as their expectation is \$2000 for the first level of real success.



But share the \$300 Solution with them and make a public celebration out of every distributor achieving this level, and they will not drop out, because they have learned to expect that distributors earning \$300 monthly do not quit.

Once they learn the truth about this business, they will operate within that truth! It will become the law of nature in Network Marketing Sales.

Note also the difference in their attitude when they achieve only \$150 per month. Within the old paradigm of "getting rich", \$150 would have left them feeling like (and therefore being!) a failure.

Now, when they reach \$150, they'll say, "I'm half-way home!" What a difference! So, how do we get to that magical \$300 per month benchmark? You and your down-line are half-way there already, because you are now armed with the knowledge of the \$300 Solution.

If you want more of your people to stick with it – and with you, too – inject the \$300 Solution into your teaching and training routine.

I will continue to search out try read and especially scour the old wise writings that still hold true today, I will always bring fresh as well as tried and true with a twist ways to take care of our clients and better your teams, to fit today's needs to both my ebooks and my blog. My goal, my mission will not change. Like I share on my blog:

"I want to help dispel the myth that Network Marketing is a scam or that it is a get rich quick scheme or that you can get rich quick period!

I want to help lay the foundation to building your company that will better serve your customers and teach you the tools that help you develop the staying power that will grow you a truly successful business."



That is my outline to success. Remember a better world starts with one person be that one person. And success starts with an idea, then a desire but it stays a dream until you take ACTION!!!!

For a additional life changing and business building ideas look for my new book The Principles of Further Building Natural Life and Business Skills, coming soon. And follow me on [my blog](#).

WE make the future- it is up to each of us what ours will be

*Wishing you Success and Prosperity*



Sandy Metcalf

[Email me](#) I love to talk to my subscribers

