MODULE 6

The Simple Way to Succeed in Network Marketing

Companion Training Guide



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WHAT'S INSIDE

- 9 parts, each with a Do This Now step
- Charts, diagrams and notes boxes
- A worksheet and a 7-day discipline tracker

> **It is not a secret.**
> What is hard for most people becomes simple for you when you change what you think and what you do.

WELCOME

Before You Start

Success in network marketing is not a secret. But for most people who try it, it feels really hard. For many, it feels almost impossible.

Then there are the top producers. They build big, rewarding, profitable businesses. They help many other people reach great success. And they go on to live the lifestyle of their dreams. How can that be? What are they doing that the rest of the crowd is not?

This guide goes with the Module 6 video. Read it and use it. When you do, what is hard for most people becomes simple for you.

> **The simple way to succeed comes down to two things: what you think and what you do.**

The 9 Parts of This Module

1. The Missing Piece
2. The Greatest Distance to Travel
3. The Wrestling Coach and the Poem
4. What Goals Would You Set If You Could Not Fail?
5. Everyone Is Afraid of Something. So What?
6. The One Key Activity That Solves Every Problem
7. Overcoming Your Fear of Failure
8. Commit to Your Own Personal Development
9. Tough Love: Discipline and Accountability

How to Use This Guide

Step	What to do
1	Watch the Module 6 video all the way through.
2	Read one part at a time. Look at the picture or chart for that part.
3	Do the "Do This Now" step before you move on.
4	Write in the notes boxes. Then fill out the worksheet at the back.
5	Pick someone to report to, and use the 7-day tracker.

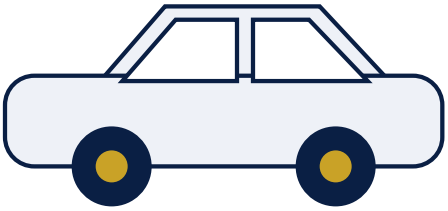
PART 1

The Missing Piece

A simple question about a car says it all.

A well-respected instructor once asked a seminar crowd, "What is the most important part of your car?" The answers were all over the place. The steering wheel. The tires. Having fuel in the tank. The ignition key. One person even said the windshield wipers.

The instructor agreed that every one of those parts matters. Then he made his point. The most important part is the one that is either missing or not working when you need it.



Steering wheel | Tires | Fuel in the tank

Ignition key | Windshield wipers | **The one that is missing**

All of them matter. The most important one is the part that is missing, or not working, when you need it.

Success in your network marketing business works the same way. The most important thing is what you are not doing.

That is what is stopping you from getting where you want to go.

DO THIS NOW	Write down the one thing you know you should be doing, but are not. Be honest. That is your missing piece.

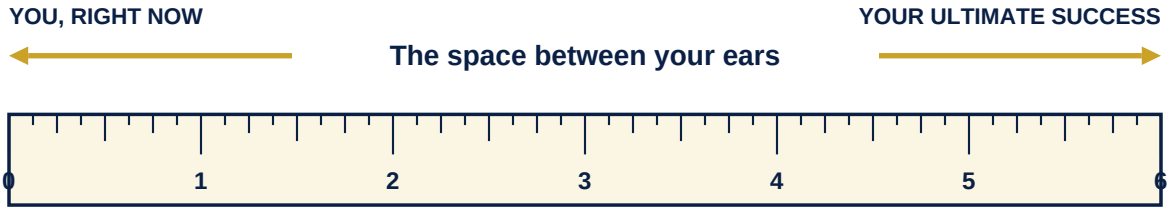
MY NOTES

PART 2

The Greatest Distance to Travel

The trip is a lot shorter than you think.

How surprised would you be to find out that the whole distance between where you are now and your biggest success is only about 6 inches? It is the space between your ears. Your thoughts are often the biggest hurdle you must jump to reach your dreams.



Printed at 100% size, this ruler is a true 6 inches.

Stop right there. Do not dismiss this as small or unimportant. Almost always, the difference between the top champions and those at the bottom of nearly every field comes down to the **quality of their thoughts**.

MY NOTES: WHERE DO MY THOUGHTS GET IN MY WAY?

PART 3

The Wrestling Coach and the Poem

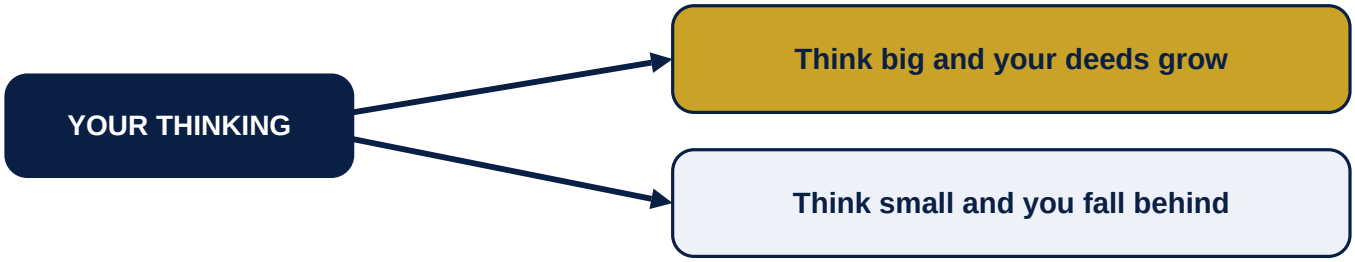
Same size. Same moves. Different result.

A school with a championship wrestling team drew many freshmen to its first-day orientation. The tough old coach, who had trained many champions, always opened the same way. He gave them this situation:

The two wrestlers are exactly the same	But one thing is different
Same size and same weight **Same moves learned** **Same practices and daily workouts** **Same team and same coach**	One wrestler keeps beating the other. **Why?**

Before anyone could answer, the coach did. One wrestler simply **wants it more**. One is **mentally stronger**.

Then he handed out a poem called *"All in the State of Mind"* and made every boy memorize it to join the team. Its message, in plain words: your thinking decides the result before the race even starts. Think big and your deeds grow. Think small and you fall behind. Over time, the winners are the people who truly believe they can.



People who achieve very little tend to write off a strong, positive mindset. The top producers and the leaders with the biggest teams all talk about it.

DO THIS NOW	Pick one thought that has been holding you back. Write it down. Then write a new thought that says "I can."

MY NOTES

PART 4

What Goals Would You Set If You Could Not Fail?

Three questions worth writing down.

Way back in 1973, a famous minister, TV host and author wrote a book called *You Can Become the Person You Want to Be*. He hosted *The Hour of Power* and built one of the most famous churches in the country. In the second chapter, he asked these three questions:

	Ask yourself
1	What goals would you set for yourself if you knew you could not fail?
2	What dreams would you have on the drawing board if you had unlimited financial resources?
3	What plans would you be making if you had 30 years to carry them out?

Write out your answer to question number one. Then look at it often. Read it on a tough day or after a bad run of luck. It is not somebody else telling you what to do. It is **you telling you**.

The same minister shared a formula and a way to remember it:



Set a goal. Then be ready to pay the price. That price comes in time, money, energy, and maybe sharing the credit with others. Do that and you will succeed. And remember, triumph is made up of two words: **try** and **oomph**.

> **Do not be held back by your past failures. Tomorrow the sun rises on a new day and an open door to the land of beginning again.**

DO THIS NOW	Write your answer to question one on a card. Put it where you will see it every single day.

PART 5

Everyone Is Afraid of Something. So What?

Brave people feel fear too. They just move anyway.

Some people think brave people do not feel fear. That is not true. Brave people feel the fear and do it anyway. Think back to fears you have already beaten. How did you do it? Here are three common ones.

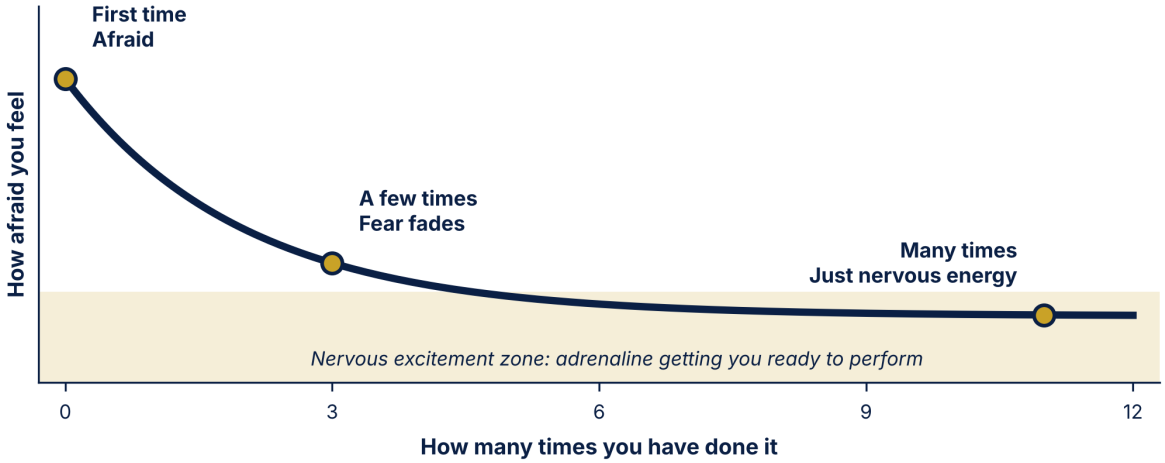
Who	The first time	After a few times
A girl and a roller coaster	So afraid she walked away.	Then she remembered her other rides and tried it. Now she asks to ride again. After a dozen rides it is old hat.
A teen learning to drive	Everything is new and scary. Even local streets are hard.	After a couple of years it feels natural. Long trips with friends are easy.
A person giving a speech	Terrified, but prepares well and gets through it.	After a few talks the fear is gone. Still nervous before a big one, but not afraid.

Nervous Is Not the Same as Afraid

Nervous	Afraid
Adrenaline pumping into your bloodstream. It gets you ready to perform. You have done it over and over.	It is new. You have not done it yet. It fades after you have done it a few times.

Picture the locker room of your favorite pro team before a championship game. Every player is full of nervous energy. But none of them is afraid. They have done it countless times.

How Fear Fades



An illustration of the idea.

Feel the fear and do it anyway. Prepare as well as you can, then go do it, and do it again and again.

That is how you beat every other fear in your life, and it will work for you again. The way to get comfortable with something new is to do it a few times.

DO THIS NOW	Pick one thing in your business that scares you. Prepare for it. Do it today. Then do it again tomorrow.

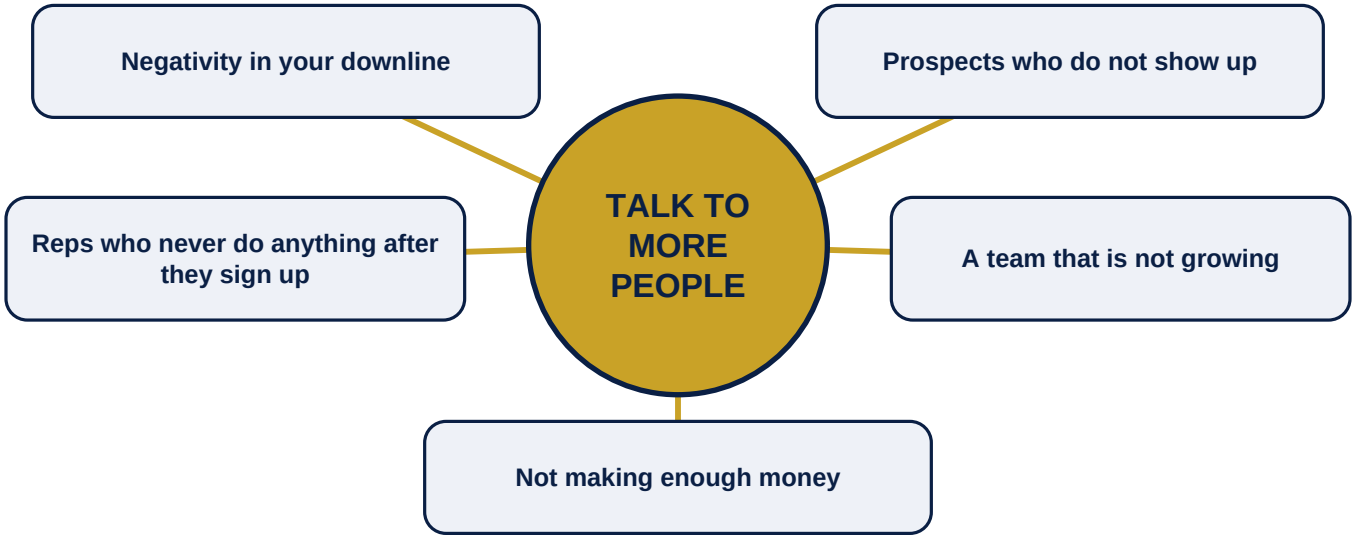
MY NOTES

PART 6

The One Key Activity That Solves Every Problem

One activity. Every problem.

A number of years ago, a very dynamic speaker said nearly every problem we have as network marketers can be solved by doing just one thing. Talk to more people.



At first I questioned that. But he connected the dots on every problem, and he finished each one with the same four words: **talk to more people**. It was like getting hit in the head with a brick. It is simple and it is profound. When you shine the light of reason on it, it is stunningly obvious.

That is exactly why a steady stream of pre-qualified leads is so important to your success. Whatever other recruiting you do, nothing beats talking with fresh new prospects every single day.

> **Imagine you no longer had to go searching for people worth talking to.**

That is what you get when you order leads and have them delivered to your email inbox on whatever schedule you like.



DO THIS NOW	Decide how many new people you will talk to every day. Write the number on your worksheet. Then go talk to them.

PART 7

Overcoming Your Fear of Failure

Your fears decide how you spend your time.

What are you afraid of in your business? Check the ones that fit you.

- [ ] Making phone calls and speaking with new prospects
- [ ] Calling people on my list because of what they might say or how they might react
- [ ] Giving a presentation to a prospect or a group of prospects

Those fears affect how you use your time and your energy. Whether you know it or not, they are what will cause you to give up in defeat.

Your only chance is to get the better of them. You must gain control of your thoughts. That gives you control over your actions and how you spend your time.

WHEN FEAR IS IN CHARGE

You feel the fear → It steers how you use your time and energy → Eventually you give up

WHEN YOU ARE IN CHARGE

You control your thoughts → **That controls your actions** → **That controls how you spend your time** → **Your fears evaporate**

Whatever you are afraid of, the cure is the same every time. Take action, and your fears will gradually evaporate. Feel the fear and do it anyway.

The good news is that it is easier than you think.

DO THIS NOW	Pick one fear from the list above. Do that activity today, even if your hands shake.

MY NOTES

PART 8

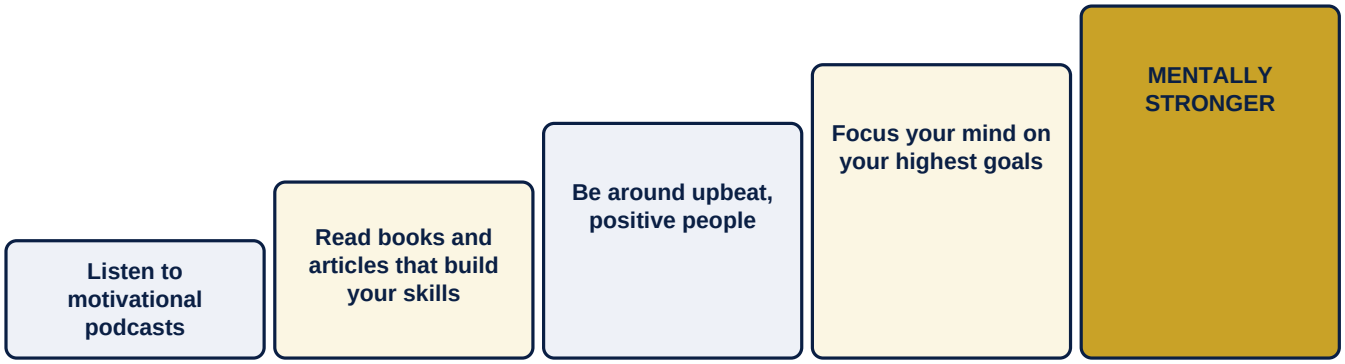
Commit to Your Own Personal Development

What goes in decides what comes out.

There is an old saying from the computer world. The end result can only be as good as the information you start with. Your business works the same way. If you are plagued by self-doubt and negative thoughts, you cannot hope to succeed. Getting rid of them will not happen overnight. You must work on it and become mentally stronger.

You would not walk into a gym and start by bench pressing 300 pounds. You would not run a marathon if you are not a runner. Your mind is the same. You work your way toward it.

The key word is BECOME. You work your way toward it.



Put in the Good. Keep Out the Bad.

Put this in	Keep this out
Motivational podcasts **Books and articles that build your skills** **Upbeat, positive people** **Things that focus your mind on your highest goals**	People and things full of negative energy The news (they should really call it the bad news) Anything that makes you mentally weaker and worried

You are the one who controls what you put into your head. Choose wisely. Be committed to your own success.

DO THIS NOW	Pick one podcast, book or upbeat person to start with this week. Then pick one negative thing to cut out.

PART 9

Tough Love: Discipline and Accountability

Some tough love before we finish.

> **There is no secret. There is no hack, no shortcut, no trick. Self-discipline comes down to one word: discipline.**

You either want it badly enough, or you do not. Every day you decide how to spend your time. When you want something badly enough, you do what needs to be done. Do not overcomplicate it.

Your willpower may not be strong enough yet. The best fix is one you will not like. **Become accountable to someone else.** Report in. Check in. Have someone check up on you. Your willpower is only so strong. You have to exercise it, just like the weights and the marathon.



Team up with the person who enrolled you, a key player in your upline, or one or two people in your downline you like and trust. Show them what you have been doing with your time.

Why Accountability Works

Where	Who holds you accountable	What happens
A job	A boss and coworkers	You show up whether you feel like it or not. There is a penalty if you do not.
A sports team	A coach	You have practices, a schedule and tasks to get done.
A band or orchestra	A band director	You have rehearsals and things expected of you.

Imagine a company telling its people, "Show up when you feel like it." They might as well hang a sign on the door that says out of business.

You Are Not One Trick Away

Do not buy into any phony idea that you are one time management trick or productivity hack away. Stop looking for a magic lesson. Level with yourself. You are not one anything away. You are right here, right now.

1. Commit to yourself
2. Commit to others
3. Set a schedule
4. Stick to it
5. Put the right thoughts into your head
6. Drive out negativity
7. Focus on your goals

Do those things, and soon you will join the ranks of those you admire. You too will be able to enjoy the lifestyle of your dreams.

DO THIS NOW	Name your accountability partner today. Send them a message that says when you will check in with them this week.

MY NOTES

REVIEW

Module 6 at a Glance

#	The big idea	Do this now
1	The most important thing is what you are not doing.	Write down your missing piece.
2	The distance to success is about 6 inches. It is your thoughts.	Watch the quality of your thoughts.
3	The one who wants it more, and is mentally stronger, wins.	Swap one "I can't" for an "I can."
4	Set a goal, and be ready to pay the price (time, money, energy, sharing credit).	Write your answer to question one. Read it often.
5	Brave people feel fear and do it anyway. Fear fades with repetition.	Do one scary thing today. Do it again tomorrow.
6	Talk to more people. It solves every problem.	Set your daily number of new people.
7	Take action and your fears will evaporate. Control your thoughts, actions and time.	Do the thing on your fear list.
8	Put good information in. Keep negative things out.	Pick one thing to add and one to cut.
9	No secret. Just discipline. Get accountable to someone else.	Name your partner and set your check-in.

YOUR TURN

Your Simple Success Plan

Put your answers in writing. Writing them down brings clarity and helps you focus on one clear outcome.

1. **What goals would I set if I knew I could not fail?**

2. **The one thing I am not doing that I know I should be doing:**

3. **The thought that holds me back, and my new "I can" thought:**

4. **What I am afraid of in my business, and the action I will take anyway:**

5. **How many new people I will talk to every day:**

6. **What I will put into my head this week (and what I will keep out):**

7. **My accountability partner, and the day and time I will check in:**

STAY ON TRACK

My 7-Day Discipline Tracker

Fill this out every day and show it to your accountability partner. Put a check mark or a number in each box.

What I did	Mon	Tue	Wed	Thu	Fri	Sat	Sun
How many new people I talked to							
I did the thing I was afraid of							
I fed my mind (podcast, book, positive person)							
I kept the negative out							
I worked my schedule							
I checked in with my partner							

This week's wins

What I will do better next week

THE LAST WORD

Keep It Simple. Keep Moving.

You do not need a secret. You need a clear goal, a strong mindset, and a daily habit of talking to more people. And you need someone who keeps you honest. Do those things and you will join the ranks of the people you admire.

Tomorrow the sun rises on a new day. Pick up the phone. Feel the fear and do it anyway.

Get Your 25 Free Leads Club Leads



About Ron Malezis

Ron has been in the industry for 40 years, and 28 of them as a lead generation expert. In about 10 years in network marketing, he built three downlines of over 100,000 people with three different companies. He has run his company, Direct Internet Media (LeadPower), since 1998 and has served over 180,000 clients.

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