LEADS CLUB TRAINING SERIES

MODULE 4

The 7 Steps to Becoming a Master Duplicator

Companion Guide to the Video

1 — 2 — 3 — 4 — 5 — 6 — 7

Seven simple steps. One skill that multiplies.

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START HERE

How to Use This Guide

This is your companion to the Module 4 video. Watch the video first. Then use this guide to review what you heard, write down your own notes, and put the steps to work. Every big idea from the video is in here, with charts and tables to make it easy to follow.

The big idea in one word

Duplication. Anyone can learn these 7 steps. Then you teach the same 7 steps to other people. That is how one person's effort turns into a whole team's effort.

The 7 steps, in a loop



Do these 7 things. Then do them again, and again, and again. That is the whole business. The rest of this guide shows you how.

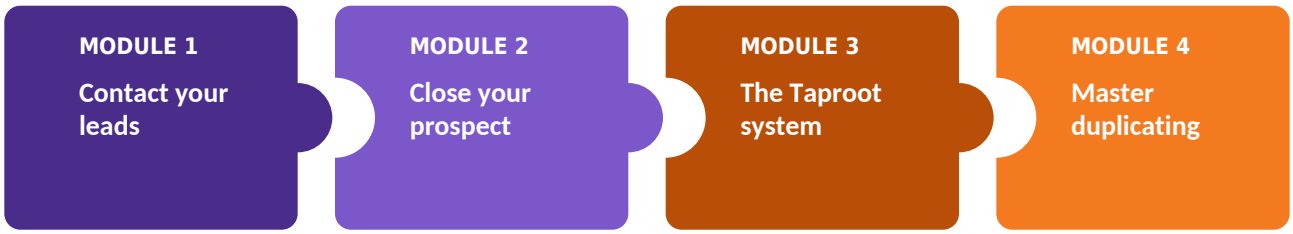
WHAT I WANT FROM THIS MODULE

THE BIG PICTURE

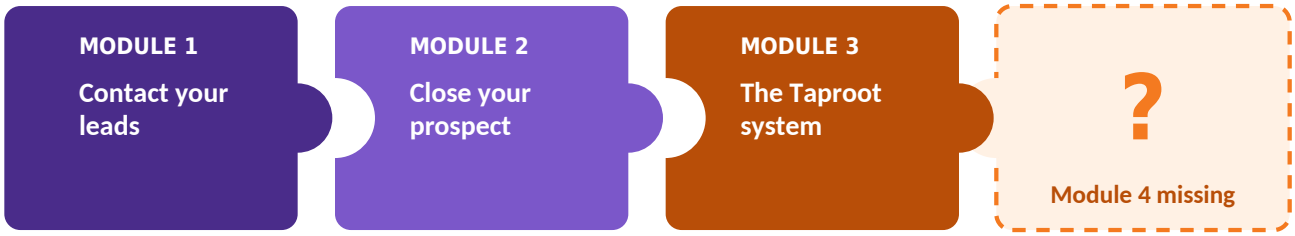
How Modules 1 to 4 Fit Together

Think of your business like a puzzle with four big pieces. Each piece helps on its own. But the full picture only shows up when all four are in place.

THE FULL PICTURE



WITH ONE PIECE MISSING



Piece	What it gives you	What goes wrong without it
Module 1 Contact Your Leads	The scripts for the first call, voicemail, text and email.	You have leads, but nobody picks up and the conversation never starts.
Module 2 Close Your Prospect	The advisor mindset. It is about them, not about you.	People talk to you but do not sign up. You sound like a salesperson.
Module 3 The Taproot System	A way to help new recruits get their first person fast.	New people join, get stuck, and quit before the team grows.
Module 4 Master Duplicator	One simple process anyone can copy and teach.	You do every step yourself, and your income stays tied to your own hours.

Why every piece matters

Take one piece out and you can still see most of the picture. But there is a hole, and you will feel it. Module 1 starts the conversation. Module 2 turns it into a sign-up. Module 3 helps new people stay. **Module 4 makes it all grow without you doing every step.** Together, they are one complete system.

THE ONE WORD

Duplication

There is one idea that stands above all others for long-term growth in our profession. You have heard it many times. It is a single word: **duplication**. If you want to join the top earners, you must become a master duplicator.

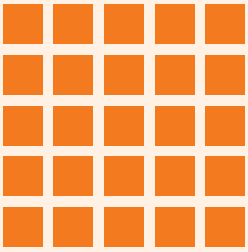
ADDING: 5 + 5



slow and steady

= 10

MULTIPLYING: 5 × 5



explosive

= 25

This is called **leverage**. In network marketing you can leverage your time, your effort and your money. Leverage is a multiplier. Adding gets you 10. Multiplying gets you 25.

What being a master duplicator really means

It means...	In plain words
Get skilled	Learn to present the business, close deals, and do every step to bring a new person on board. You must become good at sponsoring personally.
Copy skills, not personalities	You are not trying to copy someone's mannerisms. You are **duplicating activities**, not personalities.
Teach others	Being a great producer is only the start. You must also pass that skill to other people. In a sense, you are making copies of your skill.

Be patient with yourself

You do not become a pro overnight. Every top earner was once a newbie who had to learn it all. **Grow yourself first.** Only then can you grow your business, your income, and many new leaders.

YOUR JOURNEY

Three Levels of a Master Duplicator

Being a great personal producer is where it starts. It does not end there. Here is the path every master duplicator walks.

LEVEL 1

Become a strong personal producer. Learn to present, close and enroll.

1

LEVEL 2

Work with your team. Enroll their prospects by phone, 3-way calls and Zoom.

2

LEVEL 3

Build master duplicators. Teach your team to do what you do.

3

All the ways you will present

Way to present	What it looks like
Phone calls	You speak with a prospect one on one.
Three-way calls	You, your new recruit, and their guest, all on one call.
Zoom, one on one	A video call with a single prospect.
Zoom, small group	A video call with a few people at once.

Stay teachable

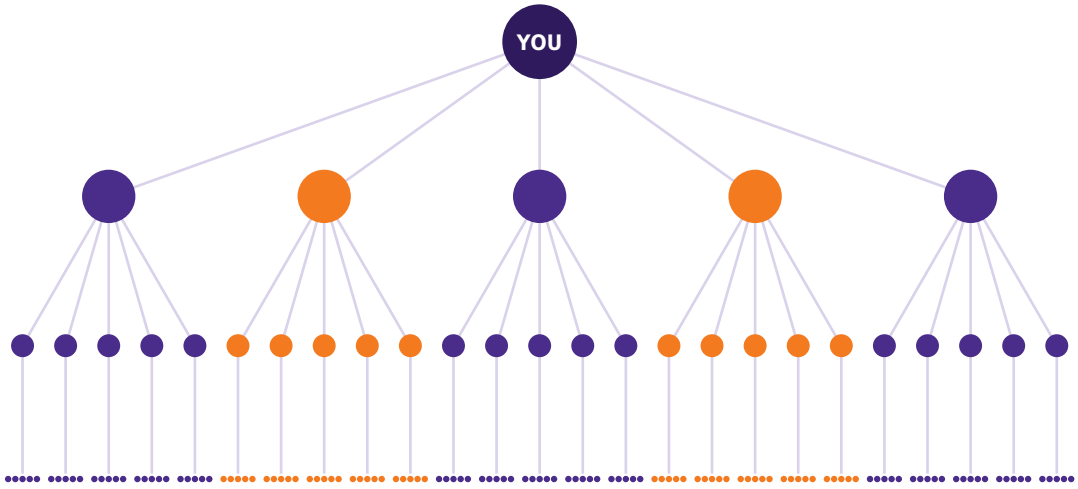
Do not pressure yourself to learn it all in a few weeks or even months. The top earners in our profession are still learning how to get better. At the start, your newest people need you to do a lot of the work. They are too green to enroll and onboard people alone. They can **bird dog** (find and point out new prospects). You are the experienced hunter who closes the deal and grows the team. Stay coachable, and later you will coach others.

WHICH LEVEL AM I ON TODAY?

THE MATH

The Power of 5 × 5 × 5

Say you personally sponsor 5 people. Each of them sponsors 5 people. Each of those sponsors 5 more. You taught one simple process, and it was copied again and again.



Level 1: 5
you sponsor

Level 2: 25
they each sponsor 5

Level 3: 125
and so on

Level	How it happens	People
Level 1	You sponsor 5	5
Level 2	Each of your 5 sponsors 5	25
Level 3	Each of those 25 sponsors 5	125
Total	**5 + 25 + 125**	**155 people**

Think about what that means

You are now earning an override on the work of **155 people**, not just the 5 you signed yourself. Same process. Same 3 levels. Far bigger result. That is duplication.

IF I TAUGHT 5 PEOPLE THE 7 STEPS, WHO WOULD THEY BE?

THE MATH, CONTINUED

What 155 People Can Do

Let us say each of those 155 people works part time, 20 hours a week, and talks to 3 new prospects every day. Look at what happens.

What we are counting	The math	The result
Hours worked each week	155 people × 20 hours	**3,100 hours**
How long that would take one person	3,100 hours ÷ 20 hours a week	**155 weeks**
That is how many years?	155 weeks ÷ 52 weeks	**2.98 years**
Prospects hearing about your business each day	155 people × 3 prospects	**465**
Prospects in a 5-day week	465 × 5 days	**2,325**
Prospects in a month	2,325 × 4.3 weeks	**nearly 10,000**

In plain words: nearly 3 years of work happens **every single week**, and almost 10,000 people a month hear about your opportunity.

PEOPLE WHO SEE YOUR BUSINESS EACH MONTH (3 NEW PROSPECTS A DAY EACH)



See how small the first bar is? That is why you must duplicate yourself.

The bottom line

These examples could go on and on. The point is simple. This is why you must pay serious attention to the concept of duplication.

STEP 1

Talk to People. The More, the Better.

This is the most important step, because nothing else can happen without it. The more people who know about what you offer, the more people will use it. That is why companies put up signs and run ads. Our profession uses the most effective advertising ever created: **word of mouth**.

> *No billboard, radio ad, TV commercial, or celebrity endorsement can beat a personal conversation about what your business can do for someone.*

The biggest problem most networkers have

They do not have enough qualified people to talk to every day. Read that one more time. It is not that they lack skill first. It is that they lack people.

	Too few people to talk to	Plenty of people to talk to
Pressure	You feel stress trying to convince everyone.	**The pressure is gone.**
When someone says no	It feels like rejection. It can get you down.	No big deal. You have plenty more people to talk to.
Results	Slow. You depend on just a few people.	**Productivity explodes.** The numbers work for you.

A warm market, or any single source of contacts, runs out. You need an **ongoing supply of high-quality leads** coming in all the time to keep your pipeline full.

Connect it to Module 1

Module 1 gave you the scripts for calling, leaving voicemails, texting and emailing. Step 1 is where you use them, again and again.

MY NOTES ON STEP 1

STEP 2

Invite Them to Look at Your Presentation

Making a good invitation is the first and most important new skill to build in yourself and in others. Your goal is to **never be the one doing all the explaining**. Let the company's materials and other people do that.

	Giving a full presentation	Inviting people to look
Skill needed	Special skills that take time to learn.	A simple skill. Anyone can learn it.
Can your team copy it?	Not right away.	**Yes. It is easy to duplicate.**
Who explains?	You, all alone.	The company materials and other people.

More people invited → More people look → More people interested

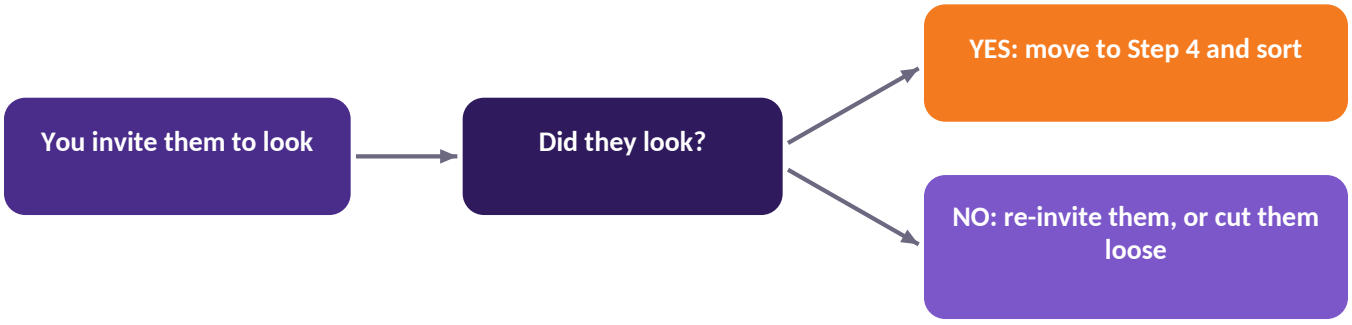
Example invitation

"Hey, I came across something I think fits what you are looking for. It is a short presentation. **Would tonight or tomorrow morning be better** for you to take a look?" *(Notice the either/or question from Module 1.)*

STEP 3

Follow Up to See Who Looked

This is simple. Follow up with the people you invited. You need to know who took action and who did not. Move forward with the ones who kept their word. Re-invite the others, or cut them loose.



When you have a good supply of new prospects, you never fear loss. A few people who are not interested means nothing when fresh prospects are always coming in.

STEP 4

Sort the Interested from the Not Interested

Learn to sort, not to sell. It is natural to try to persuade people who have a low level of interest. But that is like pushing a square peg into a round hole. It wastes your time and energy.



LOW INTEREST?

Don't push. Don't argue. Thank them and move on to the next person.

When you try to sell the uninterested	When you simply sort
People become argumentative.	You look only for people who like what they saw.
The negativity makes you feel bad about what you do.	They have a mostly positive reaction, or they do not.
Reps often drop out because of it.	You stay positive and keep moving.

There is an old saying: never try to teach a pig to sing. It wastes your time and annoys the pig.

STEP 5

Enroll Those Who Are Interested

This step is easy to understand. You walk people through signing up for your products and/or your business. A brand new rep will often need help with this step. **Be sure to give it to them.** After they have seen the enrollment process a few times, they will be able to stand on their own and do it themselves.

MY NOTES ON STEPS 2 TO 5

STEP 6

Help New Members Start the Right Way

You want people who use your products or services month after month. So it is important that they have the best experience from day one. Many companies do not give good instructions to a new user. Take the time to go over the product with your new customer **before** they try it alone. Answer their questions. Give them the right instructions.



Do the work once. Do it right. You will have a happy, long-term customer. Happy customers often become successful reps. If your new customer is also a brand new rep, a great first experience matters even more. It builds their belief in the product, in the company, and in you.

STEP 7

Show Others How to Do the 7 Steps

Show the members who also want to generate income how to apply these same 7 steps. Then everyone repeats them, over and over and over again.

Why this step changes everything

Get good enough at this over time, and you may never have to work again. That is because you have copied your process into enough people that they carry on without you. Duplication is what gives you that freedom.

MY NOTES ON STEPS 6 AND 7

STAY ON COURSE

Stay Faithful to the 7 Steps

Network marketing is a simple business. Sadly, many people make it harder than it needs to be. The more reps drift away from these 7 steps, the less success they have. The closer you stay to them, the faster and longer lasting your success will be.

Do these (they make money)	Ignore these (distractions)
Talk to people.	Waiting until you feel “ready”.
Invite them to look at the presentation.	Tweaking small details that nobody sees.
Follow up with everyone you invited.	Arguing with people who are not interested.
Sort the interested from the not interested.	Reading about the business instead of doing it.
Enroll the interested ones.	Making things more complicated than they are.
Help new members start the right way.	Chasing the next new idea.
Teach others the same 7 steps.	Doing everything yourself.

Catch yourself and come back

Whenever you notice you are drifting from the 7 steps, bring yourself back. Stay on course. Do not waste time on distractions. **Focus on the activities that bring in revenue, and ignore everything else.**

Quick check: which step am I on right now?

If I am not talking to people, inviting, following up, sorting, enrolling, starting people right, or teaching the steps, what am I doing instead?

WHAT DISTRACTS ME MOST (AND MY FIX)

YOUR NEXT ACTIONS

Take Responsibility to Grow Yourself

It all comes down to growing your knowledge and your skill. There are really only two ways to do that.

	Learn from your own mistakes	Learn from other people's experience
How it feels	Hard. You suffer the pain of every error.	Much less painful.
How fast	Slow.	Dramatically faster.
Does it stick?	Yes. The pain makes a lasting mark.	Yes, when you study it and practice it.

For many people, learning from the experience of others is the far better way. So get all of our training tools.

Your training toolkit

Tool	What it does for you
Field-tested scripts	Proven words to use, so you are never at a loss for what to say. (Modules 1 and 2 are built around them.)
Training manuals	Help you understand our profession through the eyes of people who reached top earner status.
Live dial training calls	**12 times a month**, our master instructor gets on the phone in real time with brand new prospects while you listen in. Afterward you join the review and get your questions answered.
A steady supply of leads	You and your team need people to talk to every day. See the next page.

Join a live dial call

Attend as many as you can. Watching a real call as it happens is the fastest way to learn. Join here: livedials.leadpower.net.

KEEP THE PIPELINE FULL

A Steady Supply of People to Talk To

Remember Step 1? Nothing happens without people to talk to. Your whole team needs a constant supply of high-quality leads. If the pipeline runs dry, every other step stops.



How LeadPower helps

LeadPower has been in the lead business since 1998. We specialize in pre-qualified leads made for our profession. You and your people can get as many leads as you can handle, delivered at your own pace. You choose the type of lead that fits you best, at prices built to compete.

Your need	Your next step
A steady flow of leads to start talking to	Get **25 free Leads Club leads** here: leadsclub.leadpower.net/5daysfree
Leads built just for your business	Visit leadpowerads.com. Done-for-you campaigns with a custom audience of 16 million people.
More training on what to do with them	Join the live dial calls at livedials.leadpower.net

One last point

Network marketing has been proven, time and time again, to be a powerful path to building personal wealth. Many people fail at it because they do not treat it with the respect it deserves. It has rules to follow and steps to learn. Learn them. Follow them. Teach them.

WHERE MY NEXT LEADS WILL COME FROM

YOUR SCORECARD

Where Am I Strongest? Where Do I Need Help?

Rate yourself on each step. Circle one number: **1** means you need help, **5** means you are strong. Be honest. This is how you find the step to work on first.

Step	1	2	3	4	5	My next move
1. Talk to people						
2. Invite						
3. Follow up						
4. Sort						
5. Enroll						
6. Start them right						
7. Teach the 7 steps						

Your lowest number is your **first focus**. Build that skill, then move to the next one.

My weekly activity tracker

Count what you do each day. Numbers show you the truth.

Day	Talked to	Invited	Followed up	Sorted	Enrolled	Started right	Taught steps
Mon							
Tue							
Wed							
Thu							
Fri							
Total							

MY LOWEST STEP IS... AND MY PLAN TO IMPROVE IT IS...

PUT IT TO WORK

Key Takeaways and Your 30-Day Plan

Remember these

Idea	In one line
Duplication	Learn the steps yourself. Then teach them to others.
Activities, not personalities	You copy what people do, not who they are.
Grow yourself first	Your skill sets the limit for your team.
Invite, do not explain	Let the materials and other people do the explaining.
Sort, do not sell	Look for people who like it. Move on from the rest.
Start people right	A great first experience builds long-term customers and reps.
Keep the pipeline full	More people to talk to means less pressure and more results.

Your 30-day plan

Week	Focus	What I will do
Week 1	Learn	Rewatch Modules 1 to 4. Read the scripts. Join a live dial call.
Week 2	Talk and invite	Set a daily number of conversations. Invite every interested person to look at the presentation.
Week 3	Follow up, sort, enroll	Check who looked. Re-invite or let go. Walk the interested ones through sign-up.
Week 4	Start right and teach	Walk each new member through using the product. Show the first person who wants income the 7 steps.

THE ONE THING I WILL DO TOMORROW MORNING

YOUR TRAINER

Meet the Person Behind the Steps



About Your Trainer

Ron Malezis

Founder, LeadPower

Ron has spent 40 years in the industry, 28 of them as a lead generation expert. He has run LeadPower since 1998 and has served over 180,000 clients. In about 10 years in network marketing, he built three downlines of over 100,000 people with three different companies. He knows what it takes to duplicate, because he has done it.

Before you go

You do not need to be perfect to start. You need to start, and then you need to repeat. Every top earner you admire was once a beginner who kept doing the 7 steps long after others quit. Your next conversation could be the one that changes your team, your income, and your life. **Go have it.**

Your next step	Where to go
Get 25 free Leads Club leads	leadsclub.leadpower.net/5daysfree
Get leads built for your business	leadpowerads.com
Join the live dial training	livedials.leadpower.net
Talk with us	423-536-6200

P.S. Want more training like this? Visit myuplineacademy.com for free training you can start today.