

A blue book cover with the text "1 secrets to home business SUCCESS". The text is arranged in three lines: "1 secrets" in white, "to home business" in yellow, and "SUCCESS" in red. The book is shown at an angle on a wooden surface.

**1 secrets**  
*to home business*  
**SUCCESS**

## **SEVEN SECRETS TO HOME BUSINESS SUCCESS!**

So here you are, ready to learn everything there is to become wealthy in this Network Marketing business. The title above seems to indicate that there are seven things that will wow you and expose you to the things that no one has ever told you before.

Well, I'm here to tell you that many of you will look at some of these seven secrets and say "I already knew that". Don't let it fool you that you may have heard of some of these secrets before because it's not about just knowing them, it's about the execution of them. Its about doing them and how you do them.

Let's talk about Baseball for a moment. Men playing professional baseball are earning outrageous money. One of the best examples is Roger Clemens. At about 24 games at which is over 4 months of actual playing Roger is paid \$18 Million. That is approximately \$5422 per pitch.

There are many players being paid \$2 million, \$4 million and \$8 million. Now, of course, most have been playing since they were 8 and 10 years old. The season starts in April, but before that, all these millionaires go to a thing called Spring Training.

Spring Training is about everyone getting together with their coaches to practice, work out and get ready for the season. Now here's the interesting part. What do you think these millionaires do during Spring Training?

They simply do the basics. They throw the ball, hit the ball and catch the ball. They do the same basic things some have done for 250 days per year for thirty years or so.

Why do you think all these millionaires get paid as much as they do? Simple, they are the best in the world. And why are they the best in the world? They are the best because they continue to do the basics. They throw the ball, hit the ball and catch the ball.

These "7 Secrets" are the basics of Network Marketing. Look at the actions that make up your daily plan of action. Are you consistently doing the basics given to you here in the "7 Secrets"? If you do, you can build a strong and profitable home business that will let you live the lifestyle of your dreams.

Here are the Seven Secret keys to the kingdom!

## **SECRET # 1**

The first secret is really no secret at all, except it is the reason most people never reach their goals.

It is your “why”. Your why is your reason to do this business.

Tomorrow morning, when you wake up, why are you doing this business?

Why are you going to call your friends and family and even people you don't know and talk to them about your program or opportunity especially when maybe, they may not seem to care at all?

If you are like most people, you will have disappointments and your why will help you get through those tough times. Here's an example of what we mean: If your why is to have enough money to send your only daughter to the college of her choice and your broke uncle tells you this business doesn't work, the power of your why will determine whether your child gets the education she is worth or just whatever choice is left.

Think of what your life would look like if you never had to do anything you did not want to do. Who would you want to help? What charities might you contribute to? Where do you travel and with whom do you spend your time?

There are people in this business who donate more to their church today, than they made in an entire year from their past construction business! And there are thousands of stories just like this.

The key is to reach deep down inside yourself and find what, who, where or why would be your reason to continue to do this thing called network marketing, when it just might be easier to quit. Buy a journal, make a list. Write down your feelings about what you would like your life to look like. Get a vivid vision of how different things would look. How you would feel about your achievement?

The first Secret is to find your why that makes you jump out of bed everyday, excited to talk about your product and business.

## SECRET # 2

One of the most basic steps when starting your home business is to make a list of all your friends, family and acquaintances. You should have at least 100 names but more likely closer to 300. Another basic step is to think about what some call the "3 Foot Rule". That just means find a way to talk to anyone that comes within 3 feet of you. Start a conversation, find out about people. They will often tell you what is wrong in their life and you may have the opportunity to share with them how you can help improve it.

What is left is to come up with something that is effective to use in talking to your warm market (friends and family) and to your cold market (3 foot rule) or Approach Market.

You've probably guessed it, Secret #2 is about what you say to someone you just met when they ask you "What you do for a living?"

First of all, let's talk about why people might ask that question. Many times, they might ask because you asked them about them and how they make a living. If that is the case, you want to develop a quick one liner and then turn the conversation back to them.

The example goes like this: The person tells you he or she is an accountant and then asks you what you do. You answer with your complete product and compensation pitch. Meanwhile, this person is now running away from you as fast as possible. They were only responding out of what is called "reciprocity". You asked them and they, in turn ask you the same question.

The key here is that they don't really care, at least not yet, about you and what you do. So, when the accountant asks you what you do, return with a quick one liner and turn it back over to asking more questions about their professional life.

Your one liner might be "I help people start their own part-time business, using sweat equity instead of the banks money". Then without taking a breath, say "being an accountant must be really hard between February and April 15<sup>th</sup>. Is that the only busy time?"

You must turn the topic of conversation back to them because you want to get to know them better. By asking about them, they will feel important and that you care. People will only follow you to the extent that they know you, like you and trust you.

That's how you handle the "Approach Market". Now what do you say to your "Warm Market"?

It is better to notify them of what you're doing by telling them what you have given up to do the business and how you can help them win.

Wow! What does that do, you're saying. Well, it lets them know that what you're about to talk about is important and that there is reason to pay close attention. This is when you should ask them if they have 5 minutes to watch your introductory movie or talk about another system you're using.

Since you are reading this, it means that you've just watched our opportunity movie. So whether it's your first exposure or your 5<sup>th</sup>, to the business, someone sent you here. Hopefully, you do understand how important the product and business are and you are looking more intently to discover why the person who sent you here is so excited and that you want to find out more. If so, then the person was able to transfer their belief and enthusiasm into words that got you here.

Now, it's simply your turn to do the same, if you decide to join STEMTech. Ask your sponsor about Preamble training which will give you a better understanding of how to describe what you will be giving up to do this business and how you can help others win.

## SECRET # 3

Secret number three is taught by everyone. The problem with this secret is that if everyone did this, the whole world would be involved in network marketing. So, be happy that 90% do not do this most important action.

That is not all bad because the easiest person to enroll is the one who has already heard about your opportunity and/or product from someone else. So, what is Secret Number Three? It's "follow-up". After the first call was made, follow-up never happened to see what kind of questions could be answered or help given to understand more about the product or business.

Six months or maybe even a year later, you run across this person and they say "Oh, I've heard about that before and I would like to get started". So, follow-up is what is missing from those who are not making money in this business.

Now the question is how do you "follow-up". Well, that depends on what stage in the process you are at. If you are meeting the person for the first time then getting to know them is most important. Truly understanding how what you have to offer is going to fit into their daily lifestyle or routine and helping them see why they should make time for this business is crucial.

The next stage to following up is moving them along through your system. That could be watching a flash movie, DVD, looking at a web site, going to a meeting or listening to a conference call. What ever your system is the important thing is that you are staying in close contact so you can answer questions and learn more about what they are looking for. Sometimes, people may be set on representing a service and you have a product. In that case, you aren't going to be able to help them. If you only assume and don't ask about their interest early on, you will fail to bring them in as a new partner. The best way is to let them know what you have up front and then you'll both know if what you have is for them. The rest of the follow-up is simply courteous responses to the questions they have. This will help them become more comfortable with you as a sponsor, coach and teacher.

Think back on your first dates. How was your follow-up? Probably not so good, then, with practice, you got better and became more comfortable calling him or her back to show more of your "system". Back when you were dating, the follow-up allowed the person to see more of who you were, gradually seeing more of the puzzle revealed with each date.

It is the same way with your business. You want to reveal things as you take them through the process. Follow-up gives you the chance to become friends and you are looking for friends to join you in the business.

That is at the heart of what makes this Network Marketing thing so much fun!

## **SECRET # 4**

Now that you are an expert in dating or if you want, you can call the process, “following up,” you’re going to have people joining you and your group. They have gotten to know you, like you and trust you.

They are going to connect with your beliefs in the business and in the product, because you have an understanding of their needs. And the reason that they know that you understand their needs is what Secret Number Four is...”Caring and Helping” the people you enroll.

This also means caring about their success just as much, or more than your own. In Network Marketing when you help others succeed, your own success is sure to follow.

If you have just enrolled last week, you may be asking yourself, “How can I help someone else already?” Caring about their success means you start on your first day, rather than in your first year. It means being accountable to them. It means reminding them about corporate conference calls and the up line’s calls. It means helping them establish their “why,” and their “preamble.” There is so much more you will learn over time.

That early start on your first day will help you grow continuously. Years from now you will be able to do the whole training from beginning to end. Today you will need the support of your upline. That is what makes this business so great, everyone helps each other and you get to earn as you learn.

The key here is just to care enough about those you expose to this wonderful business and the rest will take care of it self.

## SECRET # 5

Just because you are caring and want each and everyone of your friends, prospects and relatives to succeed—it does not mean that they are going to jump in a start sponsoring people just because you told them your Preamble (See Secret Number Two). So then you may be asking yourself, “What do I do?”

That’s where Secret Number Five comes in... It’s simple, but most miss it and blame everything else, as a reason they didn’t make this one work... You may have guessed it, “Perseverance” Not much of a secret is it? Well if the only thing you did was to be persistent, you would succeed. When you pay attention to what is and what is not working you get to learn from being involved with one thing for a long period of time.

You may have heard about those musical groups that become overnight sensations. Some of those overnight sensations make it in their 18<sup>th</sup> year. I’m not saying you’re going to be playing in smoky little bars in the small towns forever, but I am saying you’re going to be bad, before you are going to be good and good before you are going to be great. Those are the facts...perseverance gets you past your relatives or family members that are telling you, “You’re crazy!” It gets you past the first home meeting that no one shows up for, except your sponsor. It gets you from bad to good, depending on how much you work with your up-line. Perseverance helps you focus on the skills that will help you improve.

Let’s call it, “personal growth.” It happens here whether you want it to or not. Most people spend their time and money reading self help books, listening to tapes and going to weekend seminars. The amount of personal growth you will go through if you are persistent in Network Marketing will take you from bad to great faster, than if you took one of those self help programs.

Being persistent in Network Marketing is the key. The people you know and the ones you meet may not jump into your business as fast as you want them to. You may be asking yourself, “Why don’t they see it?”

What helped you make a decision? It may have been that last Tuesday evening conference call or maybe going to a meeting. Whatever the reason that made you join, may not be what will make your prospect join.

You have to have the perseverance to keep educating your prospect, every chance you get, education is your goal. Forget about pitching or recruiting--you want to educate enough so they can make their own decision.

That way it becomes their choice to take the product or use the service you're promoting other wise you have to go over to their house to make sure they take the product or use your service each day.

It takes perseverance and patience to keep educating someone till it's their idea, but if it's all your idea your group will stall. If it's their idea your group will be unstoppable. When you have a team that has joined you because they made an educated decision that means it was their decision to build a group.

They will own it. Your job now is to guide them toward success instead of trying to motivate them. That is how you become a leader. You start with people who have made up their minds for themselves. You just need to have the perseverance to continue to educate them until they say "I'm ready, let's go!"

Secret Number Five boils down to a quote I just heard from a college basketball player that was told he would never make it at a major college program. His high school coach did not understand what kind of perseverance he had and now not only did he make it as a college player but he was chosen in the first round of the NBA draft. What he said on TV was *"Hard work beats talent, when talent doesn't work hard."*

## Secret # 6

So now that you understand the importance of perseverance, what do you do with these people? You stay in touch and continue to educate them. Call them with some new information. What is that new information? It's Secret Number Six and it's called an "impending event." An impending event is the next opportunity to invite your person to experience, listen or watch some new information. It can have many forms. It could be the next conference call, hotel meeting, 3-way call, training or Leadership conference to name a few.

If you have a prospect watching a Flash Movie on a website, maybe the next impending event would be to listen to conference call or attend a local home hotel meeting or to get more details on a question your prospect had by doing a 3-way with your upline.

The key is to have your prospect hear, see, or even "feel" the next impending event. Let me give you an example of what I mean, it could be that the next impending event is getting on the product and getting their test market on the product. That would be an example of having your prospect "feel" the results of the impending event.

Impeding events are very important in the educational process. Your prospects will see how simple the business can be when you're engaging them with a system of impending events that are duplicatable.

Invite them to the impending event and then as in Secret Number Three, follow-up. Hold yourself and them accountable to that action. For example, when you invite them to a conference call ask their permission to call them before it starts. You then call them and say "Hi, the call starts in 10 minutes. Here is the phone number and the pass code. I'll give you a call right after it's over. Is this the best number to reach you? OK great, talk to you in 40 minutes..."

The same thing goes for a home or hotel meeting. Go pick them up and meet with them before the meeting. Have them write them down all of their questions. By using impending events you are confirming their continued interest in moving forward. Impending events are a great way to enroll new prospects as they are great way to continue to educate and train new members of your business. The key is to keep your funnel full so if 3 drop out....you can...well that's Secret Number Seven.

## SECRET # 7

So, what is number Secret Number Seven? It's putting it all together with "Massive Action". What comes to mind is a title of a book by Richard Brooke called "*Mach 5 With Your Hair On Fire*" or as I call it, massive action!

Whether you are full-time, part-time or spare-time, you can take all out massive action. Massive action is a state of being, as well as a plan you put in place. Your plan will vary depending on how much time and capital you have, but your mindset will not. This is how you start the ball rolling to create the momentum you need to build a strong business.

It may also depend on the budget you have set up for yourself. Will you be running ads in the newspaper? How about search engines or banner placements? Will you be flying to your new recruit's town to present an opportunity meeting? All of these can come later as you grow your business or they can start right away.

Don't overlook your approach market, the people you meet in your everyday travels as they are a great source for free business leads. Your sponsor or experienced upline can tell you about the tools in place for you to take all out massive action. They are usually able to help guide you to finding what suits you best.

Every waking moment you have available you will live and breathe the business. Massive Action means consistently doing all you can everyday. That is all out Massive Action!

By now you may be saying, these secrets seem very obvious. Well, to some, they are. Those are the ones who are reaching their goals and achieving their dreams. But to most, this set of secrets is never acted upon as a daily method of operation or are never even taught as the basics of doing Network Marketing. If you were to do these basic things then your method of daily operation would look exactly like these seven and you would achieve the success you have been looking for in Network Marketing.

*"Once you have done the work, there comes a point you have to throw yourself into action and put your heart on the line. That means not only being brave, but being compassionate toward yourself, your talents and your dreams." Phil Jackson, 9 time NBA Champion Coach*