

DUPLICATION
is a
Myth
I Do *THIS* Instead

by Kim Klaver

A New Model Of Network Marketing—
For People Who Refuse To Do It The Old Way

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**To the legions
of network
marketers**

whose ideas and
identities have
been squished

in the name of
DUPLICATION.



**“ONLY THOSE WHO
ADAPT & CHANGE
SURVIVE.”**

—Charles Darwin

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“*I’ve had no choice to be anything but a **catalyst for change**. That sometimes results in your being treated like the **skunk** at a tea party. But that’s the fate of anyone who **challenges the status quo**.*”

—*Rupert Murdoch*
Speech at the National Press
Club Washington, D.C., 1996

Business magnate Rupert Murdoch at 92 is pegged at USD 21 billion net worth. His holdings include media giants *The Wall Street Journal*, Fox News and Harper Collins Publishers.



1

Two Faces of Duplication

“**K**im, you’re not duplicating...” my sponsor said sternly.

Several months earlier he had advised me to enroll two people every week. When I had done that for a couple of months, he upped the number to three every week. I did that too.

I focused on enrolling new people and spent little time on helping my new enrollees bring in people of their own—as I had done in all my previous network marketing businesses.

A couple of months later Chuck said those awful words — *“Kim, you’re not duplicating.”*

He was right. I was focused on enrolling people, not helping *them* enroll *their* people. And most of them didn’t bring anyone in. So I was, indeed, not “duplicating.”

Duplicate *Structure* – the Original Meaning

Chuck¹ used “duplicate” as it was meant when network marketing began in the mid 1900’s. At that time “duplicate” referred to sponsoring and enrolling the number of people specified by the company’s pay plan, then teaching those people to do the same.

For example, you sponsor two people who also sponsor two people who do the same, all the way down the line. Or three people might be required — “get 3 who get 3 who get 3.”

This sense of duplication describes the required “*structure*” of a group. It referred simply to the *number* of people needed to get paid, NOT *how* to enroll the people.

Each person buys a certain amount of product every month. That purchase triggers the system to pay.

However, each person was free to do what they wanted to bring people in; they weren’t expected to imitate what their sponsor had done. After all, each individual has their own strengths, their unique background and their personal goals.

Requiring a specific structure ensures that every one at each level of the group is paid uniformly no matter gender, color, age or weight.

1 who had been in the company since its inception about 20 years ago

“Duplication” in this sense refers to a multi-level payment system, one that offers an opportunity for exponential growth and unlimited prosperity — to anyone who “duplicates” that structure.

Duplicate Methodology

Over the years, however, “duplicate” has taken on an additional and substantially different meaning. It includes not just the payment structure but also the methods used to bring in recruits and customers.

Comments like

“Don’t do leads, they aren’t duplicable!”

or

“Avoid home parties, they don’t duplicate well”

or

“Don’t do ads! The average person can’t afford them.”

show how the original concept of duplication has been extended to the *ways* people try to bring in customers or reps.

That kind of advice encroaches on a rep’s freedom to use their own skills and strengths to do business. One of my students confided ruefully, “They just shut me down.”

Believe it or not, one influential guru cautioned *against* doing what works for your business. Instead, he taught to *focus solely on what the average person can do*.

Even if we buy into that and try to do what the “average” person can do (say, “talk to people”) **results vary wildly**.

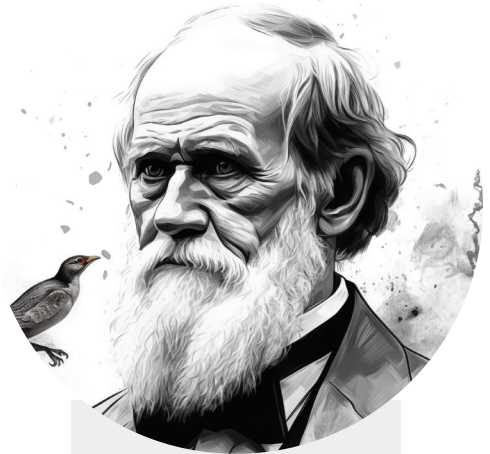
One person may enroll 8 out of 10 people while another enrolls zero — *even if they use the same words and offer the same product*.

It all depends on who is doing the talking.

Every individual brings their own **life force, skills, talents, and experience**. Why force anyone into a mold that doesn't allow them to use what they come with?

Why not encourage above-average people to do their thing? Don't we usually admire and try to emulate them? Because they typically achieve more and do it better and faster than the average.

Guess who else thinks this?



“Only those who
*adapt and
change
survive*”
— Charles Darwin

In a constantly evolving market, a rigid approach around the “how” of enrolling people threatens survival, stifles hope, and kills business.

If you agree with Darwin, you won’t be surprised at this little bomb:

**THE NETWORK MARKETING
DROPOUT RATE
is 104% OR HIGHER.**

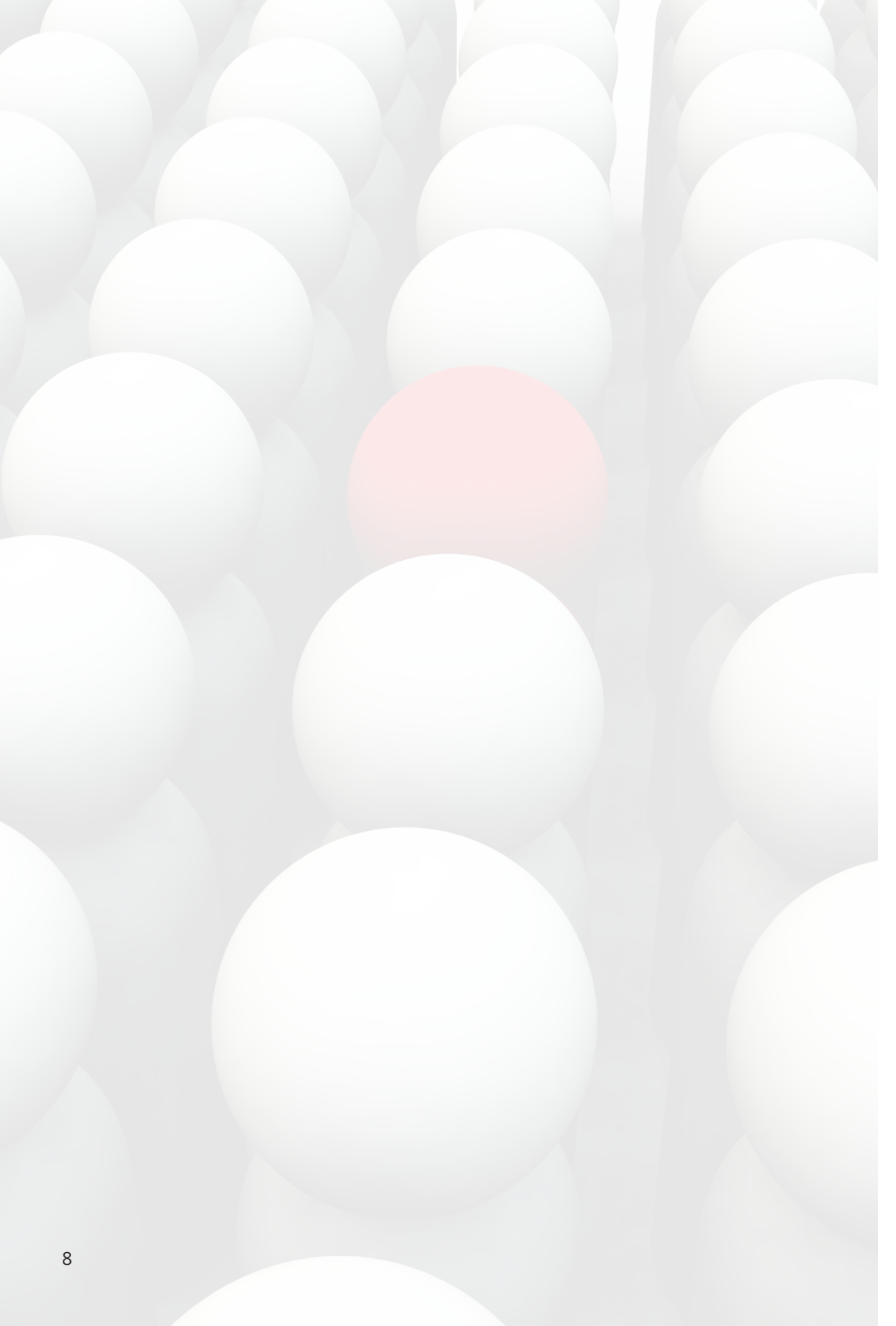
‘How can that be?’ you might ask.

Forty-year CEO of the Direct Selling Association² Neil Offen, reveals that the rate is over 100% “**because many drop out of more than one company.**”

Do we really want to continue duplicating methods that result in such staggering losses of good people?

Many years ago in my first ever network marketing company, my partner and I thought we had to duplicate the methods of our “upline” (sponsor). Until we had our own near-death experience with duplication.

2 Neil Offen was CEO of the DSA from 1978 to 2011



2

The Day I Almost Quit

In my first network marketing venture, the top producer in the company taught:

“Recruit anyone who can fog a mirror.”

That sounded a little strange. In my commercial real estate business, we were picky about who we brought on board. We wanted people who were experienced leasing agents, who knew the San Francisco financial district intimately, and who loved to show tenants properties no one else knew about.

We did not want just anyone who could “fog a mirror.”

Nevertheless I listened. After all, he was making \$90,000 a month. Maybe that’s how the top earners in *this* industry did it.

I decided to use newspaper ads to find reps.³ I ran the exact ad the top producer was running in his part of the country.

3 This was 28 years ago, before Zoom and Facebook, X or TikTok

And guess what? About 36 folks joined during the first few weeks. Most bought the package of water filters worth \$5,000. That qualified them for a good commission, and gave them plenty to sell to others. It felt like a win!

The news got out that my partner and I had made over \$32,000 in just six weeks. Suddenly, all my reps wanted to know how I had done that. They asked for training.

On the first training day several weeks later, **only 7 showed up**. Where was everyone else??

I asked my sponsor, a big shot in the company, what might have happened. She said something surprising:

“Kim, in this business most people quit.”

Quit? How weird. That made *me* want to quit too.

After all, my real estate agents, working purely on commission, had not quit, even after long dry spells. They were all still around, beating the bushes for properties and clients.

Then she challenged me:

“Before you quit, why not recruit water filter reps the way you recruited your real estate agents.”

Hmmm... Maybe that was worth a try...

I compared the ads I'd used for both.

- *Ad for the water filter reps:*

\$10,000 per month. Need help. No experience necessary. Will train. Health field. Call 800.555.5555.

- *Ad for the real estate reps:*

Top commercial leasing agent wanted. Must know every block in the San Francisco financial district. Feels comfortable showing to national clients. Call 800.555.5555.

The problem with the water filter ad suddenly jumped out. Can you see what it was?...

The water filter ad promised the moon and asked for nothing.

The real estate ad promised nothing and asked for serious qualifications.

Both ads gave us who we asked for: the real estate ad drew a few highly qualified people, while the water filter ad drew many who offered little.

We immediately revised our ad for water filter reps:

Key Person Wanted:

- Experienced in sales and marketing
- Owned their own business before
- Enjoys public speaking

Passionate about their health

My sponsor and everyone else we ran it by warned us that nobody would respond. They said the public speaking part would scare people away. They all told us to remove it.

We didn't.

What happened?

The response rate was, indeed, less than with the original come-one-come-all ad. Instead of 36 people, we sponsored only 13 people over two months.

But a few of those were stellar! Not only were they comfortable speaking to groups, they were highly skilled at it. They didn't have to work at overcoming stage fright—they already had. And they had developed a flair for engaging audiences.

We weren't looking for an army to train on the basics; we sought a specialized, experienced squad. So we could go FAST.

Of those 13, we focused on the 3 who were the most gung ho and required the least training.

About 14 months later, those three had grown to thousands. Our group grew so fast, the company CFO wrote us a letter of congratulations (displayed below) for having achieved the Executive President's Council top rank faster than anyone else in the company's 25 year history.

July 24, 1995

Dear Kim:

Congratulations on becoming the first NSA distributor in its 25 year history to go directly to the Executive Presidents' Advisory Council in your first year as National Marketing Director (the top position possible in the NSA). This achievement signifies not only tremendous dedication and effort, but also a clear understanding of the power of Network Marketing and the ability to build an organization.

John J. Blair
VP, Sales & Marketing, NSA

Lest you think that you need to be some real estate hot shot to get to the top in this business, let me tell you the story of a beautiful soft spoken lady who just wanted to earn enough so she could buy her own nylons without having to ask her husband for the money.

The Nylon Lady

When I first embarked on my journey in network marketing, I was incredibly fortunate to have the guidance of a kind-hearted and stunning lady from New Orleans. She had never worked a day in her life...

Many years ago, she had tied the knot with one of the wealthiest men in New Orleans. After children arrived, her husband changed drastically. He would purchase anything their children or home required, from cars to trinkets, but never anything for her.



One day, she was sitting at her kitchen table with a friend. Curious about a purchase order form lying on the table, her friend said, “I didn’t know you had a business. What is it?”

Cheryl: “Oh, no, I don’t have a business. My husband insists that I submit a purchase order to him every time I need personal items, like nylons.” He sometimes even accuses me: ‘Didn’t you just buy some?’

Appalled, her friend asked, “So, how much do you typically spend on nylons and such each month?”

After a moment of thought, Cheryl estimated, “Maybe around \$50.” (This was 30 years ago)

Her friend leaned in and said, with great confidence, “If I could show you a way to earn that amount, would you be interested in learning how you could earn enough to not have to ask him for the money?”

“Of course!” Cheryl replied eagerly, “What would I need to do?”

Her friend introduced her to some weight loss supplements.

Cheryl lost some weight and started telling her friends.

In 3 months she had 9 customers and had earned enough to buy her nylons.

A few months later, her nylon earnings escalated to \$150 per month. In six months she earned \$1,000 in a single month.

Giddy with her earnings, she asked her friend:

“Do you think I could earn \$5,000 per month? With that, I could leave my husband and be able to support my daughter and myself.”

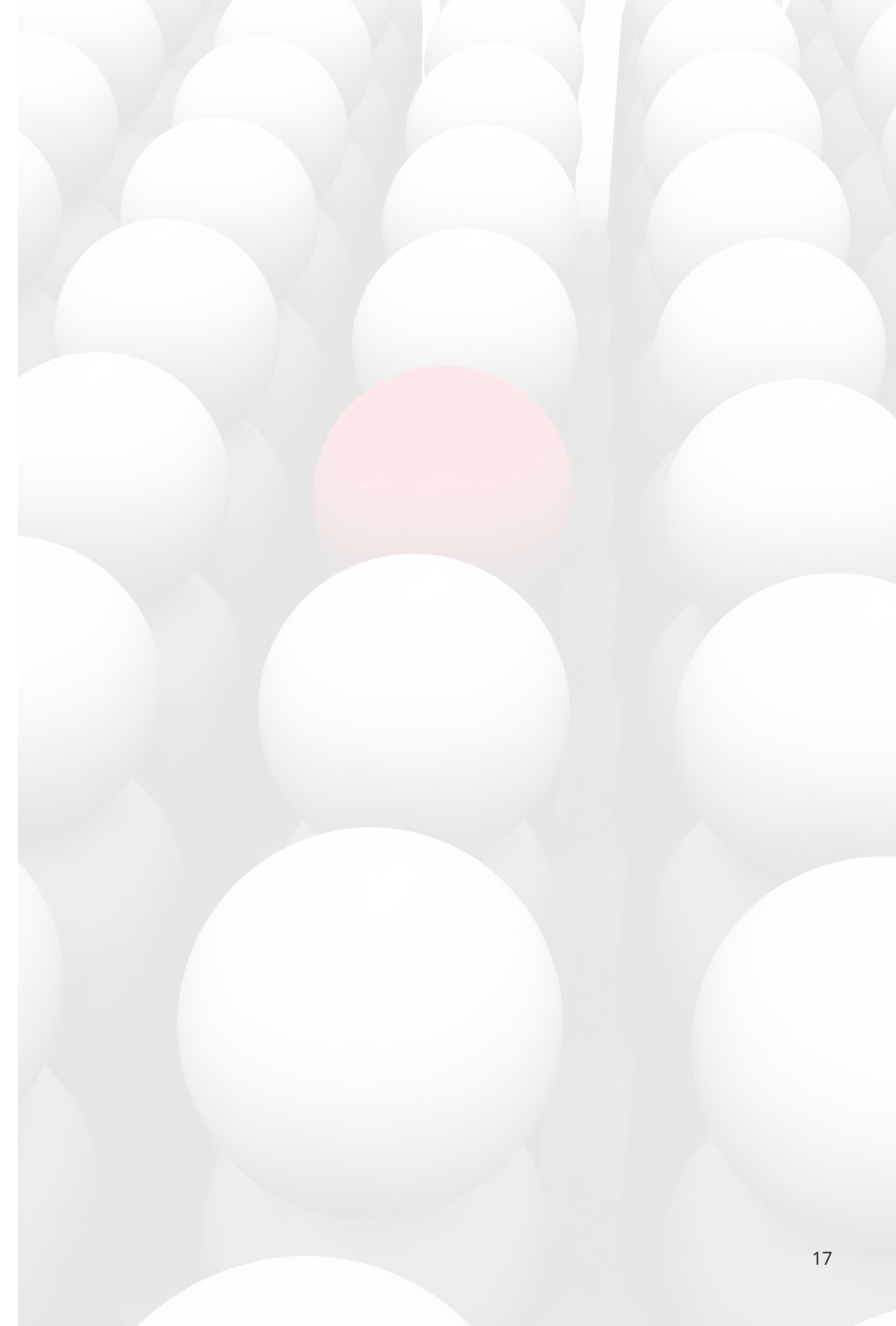
That’s precisely what happened!

Today, she is one of the women earning over a million dollars annually in the network marketing industry. And it all started from the humiliating experience of having to complete a purchase order before her husband would give her money for nylons.

This wonderful lady happens to be the same one who saved me the day I almost quit network marketing ...

She challenged me to create an ad for water filter reps similar to the one I had used successfully to attract my real estate agents.

I did it – even if it called for this one scary skill ...





3

A Fear Greater than Death

In the ad we had created for water filter reps we had asked for people **who** enjoy **public speaking**. With that “superskill,” they’d be able to captivate and inspire audiences. They’d be able to help us build a team *in record time*.

Legendary comedian Jerry Seinfeld once quipped that most people are so terrified of public speaking that at a funeral, they would prefer to be the one lying in the casket than the person delivering the eulogy.

Seinfeld’s observation highlights the difficulty of finding people who enjoy public speaking.

But we pressed on, continuing to ask for those rare birds. After all, we enjoyed public speaking ourselves...

We were rewarded. The people who came to us stuck and our group grew the fastest in the company.

Throughout all of my 30 years in network marketing I have asked for people who shared my values, like I did in the successful ad for water filter reps.

The people who enjoyed public speaking included pastors of big churches and missionaries across the world. They enjoyed doing the live conference calls so necessary in network marketing.

The people who had owned a business before and were experienced in sales and marketing *knew* it would take time to find customers and reps. They thought it was normal to allot at least six months to a year or more to earn \$1,000 a week regularly.

And people who were interested in health already knew that tap water was undrinkable.

We did not drag people to meetings nor work on motivating them to reach out. They did that on their own.

Instead, our training focused on how to leverage – how to approach more than one person at a time, what to say to open a business conversation and keep attention, what to say if a person said “Yes”, how to revive dead downline, and a host of other skills.

Over the next 28 years we built that company, and five more, to the very top, usually faster, they told us, than anyone else in those companies. The strategy of asking for people with the skills we thought would help us grow fast, was key.

But, you might ask, what if I'm not a public person?
I'm kind of introverted. Could I still succeed ... ?



4

Different Strokes... Softball Showdown at Calvary Church

In the heart of town, Calvary Church stood tall and proud, its steeple pointing to the skies. It was a place of worship, community, and now... softball?

Mr. Thompson, Calvary's youth pastor with a competitive streak, was inspired one Sunday afternoon. He envisioned the Church's softball team rising to the top, defeating every other church team in town. He sat down at his desk, picked up a marker, and wrote:

**CALVARY CHURCH SOFTBALL TEAM
WE AIM TO BE #1! READY TO
DOMINATE? TRYOUTS: SUNDAY,
4 PM, CHURCH GROUNDS. BRING
YOUR A-GAME!**

He printed copies and placed them on every church door, in the restrooms, and on the community board.

Mrs. Martinez, the church choir leader was known for her all embracing personality. She had a similar idea, but her vision was of a team where *everyone* had fun, bonded, and learned teamwork. She also made a flyer:

**CALVARY CHURCH SOFTBALL TEAM
LET'S PLAY, HAVE FUN, AND MAKE
MEMORIES! TRYOUTS: SUNDAY,
4 PM, CHURCH GROUNDS.
ALL ARE WELCOME!**

Come Sunday, people streamed to the church grounds.

In no time, two groups formed, one around Mr. Thompson, the other around Mrs. Martinez.

Mr. Thompson's people were intense, warming up with serious drills, and discussing strategy. A few were seasoned — they had played on their high school team and some had even played at the college level. They wanted to win.

Mrs. Martinez had a more relaxed group. Some had never held a softball while others were stretching to remember what to do. They laughed, shared stories. They were obviously enjoying the camaraderie, the joy of playing, and the warmth of community.

As the tryouts proceeded, it was clear that **Mr. Thompson's team had softball skills.** They were

well-coordinated, determined, sharp, and strong.

Mrs. Martinez's team were having fun. Their vibe was light. They showed “heart”, helping each other with different plays.

Eleven weeks passed, and it was time for the two teams to face each other. On the field, Mr. Thompson's team showed technical prowess, boldness and strategy, while Mrs. Martinez's team showed spirit, heart and unity.

Who won the big game?

You know, it really didn't matter... Yes, Mr. Thompson's team reveled in their victory, but Mrs. Martinez's team were equally happy helping each other and making new friends.

Everyone loved the game and loved their community; they just valued them differently. Mr. Thompson's team's top priority was winning while Mrs. Martinez's team valued bonding. Everybody got what they wanted.

Like they say, “Different strokes for different folks.”

Network marketing is like that. People join for different reasons and “play” in different ways.

But no matter which team or path one chooses, most everyone gets the willies about ONE THING.

Guess what it is...??



5

The Willies Moment

Have you ever heard:
“Talk to everyone... Everyone is your prospect... Everyone needs this”...

And if you need to, make more friends.⁴

How is one supposed to make more friends?

“Easy! Just use FORM.”

What’s FORM?

Ask questions based on **F**amily, **O**ccupation, **R**ecreation, **M**oney.

The goal is to have the prospect express dissatisfaction in any of those areas. For example,

- My job doesn’t pay me enough

4 Most people don’t like selling to friends, yet friends are the people they are taught to approach... In one of my classes, a businessman in his mid-fifties said bluntly, “I don’t do business with friends. I do business with my business clients.”

- I didn't get a vacation this year.
- My son is hanging out with the wrong people.
- I just can't make ends meet.

That's when you come in with:

“If there were a way to solve that problem, would you be open to hearing about it?”

If the person says “Yes”, you would talk about either the income opportunity or the product, depending on what the person had said.

There are a couple of **painful consequences of the FORM approach**:

1 When the person finds out that your hidden motive for expressing interest in them was to “sell” them, **they feel used, played, hurt.**

The word spreads, and consequently, you no longer have a place to go for Christmas dinner...

2 Talking about the person's Family, Occupation, Recreation or Money is painfully *slow and usually uninteresting*, especially after the first five or six people. Do you really want to know about their husbands and hemorrhoids? Plus, you may not have anything in common with the person. Your only motive is to “get” them.

In the end, a FORM conversation doesn't leave either person with a good feeling.

“Making new friends and starting new relationships is a giant time suck!” said my student Andrea S, after she had attended a conference where the main speakers had suggested FORM. “There must be a faster way...”

Everyone in my class groaned in agreement. Some pleaded, “Kim, please don't make us do that.”

Yet that's what network marketers are often advised to do. Isn't there a better way to do business than insincere expressions of caring??

The Willies Moment

In the end, no matter how many people one has talked to, the “willies” come at a certain point in the conversation,...

It's **the moment when you have to talk about the money** — how much your thing is and that all or part of the money is going to you.

At that moment the person suddenly discovers your “hidden agenda” — to try to sell them your thing. Many feel they've been had. You lose a friend.

That's why you'll hear network marketers sigh, “I'm in the NFL — **No Friends Left.**”

After a few experiences like this, most people don't want to talk to their friends about the business anymore. They don't even want to start a conversation. Many quit the business. They don't want the pressure of feeling they have to bring up the business with every conversation.

Why Do These Conversations Create Willies Moments?

Two reasons:

1 The words hide the network marketer's intention to sell.

It is well known that people run away from sellers when they don't want to buy. So, distributors are taught to hide the fact that they sell.

“We don't sell, we share” is a widespread mantra across the industry.

As is building a relationship before attempting to make a sale, by using FORM (see above).

But distributors feel the insincerity underlying it all and they stop approaching people altogether.

They also realize that it's not possible to have a *genuine* interest in *everyone*.

Marketing encourages reaching out to as many as

possible, BUT it does NOT require pretending to have a personal interest in their lives or building a relationship in order to make a sale.

Most of us have no personal relationship with the owners of companies we buy from. How many have a relationship with Elon Musk before they buy a Tesla? Or with Jeff Bezos before they buy from Amazon?? ...

No worries, we have a different way. But first, another questionable tactic you might come across.



2 Asking for a favor.

A top producer called it “the old guilt trip method.”

“Would you do me a favor and support my business? Buy my product just for a month.”

A real business does not depend on asking people for favors. A few people might buy. But then what??

However, the following conversation happens a lot. It may sound familiar...

Minnie calls Lulu, an old high school friend...

After the usual pleasantries, she says

“I have something new to tell you... I’ve started a business of my own, but don’t worry, I’m not calling to ask you to get involved; just to let you know about it...”

Lulu sighs with relief.

They chat a bit then Minnie says,

“About my business – you know, I’m a little nervous and new at this, so I wonder if you’d support me – and buy my product. Just buy it for a month and tell me what you think of it. Could you do me that favor?”

Question for you, dear reader: How would you feel if a friend called you with that pitch?

Here are reactions from five of my students...

“I would definitely feel **happy** for Minnie for starting a new business venture. It’s always great to hear from an old friend and know that they are taking on new challenges...But I would be a bit **surprised** because Lulu initially told me she wouldn’t ask me to get involved, and then later asked me to buy her product. I’d have been caught off guard.”
— Rita P.

“I might be a bit **skeptical** about the product itself since I probably wouldn’t be familiar with it or wouldn’t have heard any reviews of it.”
— Lucy W.

“I would definitely feel a bit of **pressure** from Minnie to buy the product, especially since she said that she was nervous and new at this. I wouldn’t want to let her down and would want to be supportive.”
— Deb A.

“I might feel a bit of **distrust** of Minnie’s intentions, as she changed what she said during the call. It makes me wonder if there is more she is not telling me...I would also be **concerned** for Lulu. Starting a business can be risky, and I would worry about her investing a lot of time and money into something that may not provide a good return.”
— Dan K.

“Overall, I would have **mixed feelings** about the situation. On one hand, I would want to be supportive of Minnie’s new venture, but on the other hand, I would be concerned about the risks and especially the contradiction between the beginning and end of what she said. It’s important for me to support my friend but it’s also important to be honest about my feelings.”
— Leslie V.

Is this the kind of reaction you want your friends to have when you call them about your business?...

I have never used Minnie’s approach.

Why?

I don't like approaching people with a hidden agenda.
I lead with my agenda.

I don't want anyone to feel even a hint of distrust
or pressure.

I'd feel weird contradicting myself like Minnie did.

I believe that customers buy because *they* need the
product or service, not to do the seller a favor. People
buy for THEIR reasons, not ours.

Is there a *different* way to approach people to
introduce them to your business?...



6

How Sir Richard Branson Does It

Instead of asking for a favor, Branson says:

“... solve a problem that people are willing to pay for.”

That’s how Virgin Airlines got started. Here’s his story...

“It was a frustrating night at the Puerto Rico airport. I was supposed to catch a flight to the British Virgin Islands, but due to mechanical troubles, the flight was canceled. I was incredibly intent on getting to my destination, as I had plans that I couldn’t afford to postpone. It was at this moment of frustration that I had a lightbulb moment.

“I thought to myself, ‘Why not charter my own plane?’ It was a crazy idea, but it seemed like the only viable solution at the time.

“So, I went to the back of the airport, found a chartered plane that was available, and negotiated a deal with the pilot to take me and a bunch of other stranded passengers to the British Virgin Islands for a reasonable fee.

“With a plan in place, I walked back into the airport, stood on a chair, and looked over from the pay phone area to all the other stranded passengers. I announced, “Excuse me, ladies and gentlemen. I have chartered a plane to take us to the British Virgin Islands. The cost will be \$39 per person. If you’re interested, please come over and let me know.”

“To my delight, a bunch of passengers came over, and we quickly filled up the seats on the chartered plane. I collected the money, and we all boarded the plane, relieved to be finally on our way to our destination.

“As we took off, I couldn’t help but feel a sense of accomplishment. Not only had I solved my own problem, but I had also helped a bunch of other people who were in the same situation. It was at this moment that the idea for Virgin Airlines was born. I thought to myself, ‘If

I can charter a plane and solve a problem for myself and for a bunch of stranded passengers, why not start my own airline and solve problems for passengers all over the world?’

“And that’s exactly what I did. When I got back to England, I started working on creating my own airline, Virgin Atlantic. It wasn’t easy, and there were many challenges along the way, but solving my own problem at the Puerto Rico airport gave me the confidence and determination to make it happen.”

How does Branson’s story relate to our “different way” of approaching people?

Without knowing it, Branson gave us awesome **advice for successful recruiting ... Business exists to solve a problem people will pay for.** His **three steps to an effective recruiting approach:**

STEP 1 Solve a problem of your own (e.g., stranded at the airport)

STEP 2 Find people with the same problem (e.g., stranded passengers on the same flight)

STEP 3 Offer them a solution at a certain price (e.g., \$39 a seat on his chartered plane)

Only after he had chartered a plane did Branson approach people with his “fix” — a ride on his chartered plane for a certain price. They couldn’t pay him fast enough!

Do you think anyone would have given him money just “as a favor”? ...

Did he first make friends with the other passengers?...

How can we do a Richard Branson in network marketing? That is, end up with people lining up to pay us for fixing their problem. And not ANY problem, but the one we fixed for ourselves...



7

Positioning vs the Everyone Swamp

If Branson is right — that business works best when it solves a problem someone will pay to fix — shouldn't we start asking what problems our business can solve?

We call this perspective “positioning.”

Imagine your message is a tennis ball. Every time you post on social media like Facebook or Instagram, or when you communicate your message in person, you're serving that ball.

Just as in tennis, you need to be prepared for your opponent's return. In our business those are the No's, Maybe's, and a few Yes's.

It takes constant practice to get better and better.

You refine, adapt, and perfect your communication skills, every day.

The goal?

To resonate powerfully with that special person who's looking for you, looking for a solution to the problem you solved for yourself.

There are two ways to do positioning – the old way and the new way.

The old way is to ask people what *their* problems are so you can sell them your thing. That's what FORM does.⁵

The new way is Branson's way:

1. He solved *his own* problem first. And then, went to others with *the same* problem, offering them his solution for *his* problem – for a price. They couldn't wait to pay him.
2. He didn't go to everyone in the airport either. He went *only to those* who were on the same canceled flight to the British Virgin Islands.
3. He didn't offer them a seat for free. He *charged them* a reasonable price.

Branson's positioning was based on *one personal experience*. From it, he started a worldwide business. Today Virgin Atlantic is one of the Top Ten carriers in the world.

5 What is FORM? See the beginning of Chapter 5 "The Willies Moment"

How can we do positioning like this in our business?

Here’s an approach script we use that represents this perspective, without hiding any agenda and without asking for a favor.

First we solve ONE problem of our own – a problem that matters a lot to us because it helps us become the kind of person we want to be.

YOU:

“Hey Suzy, how are things?”... the usual pleasantries...

“Listen, I’m calling everyone I know to ask them a question. “You got a sec?”...

“We’ve started a new business, and don’t worry, I’m not calling to get you involved. The business helps people who are on daily pain meds and are looking to get off.

“So my question is: Do you know anyone who is trying to get off daily pain meds?

SUZY:

“Yeah I know someone— my aunt. She’s always complaining about the side effects of her meds... What have you got?

YOU:

“Let me tell you what happened to me...”⁶

6 This line – “Let me tell you what happened to me...” is our standard magic opening line to answer almost any question, like “What is it?”... “What’s in it?”... “How does it work?”... etc.

Marketing a solution to a problem becomes deeply meaningful when it's an extension of who you are, like it was for "YOU" in the dialogue above.

And for a client (call him Tim) who for years had been unsuccessful in getting out of credit card debt. It just increased year after year. One day a colleague told him he had quit his job to market a new tech product that activated stem cells without expensive injections. Tim joined his friend and after 5 months he had paid all his debt off. His wife was ecstatic.

My friend Russell Brunson says that his dream is to help entrepreneurs grow massive online businesses



through funnels. With this focus, he built Click Funnels into a hundred million dollar business with hundreds of thousands of entrepreneurs who use Click Funnels everyday.

When I started my first business, water filters, I was already a big health nut — I would never drink tap water. Clean water was an extension of who I was.

My nutritionist goes crazy with all the confusing information out there about eating meat and fat. She wants to help people eat right, so she has created a 7 book series where the first published book is about which type of beef to eat and not to eat and the second is about which fats to eat and not to eat⁷ – for maximum brain power and life span. She talks about it easily because it's part of who she is.

I position myself as a specialist who loves helping people solve *a specific type of problem*.

Like Shane M. who now makes as much doing something of his own as he did with his high stress office job.

His post in Facebook:

"Attention tech-savvy men who want to quit work in the next few years..."

7 Heidi Dulay, *To Beef or Not to Beef* and *To Fat or Not to Fat*



He loves writing code that automates mundane tasks and has a waiting list of clients.

Or Suzanne B who had daily aches and pains from a fall years ago. She was on daily pain meds and knew she had to get off.

After trying a dozen alternative medicine therapies, she tried a new product that promised to relieve pain without anything going into her body. *After just a few seconds*, she got the same pain relief she had been getting from her meds and therapies, without any side effects. She was thrilled.

She's been pain free without meds for almost four months. Now she has dedicated herself to helping people who want off daily meds like she did.

Suzanne and Shane love to share their knowledge and experience with folks who can benefit from that knowledge. At social gatherings it's fun to catch their enthusiasm when they give information to people who ask for it.

People who are specialists do not limit their recommendations to products. They offer *an array* of options that address the client's problem.

For example, in addition to a supplement to decrease appetite, a nutritionist might also recommend life style changes like more sleep and a customized eating plan.

Someone who's really into it, might also offer coaching calls to help the client through the process. Some customers *expect to pay extra* for this additional service.

Someone who markets a sleep product might also recommend black drapes, bedroom plants to help you sleep, a lowered thermostat at night and an eating schedule that does not interfere with sleep. Some customers would be happy to pay for these extras.

Their enthusiasm and know-how in their area draws people to them.

I urge committed network marketers to skill up and become specialists in something you care a lot about — a problem you have solved for yourself. You could

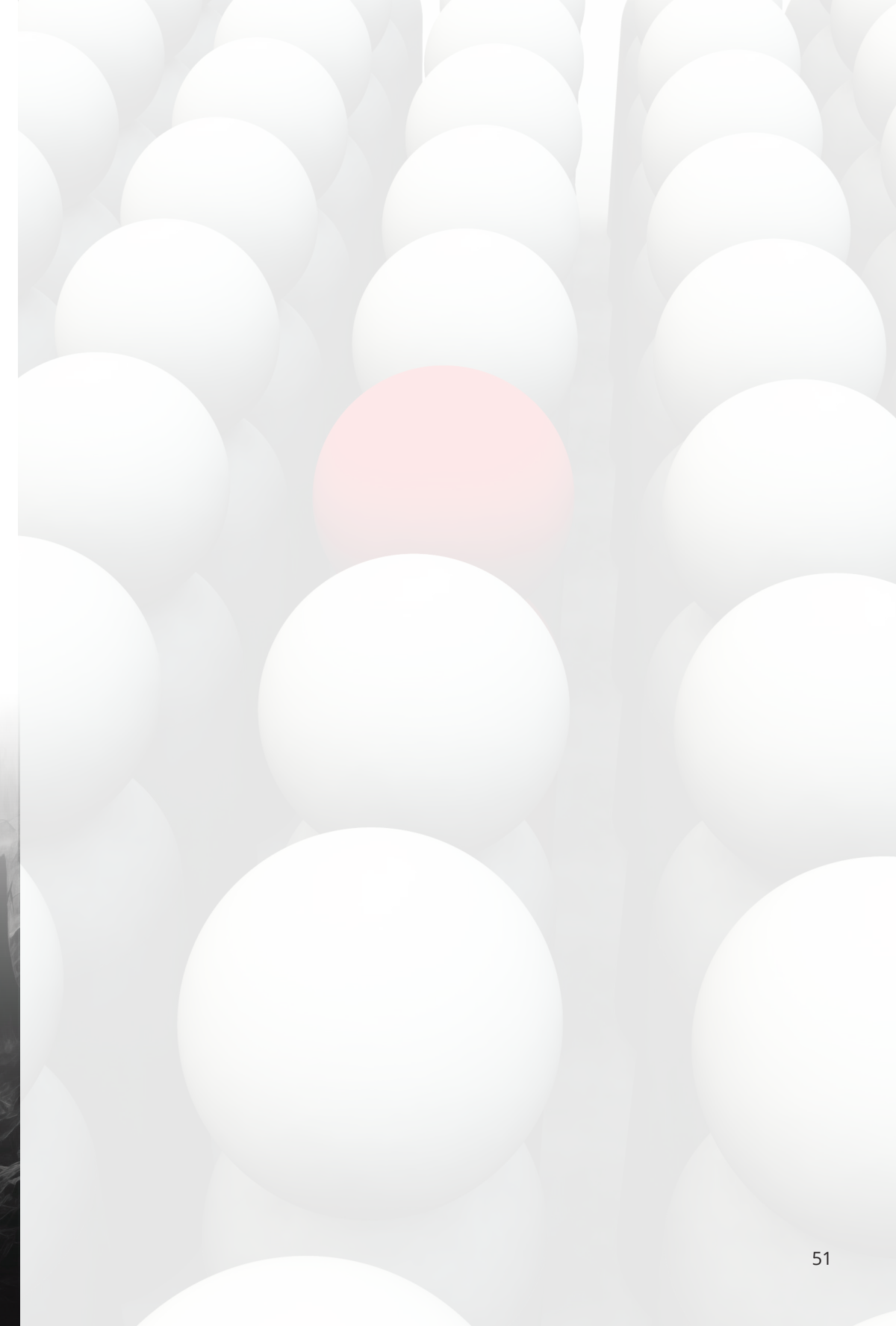
then offer an array of life style recommendations in addition to your product or service. Going the extra mile will draw people to you.

They say, “Every journey begins with a single step.”

For network marketers *positioning* is that step. It’s *like a magic carpet that lifts you out of the Everyone Swamp to the status of respected Advisor.*

A word of caution...







8

3 Things Positioning is NOT

1 Positioning is NOT about the Science behind the product

Why not? Isn't the science important?...

Yes, it is, but it's not the appetizer.

Why not?

First, nobody asked for a science lesson.

Second, most people assume there is scientific research behind a good product. After all, why would you be suggesting it if it weren't any good?...

Third, talking about the science encourages **"technobabble"**⁸, a word I coined long ago.

Who hasn't heard "it works at the cellular level," or "it reflects the body's infrared light," or "it contains high selenium"? It may all be true, but hardly anyone understands technobabble, much less is interested in the tech at this point.

8 "Technobabble" is a term I coined in 2004. See my book *If My Product's So Great, How Come I Can't Sell It?* Russell Brunson revealed that stopping his use of technobabble saved his marketing career which is now at \$100 million per year.

Who cares how many terabytes the gizmo has. They want to know if it works.

People want to know *what your thing does*, not what it's made of. If they perceive that it can help them solve a pesky problem they've had for a while, they will "lean in" and ask you what you've got.

Only after they feel it might work would some ask about the science.

2 Positioning is NOT about the Company

When a distributor is asked what they do, some still say, "I'm a Company X rep."

They don't realize that people aren't asking what company you represent; they don't really care.

They want to know what kind of *work* you do. They're probably looking for something concrete to talk about, or see if they have something in common with you.

Their question gives you a perfect opening to talk about the specific problem your business solves for people. For example:

"I have a business and it helps people who want to get off daily pain meds, like I did..."

3 Positioning is NOT about announcing that you are a Network Marketer.

More often than not, presenting yourself as a network marketer would not do you any favors. Some people don't even know what that is and others have a negative image of it.

I have always presented myself as a business owner who specializes in solving a certain problem for certain people.

We refer to the people we help as our “niche.”

“That all sounds really good,” you may say, **“but if I ask for certain people won't I miss a lot of others?”**

Jesus said: “My sheep hear my voice.”

Even He, who went around doing astonishing miracles, didn't expect everyone to follow Him. He knew that *only certain sheep* could hear His call.

Similarly, massage therapists don't cry about not getting people who go to a hair stylist. And cardiologists don't cry about people who go to a podiatrist.

Each of us has sheep who are waiting to hear our call — we just need to put it out there.

Bottom line: We stay out of the Everyone Swamp.

As Alex Hormozi writes in his book *\$100M Leads*

“The moment you specialize, you become more valuable to the market.”

In case you're still on the fence about becoming a specialist...

Duplication is a Myth





9

3 Juicy Benefits of Positioning

1 Positioning Identifies Us as an ADVISOR

An advisor? Really?

Doesn't an Advisor help people solve a specific problem which the Advisor is totally into?

A consultant does the same. But if "Consultant" feels too hoity-toity, stay with Advisor. If you specialize in solving a certain problem you may also be identified as a "Specialist". Like the handstand instructor from Argentina who makes almost a million dollars a year.⁹

Your Advisor credentials are not degrees and letters after your name. They are the results you got for yourself that others want.

For example, if you have written and published a book for the first time, you could show others what you did to accomplish that. People who want to write and publish would be happy to pay for your advice. You've done it and they haven't.

9 Brian Aganad

Or if you lost weight without drugs and kept it off for at least a year, many would want to know how you kept it off. And they'd be happy to pay you for your recipes and routines.

Or if you solved a sleep problem you had for a long time. Although you fall asleep easily you'd wake up in the middle of the night and couldn't get back to sleep. Now you can.

When you are seen as an Advisor, people respect you. And they expect to pay you for your personalized help in addition to your product.

2 Positioning Takes the “Icky” out of Approach Calls.

Years ago Jason Calacanis posted on my blog

“Network marketing feels icky.”

He was right. Being called by a friend who you discover was hiding their intention to sell you something, feels icky, distasteful.

Sadly, some network marketers still do this. They call friends pretending to be interested in their well being while actually searching for some dissatisfaction so they can offer their product or business as a solution.

The person making the call feels false.

The person at the other end feels used.

It's double icky.

In contrast, when you position yourself as a specialist, asking the person if they know anyone who's looking for help in that area, you're not pretending or hiding anything. You're not asking them to buy or join. No false pretenses. No ick.

First, you don't have a hidden agenda, so there's nothing to be anxious about. The person you're talking to doesn't have to say No, because you're not asking them to buy. You're asking them only if they know anyone who is looking to solve the problem your business is about.

When you position yourself for a call, you ask them a question, not for a favor. And there's no hidden agenda.

3 Positioning Gives You a Cool Answer to “What do you do?”

It grabs the attention of the listener.

For example, at a party, meeting or other social gathering, someone will likely ask, “So what do you do?”

My students have told me for years that they dread that question; it leaves them tongue-tied.

Uncool answer commonly heard: “I have the best full spectrum CBD tincture ...”

The other person's eyes glaze and they often try to wiggle out of the conversation.

Instead of describing the product, how about positioning it?

“I have a business that helps people who have trouble sleeping at night because they’re anxious about things going on in their life. We do it without medication, like I did. So that’s what I do. What do you do?”

Notice there’s no mention of the product, no technobabble or other seller talk. Instead it describes your area of specialization — the problem you solve.

Back in the day we called that the “First Date Script”. It describes your “Before-and-After”. It is your credential. It gets you the other person’s trust that you can help them solve a problem you solved for yourself.

Here’s how I structured the First Date Script — to use the fewest words to engage someone and present myself as an Advisor.

The First Date Script has 5 steps:

1. Select **ONE problem you have had and have solved**. If you’ve had more, pick the one that means the most to you.
2. Tell the **“story” of the problem**: how long you had it, how it affected you, what you tried and how you finally resolved it.¹⁰

10 I’ve called the story of your personal problem and its solution your “Before and After.” This is discussed at length in my “Orange Book” *If My Product’s So Great, How Come I Can’t Sell It?*

3. Step into your role as **Advisor**. Assume the Advisor's identity, like Lady Gaga did. Her story's coming.
4. Formulate your **Approach Script** based on the problem you solved for yourself.¹¹
5. Formulate your **Reply to "What do you do?"** again based on the problem you solved for yourself¹²

The First Date Script tells in a few sentences your situation before you came across your thing, then how using it transformed your life and/or your business.

It has never failed me. It doesn't put people off. It doesn't make them run the other way. It doesn't make their eyes glaze over.

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Essentially, Positioning is presenting yourself as someone who has a business that solves a problem in a unique way that people expect to pay for.

Businesses are typically defined by the types of problems they solve.

In some fields, people wear physical uniforms to show

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11 See the section above "Positioning to Make Approach Calls" for the format and structure of the script.

12 See the section above "Using Positioning to Answer "What do you do?"

the public what they do:

Nuns and priests help us stay out of the fires in the afterlife.

Nurses and doctors help people overcome illnesses.

Firemen save our houses from burning down and policemen protect us from bad guys.

Military people protect our country

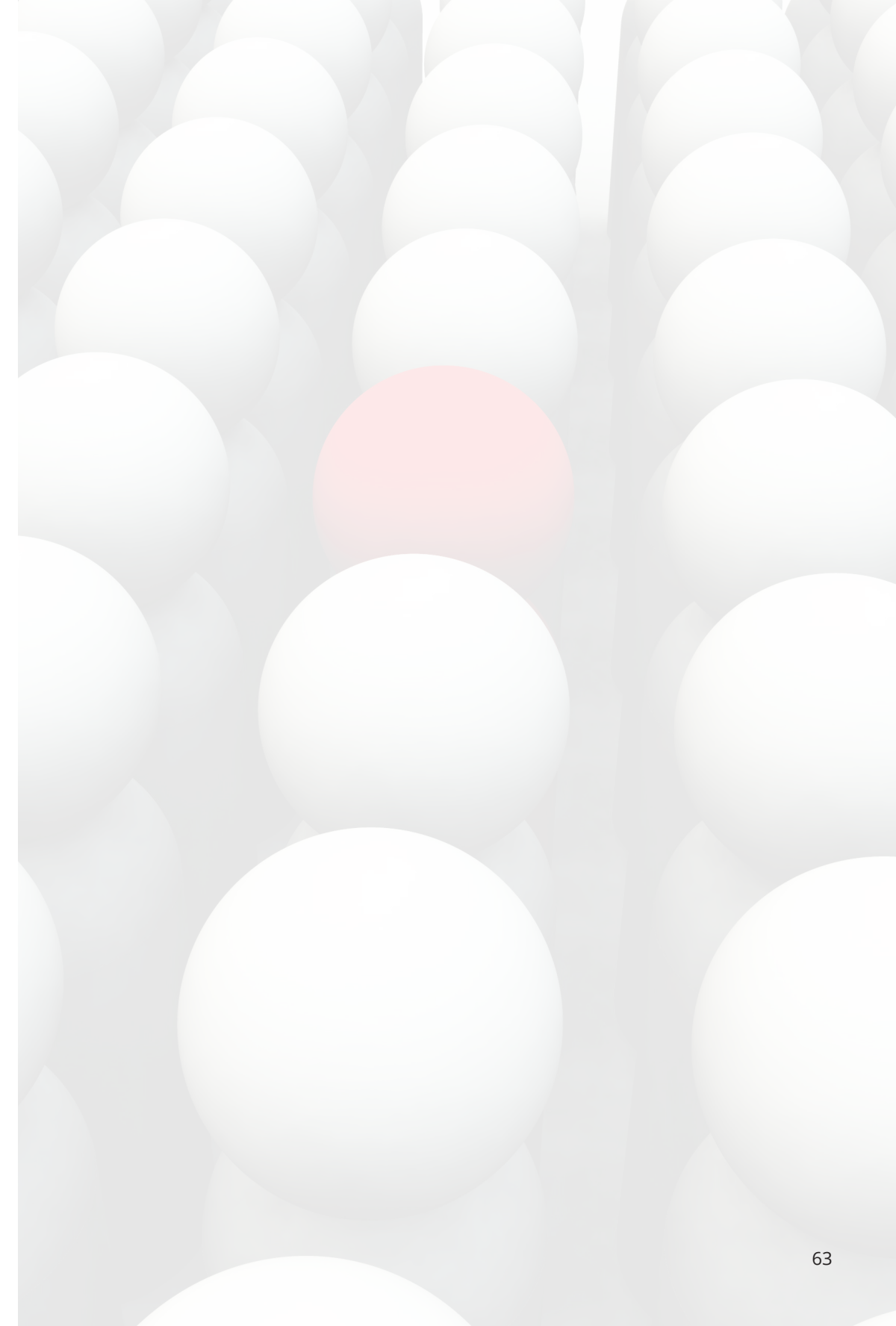
Others put on a mental uniform to remind themselves of a specific character they are looking to be.

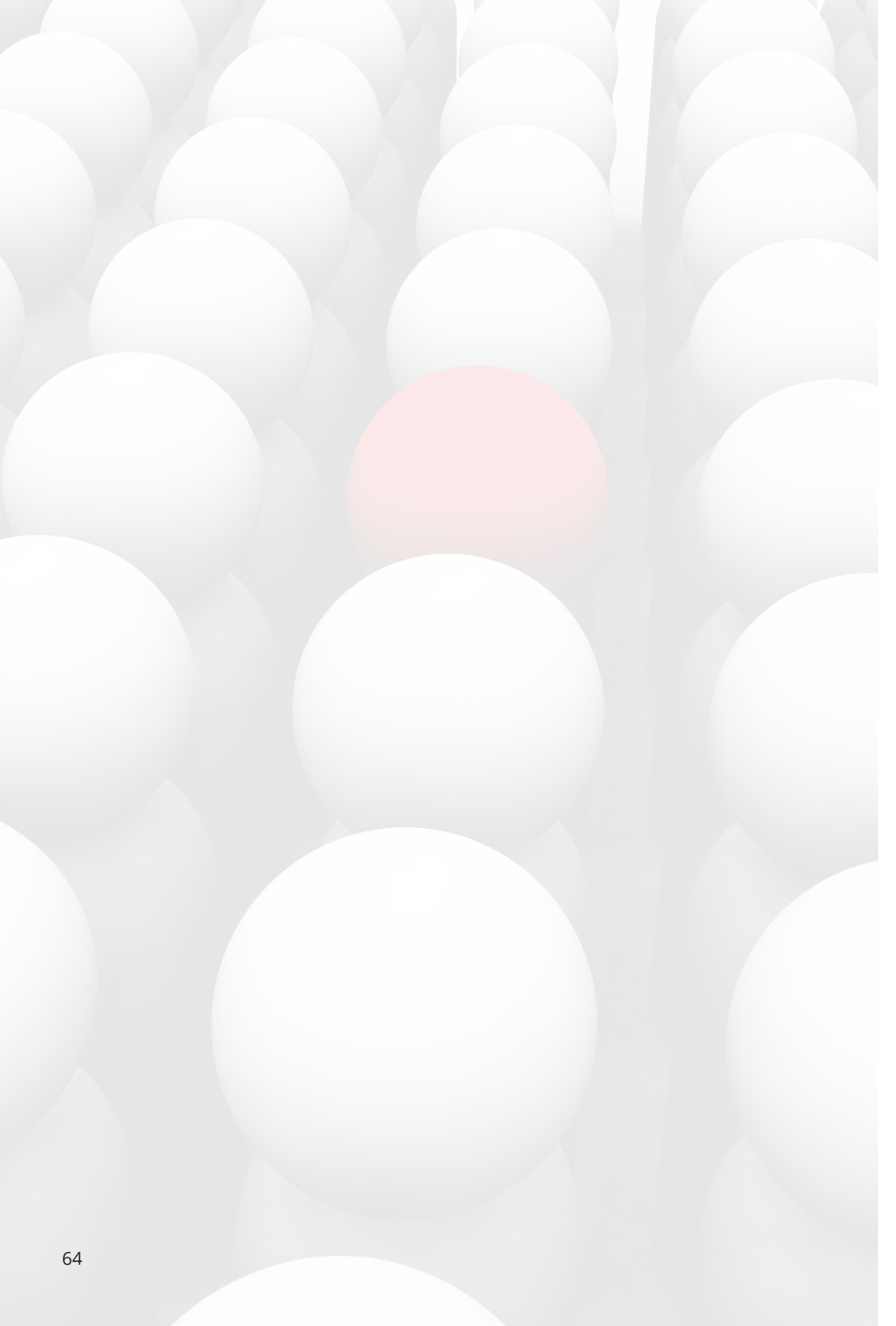
*“Put off the old man and put on the new”*

— *Ephesians 4:22–24*

You’d be surprised at who puts on a mental uniform to keep it together as the person they want to be in the world.

Do you know Lady Gaga’s true story?...





# 10

## A New “Mental Uniform”

**H**ere’s how Lady Gaga’s mental uniform saved her career and helped her become the world famous singer she is today. In her own words:

“You might not know this, but there was a time when I wasn’t the confident Lady Gaga you see today. Once I was just Stefani, trying to find my path in the world of music.

“Back then, I was in a relationship with someone who had a way with hurtful words. He told me I wasn’t beautiful, and he said I’d never become a singing star. Because I was ugly and couldn’t sing.

“His words cut deep. I hid in my bed, lost in thoughts and sadness. For two days.

But in one of those quiet moments, something struck me. “I am Lady Gaga!”

Before the world knew me as Lady Gaga, I had already chosen that name for myself. It held the promise of strength and courage, qualities I longed

Duplication is a Myth

to embody. Ironically, I was anything but strong and confident at that moment. However, the thought was very loud. It lit a spark.

“Would Lady Gaga let someone else define who she was? ... NO.

“As Lady Gaga, I couldn’t linger in self-pity. So, I got up, wiped away my tears, and decided to live as the identity I had given myself.





“Everytime I had doubts and uncertainties, I’d ask myself, ‘What would Lady Gaga think? How would SHE react to that? What would she do?’

“It was like stepping daily into the Lady Gaga version of myself, one that was bold and fearless. Whenever challenges arose, I went directly to Lady Gaga—and did what I believed SHE would have said or done.

“It took daily practice. I just wanted to BE Lady Gaga. And she would NEVER just sit in a room for two days and wallow in self pity. That was the turning point.

## *I am Lady Gaga!*

“From that moment onward, I poured my heart and soul into my music. I embraced those daring outfits, belted out my songs with passion, and wholeheartedly embraced my unique style.

“I embraced a new identity, leaving behind my doubts and fears, and replacing them with the same spirit and confidence that define Lady Gaga — until I became the Lady Gaga that you see now.

“PS I’m still with doubts and fears, but they don’t keep me down anymore...

Because I. Am. Lady. Gaga.”

**We can do the same.**

We can put on our Advisor's uniform, letting the world know—and reminding ourselves— that we help people solve certain problems. It invites people who are looking to solve the problem to seek us out for advice.

When we have our Advisor's uniform on, we act like an Advisor. **We. Are. An. Advisor.**

A mental uniform helps us maintain our identity as a business owner, an Advisor rather than a product pusher or a people chaser.

Have you heard that everyone is your prospect? That everyone needs this?

How can we save ourselves from falling for this fantasy?

My favorite way is to put on my Advisor's uniform and consciously imagine it until it becomes part of me. I own a business. The purpose of business is to solve a problem people will pay for.

We are NOT salesy. We are NOT pushy. We are NOT chasers. And we are NOT little doctors. Instead,

**“Occupy their mind!” is our Call To Action.**

But not in the way Elon Musk wants to occupy Mars, a physical place. We're talking about finding a special spot in someone's thoughts.

Their thoughts are a reflection of your uniform —

your new identity. It's who you are in your business, a person who solves a certain problem.

The clearer and more visible your uniform is, the easier it will be for someone to recognize that you are the best one to help them.

Even the Bible tells us to put on a new uniform when things aren't going well:

“Put off the old man; put on the new man.  
... and be renewed in the spirit of your mind”  
(*Ephesians 4:23-24*)

I dream of the day when more and more network marketers will embrace this advice.

If you practice network marketing in this way you will never be seen as “one of those people doing one of those things.”

You'll never be seen as a people chaser, pushy and salesy. You'll be seen as a legitimate business, solving a problem people expect to pay for.

We've talked about two must-haves to make it in network marketing — positioning and a mental uniform. There's one more...



# 11

## Must-Have Number 3

**J**ohn D Rockefeller experienced countless setbacks throughout his decades-long mission to build the Standard Oil Company. He aimed to provide reliable quality oil at reasonable and stable prices.

Towards the end of his long life, Mr. Rockefeller wrote<sup>13</sup> that perseverance was the Number 1 trait needed to achieve big success.

Maybe he passed his ability to persevere down to Elon Musk today.

Elon Musk's Falcon 1 rocket, now one of the most frequently launched and reliable rockets in existence, failed 3 times before it performed successfully. Its maiden flight in March 2006 ended after 33 seconds when the rocket caught fire... In its second launch a year later the second stage engine shut down and the rocket never made it into orbit. In its 3rd launch, the first stage engine bumped into the second stage, again preventing orbit.

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13 in his book *Random Reminiscences of Men and Events*

It wasn't until the fourth launch of Falcon 1 the end of September 2008, that SpaceX's Falcon reached orbit.

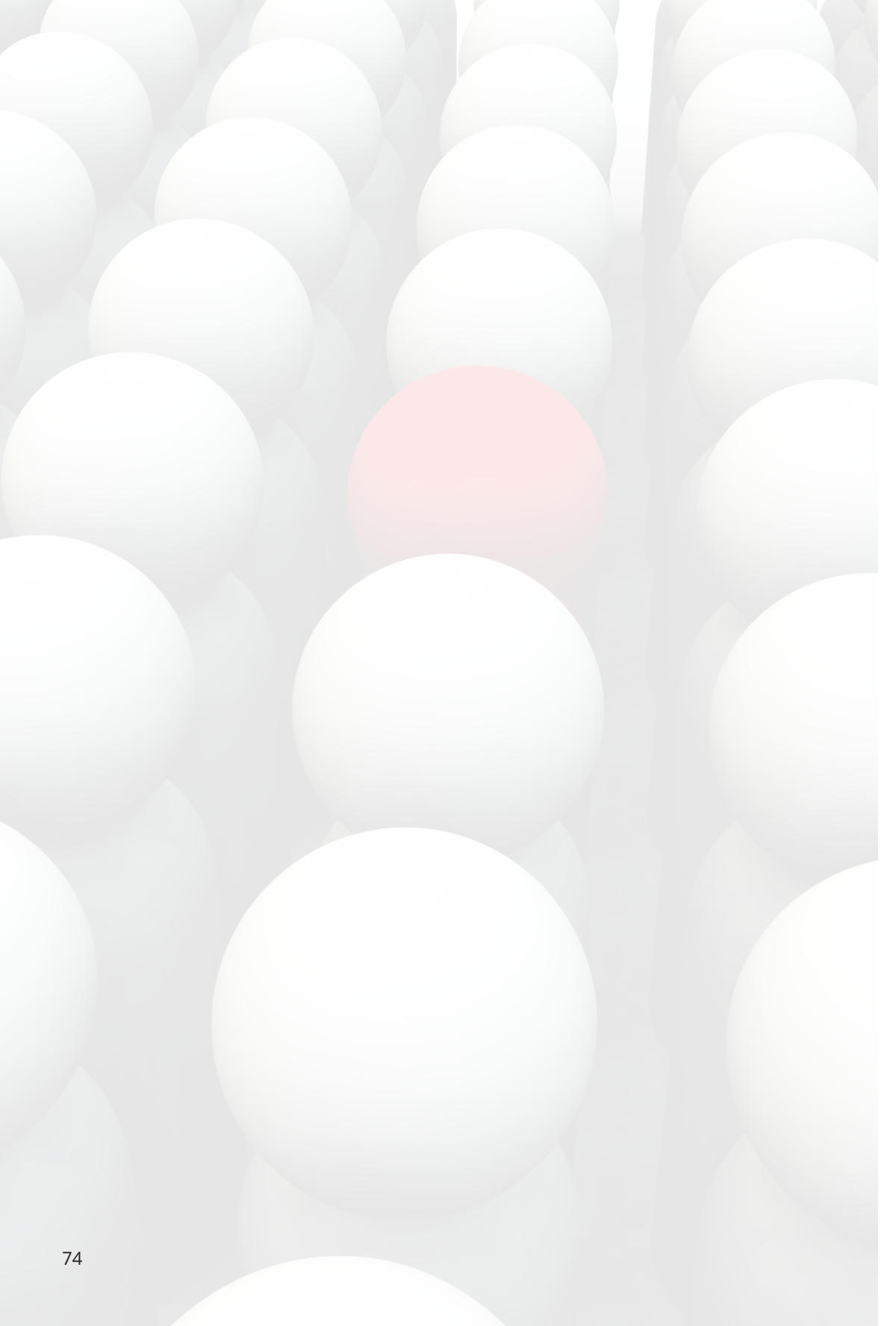
*14 years later* Space X's rockets are routinely going into orbit with big payloads. Sometimes twice a week.

If Elon had not persevered through numerous failures, we would not have rocketships with commercial payloads going into orbit twice a week. We would not have the ability to communicate with anyone anywhere in the world 24/7. We would not have sexy fast electric cars that do not stink up the environment.



So far we know it takes Positioning, a mental uniform and perseverance to make it big in business. They all require focused effort.

However, there is good news. Network marketers have an extraordinary advantage that almost no other business owners have. Can you guess what it is?





# 12

## The Network Marketer's Advantage

**R**eal life experiences and personal success stories are incredibly powerful. And many network marketers have them. In spades.

Your story of change is gold. It's the bridge that connects you to potential customers and partners. It's a beacon of hope for the customer and a testament to the power of what you offer.

**The network marketer's advantage is a true personal story of transformation.**

I remember one of my computer programmers, Sam L.

Two weeks after we got him started on the fruits and veggies in capsules, he said, in the middle of our programming work,

“I want to tell you that I'm walking up the stairs with my baby instead of giving her to my wife and I'm using the stairs at work instead of the elevator. And

last night I didn't stop at the Jack in the Box on the way home like I usually do. Do you think it could be those capsules?"

Sam was very proud of himself. He confided that he never expected any of that would happen. Twenty years later he has stayed the course and he never went back to his old ways.

This is what I mean by results. It's not just the direct effects of a product. It's also the second tier outcomes that no one really expects.

We love happy customers because they cannot stop talking about their results.

Sometimes people are hesitant to call themselves an Advisor or Specialist when they don't have letters after their name. Professional status is invariably associated with a BA, PhD, MS, DC and a slew of lesser known others.... A wall in my nutritionist's office is decorated with framed degrees and certificates.

But in the end, getting results trumps any number of letters after your name.

We have learned that people who get results are the real game changers. Here are a few who have made a significant impact in their fields without letters after their name:



## **Elon Musk**

Co-founded Paypal and built five other giant companies – Space X, Tesla, Neurolink, Boring and X.AI. The closest he came to an advanced degree was being accepted at Stanford. He never attended.

## **Mark Zuckerberg**

Founded Facebook. He was a Harvard dropout. No letters behind his name.

## **Steve Jobs**

Dropped out of college after just six months and went on to co-found Apple Inc., one of the most successful tech companies, and the richest, in the world.

## Oprah Winfrey

Had a troubled adolescence and never completed college, yet she became a media mogul, philanthropist, actress, and television producer.

## Bill Gates

Dropped out of Harvard to start Microsoft and became one of the wealthiest people in the world.

## Thomas Edison

Had very little formal education but became one of the most prolific inventors in history.

## Mary Kay Ash

She did not have a college degree but grew Mary Kay Cosmetics to a top worldwide company grossing USD 1.2 billion and a sales force of 800,000.

Formal education is just one path to success. Your **personal results, determination, and ability to help others** are just as valuable, if not more.



THIS is the network marketer's advantage:

## **PERSONAL RESULTS.**

Knowing what you did for yourself develops unassailable confidence.

### **The Men in Black...**

I was leading a Super Saturday meeting in northern California attended by around 300 people... I told how my life changed after I started using my product at the time, fruits and veggies in capsules.

I hadn't noticed the four men in black suits sitting at the back of the room.

Right after I finished sharing my experience, one of them stood up and said,

"Ms. Klaver, we are here because we admire you, but we have heard rumors that the company has added cheap filler to their product. Instead of being full of nutrients, it's now half filler. Could you please address this?"

Everyone in the room turned to look at the men in black.

Then all eyes shifted to me...

I stood totally still and didn't even think before I answered...

*“I haven’t been to the facility where the capsules are made, so I can’t say for sure if they’ve added filler or not. But what I can say is this: if there is filler in these capsules, it must be the most amazing filler ever, because since I started taking the capsules, I wake up before my alarm rings, every single day. But that’s just me.*

*There are many people here today - and you can ask them to share their stories about how their lives have changed for the better with this product.*

*Some are sleeping better, some are having no more trouble with digestion, and many are feeling more energetic than ever.*

*I hope that helps.”*

Everyone burst into laughter. Situation totally neutralized.

### **Bottom line:**

A personal story of results arms you with unassailable evidence that your product works.

It also tells the people who still have the problem that

you are someone who “gets them,” someone who has experienced the pain or embarrassment they are feeling.

The transformation story gives each of us permission to say:

*“My business helps people who are looking to solve X problem...**a problem I solved for myself.**”*

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Personal results confer expert status.

You become someone people go to for advice they pay for.

People WANT to pay for solutions to their problems! They feel gratitude and one simple way to express gratitude is to pay for the help.

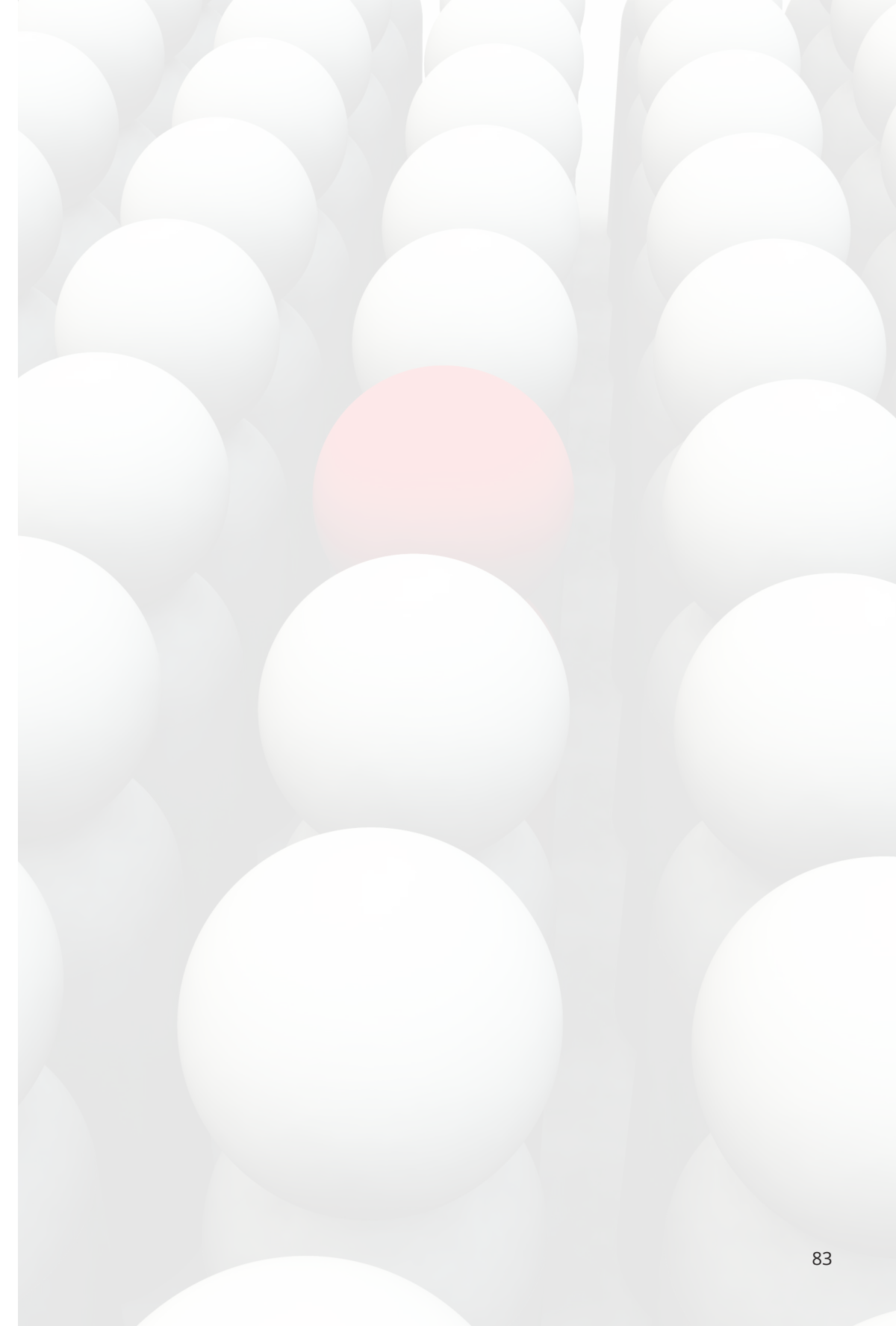
Just like the passengers who gladly paid Branson \$39 years ago for a seat on the plane he had just chartered.

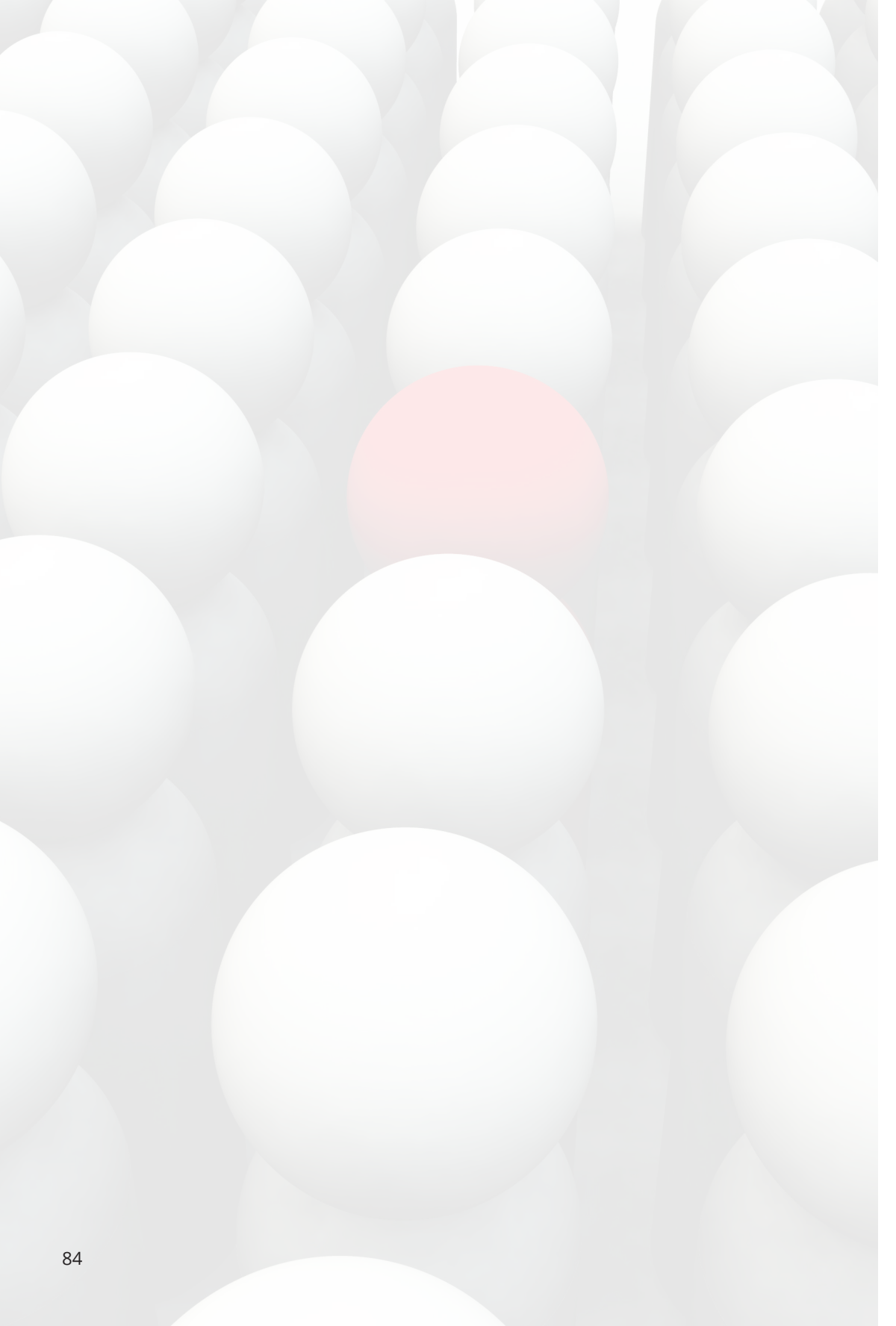
And like my nutritionist's client who laid a check on the table and left ... When my nutritionist was just starting her practice, she offered consultations for free because she didn't have enough self confidence to charge. One day after a session, the client took out her checkbook, wrote a check for \$100 and left

it on the desk. At the bottom of the check she had written “THANK YOU FOR MY LIFE!” The client had stopped craving sweets and rice and had dropped 18 pounds.

Now that you know your advantage — your results — shall we turn it into a fun and booming business?







# 13

## Fast Track to a Booming Business

**5** things I did to build to the top—whether I was full time or part time.

### **1** I decided that my work was a business.

To be sure that decision stayed front and center in my mind, I set up reminders.

Every day I told myself that I ran a business that helped people drink clean water for a nickel a gallon — until it became second nature. Just like Lady Gaga reminded herself “I am Lady Gaga.”

In 2013 I wrote my money goal in lipstick on my bathroom mirror

\$97,471 / month

I pasted it on the top righthand side of my computer screen... I magnetized it to my fridge...I stuck it on the visor of my car.... I was constantly reminded that I ran a business that would pay me well.

I did that throughout my network marketing career, no matter what I was promoting in a particular company: getting more fruit and veggie nutrients... developing online skills... recruiting via postcards ... cleaning up eating... getting off daily pain meds.

It's supremely important to internalize that our business is NOT us—a single mom, a grandmother who loves to play golf, a roofing contractor, etc. . It is a separate identity.

Depending on which business I was working at the time, I would say :

“I have a business that helps people looking to learn online skills.”

“I have a business that helps people looking to get off daily meds.”

“I have a business that helps people looking to get in shape.” ...

Speaking this way is particularly helpful if you don't like asking people for money. It separates you the person from your business. The people aren't paying you; they're paying your business.

It takes the stress out. No one has any issue when you say: “I have a business that helps people looking to...” You feel good and they are happy to pay your company..

Writing a simple business plan helps. It might be a statement of how many people you plan to contact every day — how many friends, strangers... how many posts you will put on Facebook, Instagram, etc... what time of day you will make those contacts.

That's it for the first month or two, or when you re-start.

Tracking your progress every day also helps you compartmentalize those activities as “your business.”

It is also very satisfying to see the check marks or numbers that show you concretely that you did something you said you would. It's your Inner Scoreboard.

Nobody sees it, but it's the main contributor to your public results.

## **2** Get total clarity on what your business does and for whom.

That's the problem you could help someone with, someone who is looking for a similar change in their life.

Like my student Doug K. who couldn't go hiking (which he loved) for 18 years because of constant aches and pains from a bicycle accident. After a month using his product regularly, he's back hiking two to four miles every day and cannot stop talking about it...

His wife announced, “He’s back!” And he goes around exclaiming, “I can hike again! I can hike again!.. He’s even making videos to show people what he can do.

Doug started a business for people who are looking to become physically active again.

There may be other problems that are meaningful to you at different times, that your business can address. The key is to focus on *one problem at a time*.

Help 100 people with that problem before you move on to another one. You’ll have experience with that market AND income from people who were happy to pay you.

### **3** Master Your “*Let me tell you what happened to me*” Story

My sponsor, who earns about \$2 million a year from his NWM business, uses that line every time anyone asks him any of the initial questions about the business or the product:

What is it?... “Let me tell you what happened to me...”

How does it work?... “Let me tell you what happened to me...”

Will it work for me?... “Let me tell you what happened to me...”

He does this to make sure the person has an interest in solving a problem before he answers questions about the tech or the company. Such questions can be time consuming, a waste when you find out that the person wasn't even looking to solve any problem.

Your personal success story is your credential. It's what qualifies you as an Advisor. It's the network marketer's advantage. Use it.

Jesus told his disciples:

“Go 2x2. Tell the story. If they don't respond, leave, and remember to shake the crud off your sandals so you don't catch the kooties. If they respond, build a church.”

Here's today's version of that 2000 year old advice.

**“Go 2 by 2. Take people to zooms, demos or conference calls.”**

## **Tell the story.**

‘Let me tell you what happened to me...’

*If they don't respond, leave.*

No chasing.

*And as you leave, remember to knock the dust off your sandals*

- shake off their negative reaction so none of it gloms onto you.

*If they respond, stay with them and build a church*

- *build an organization*

**4** **Do what works for you, NOT** what average people can do.

Duplicate *only the structure* of your company's pay plan. Do not feel obligated to "dumb down" to the methods of reaching out average people can do.

Yes, we were naughty — we did not stick to methods they told us to do. We used our own strengths and skills, like running ads that called for people who were good at public speaking, something average people do not do.

And we encouraged our people to do the same — to reach out in ways that took advantage of *their* skills and strengths.

For example, we encouraged Ms Bubbly Boo on our team to go to social gatherings and bubble her heart out. While we invited Mr. Ingrown Toenail to post online and run ads. Both would be able to succeed bigly. Different strokes...

It's beneficial to learn from *successful people*—who are usually above average in some respect. Let's learn from them.

**CAVEAT:** Always check what advantage a successful person might have that you don't currently have —



like being born into a network marketing family, or experience in several previous companies, or a big downline in place at the start. Those circumstances enable one to earn a humongous amount of money in record time.

We too can achieve these things as we gain experience and skill. It's the "learning curve."

We have always encouraged our teams to take advantage of who they are when they recruit or market.

*Do what works for you, not what an average person can do.*

## **5 Give yourself enough time**

A student told me that she was hoping to succeed in two or three weeks... Another told the class that he would be sorely disappointed if he didn't earn \$10,000 in 90 days. I asked him what he was currently earning from his NWM business. He confessed "Nothing. But other people in my company have made that much in 90 days, so why shouldn't I?" ... Someone else chimed in, "I could wait a year."

Time expectations can make or break your business.

Per the founder of Amazon Jeff Bezos,

*“Most people think that if they work hard, they should be able to master a handstand in about two weeks. The reality is that it takes about six months of daily practice.*



*“If you think you should be able to do it in two weeks, you’re just going to end up quitting.”*

Many people get the impression that network marketing money is quick and easy. When they see people walking across the stage who made thousands of dollars within a few months, why wouldn't we think that?

The truth is, the folks on stage had special situations that contributed majorly to their superhero income in a very short time. For example, one gent earned about \$17,000 in his first 90 days— in his *11th* company. People didn't know about the previous 10, much less that he had made a pittance and had signed up almost no one.

Another gent who was earning \$90,000 a month presented himself as a former waiter. No one knew that he was born into a family of highly successful network marketers, a situation that likely explained his fast and huge success.

It's like playing tennis on your local court with someone who played at Wimbledon and you didn't know it. You just went home thinking, "I suck."

**So, how long should it take to build a business?**



**Maya Angelou** noted:

“All great achievements require time.” She knew — Angelou achieved more than most.

She wrote 7 autobiographical books put out by established publisher Random House.

She was commissioned or awarded by four American presidents (Gerald Ford, Jimmy Carter, Bill Clinton and Barack Obama).

She took Hollywood by storm as a producer, director, music composer and star actress; and received two Tony nominations for Broadway performances.<sup>14</sup> Wow!

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<sup>14</sup> <https://poets.org/poet/maya-angelou>

**Tom Cruise** didn't expect to be an overnight success either. Guess how long the 17-year old teenager asked his parents to give him to prove himself in show business?

“I asked my parents to give me ten years...They let me chase my dream for ten years before they would even consider telling me to quit.”

Those ten years were packed with challenges and hard work. In the end, as we know, Tom found his path, discovered his passion and rose to big stardom.



**It takes time to learn to build any business, to master the essential skills:**

- How to get strangers to want to buy from you.
- How to get leads,
- How to keep people's attention,
- The words to say to not put people off,
- Once they become customers, how to keep them happy so they continue to buy.

**It takes time to reach enough people to get a business off the ground.**

Three people is not enough.

Alex Hormozi tells the story of a gym owner he was helping get new members...

Gym Owner:  
It's not working.

Alex:  
How many flyers and posters did you put up in your neighborhood?'

Gym Owner:  
350

Alex:  
How many sign ups did you get?

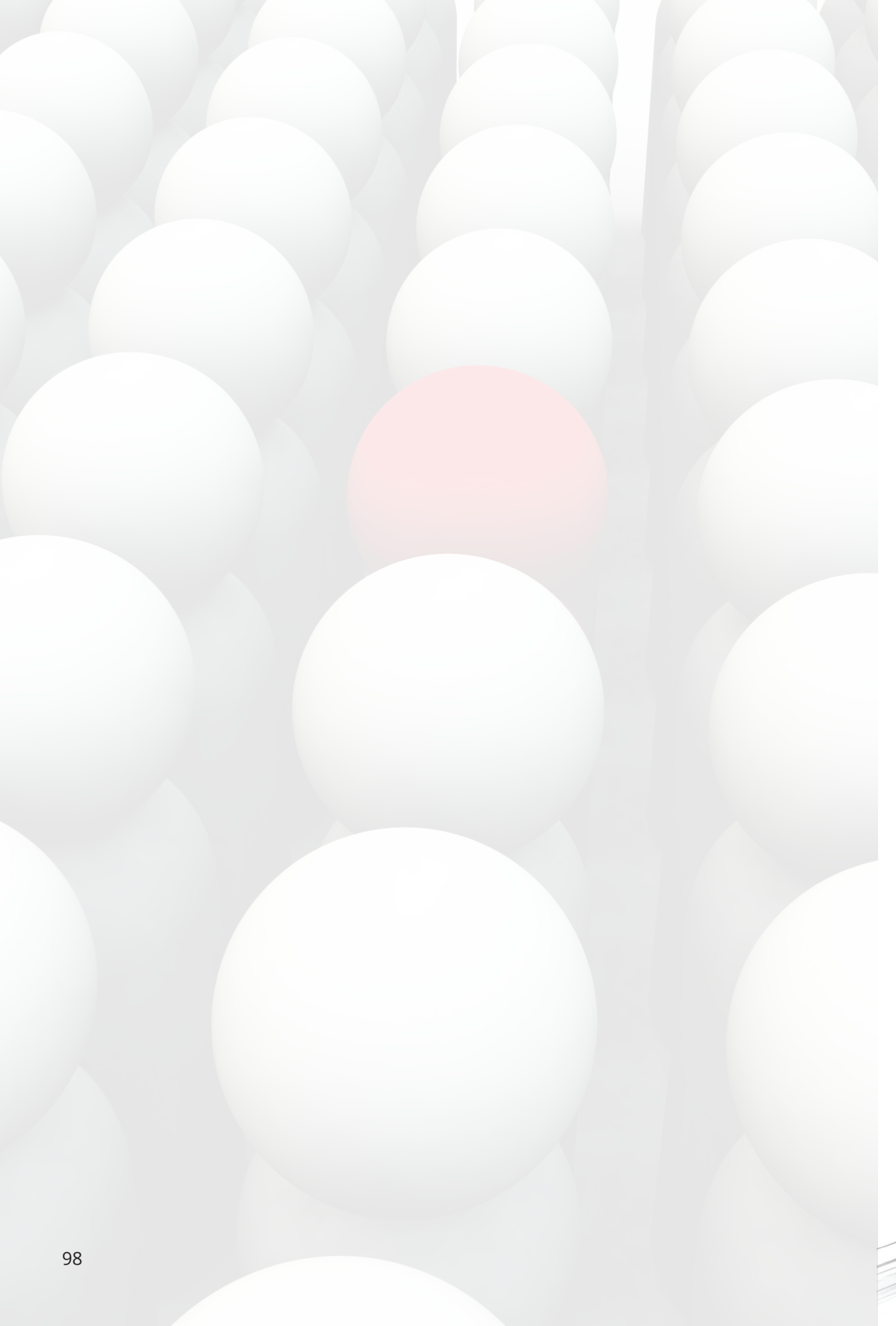
Gym Owner:  
2

Alex:  
That explains it! When I recruited for my gym, I put up 15,000 flyers and got 75 new members.

Gym Owner:  
Ohhh.

How long will you give yourself to build a business that makes a dent?

Who will you be then?...





# BONUS

## My 4 Bullet Train Practices

**B**ullet trains were named for their great speed and the aerodynamic shape of their noses. In the world of trains they are the fastest.<sup>15</sup>

- 
- 15 “Bullet train” was coined for the train Japan introduced at the Tokyo Olympics in 1964. It received international acclaim for its high speed. However, the Japanese train is no longer among the top five fastest trains in the world. China has captured the first three bullet train spots with its technology of “magnetic levitation” where the trains levitate 4 inches above the rails.



In the world of network marketing I like to imagine I'm a bullet train. It gets me to each station three times faster than a regular train. At each station I gather the customers and recruits who have been looking for a fast way to go where I'm going.

These four bullet train practices have propelled me to the top spot in each of the six companies I worked over the years. I'm excited to share them with you...

## **Bullet Train Practice** **1**

**I never ask for permission to do the business my way. I just do it.**

I've done whatever I'm drawn to that makes best use of my experience and skills. Don't talk about it, just do it. If it doesn't work, adjust it and try again.

When it works, I guarantee you this — they will come to you. Someone in your upline will ask you, like they asked me: "OMG what are you doing to get that volume?"

If your volume is big enough, the company might very well call you like they did me, to invite you to speak at their national convention and tell how you did it.

It happened to me in almost every company I was part of.

## **Bullet Train Practice 2**

I never try to “make them” want to do the business.

Instead I ask for folks who would like to learn to build an income in a new way — without chasing people, without hiding that I’m marketing or doing any other icky thing. It’s a way that has never cost me a friend or an invitation to Christmas dinner.

## **Bullet Train Practice 3**

### **I follow the 80-20 Rule**

It’s fun to be at events, participate in trainings and sit in on opportunity meetings. But none of that will bring in any new business. So,

I spend 80% of my time communicating with potential prospects and 20% at events, training and management.

Like when I learned to play tennis and got to state level competitions. I spent 80% of my time on the court playing with an opponent and 20% watching matches, videos and training with my coach.

## **Bullet Train Practice 4**

### **I use “No’s” to refine my approach.**

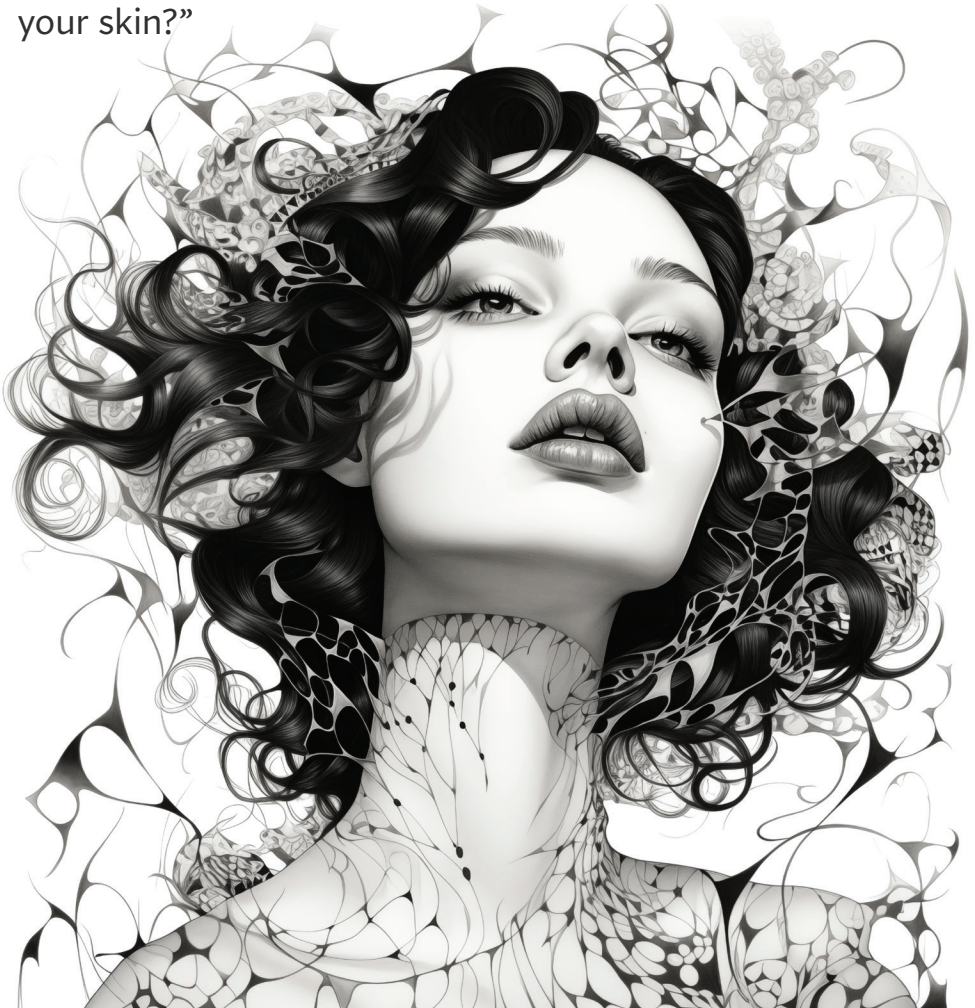
Every “No” is an opportunity to narrow down whom

I seek — people who are looking for the help I offer. They are my “niche”. And I teach my students how to do it.

For example, a student marketing a skin care product complained that she kept hearing ‘Your cream is too expensive. I can’t afford it.’

“What should I do?” my student asked anxiously.

I replied: “The next time you get a No, say “No problem. Can I ask you just one thing before I hang up?”... My question is: “What do you use now for your skin?”



Her aunt answered: “I use Ponds. It’s \$8 and lasts me two months.”

My student’s cream was \$80 a month...

I suggested that the next time she approaches someone, say:

*“We have a skin care line that helps people who obsess about their skin. They have regular facials and enjoy going to spas” ...*

She never heard “It’s too expensive” again.

She had learned to ask for the people who would gladly pay her \$80 for her skin care product because they’re people who obsess about their skin and their looks.

~~~

There’s still room on my bullet train. You wanna come? Hook up at help@kimklaveracademy.com.

P.S. When you next see a super-successful person walk across the stage, let this go through your mind:

“Success is yours today; it’s mine tomorrow.”

— *Madonna*



Kim Klaver

ABOUT THE AUTHOR

Kim rose to the top of six network marketing companies during her 30 years in the industry.

In each company she achieved the highest position in record time.

She reveals her secrets in this little book which highlights her core beliefs — duplication is a myth, specialization to attract the right people to you, and helping others solve a problem you have solved for yourself can propel you to the top.

A riveting speaker, she holds the attention of thousands with her magnetic energy.

Harvard MAT graduate and Noam Chomsky's protégé at MIT, Kim has authored many books, courses, audios and videos. Among her most popular are the "Orange Book" *If My Product's So Great How Come I Can't Sell It?*, a book that took the industry by storm and has been an industry favorite for 20 years. At amazon.com.

Also popular are *100 Customers 100 Days* and *The Art of Recruiting*, downloadable audios at kimklaveracademy.com.

Her newest work *The Positioned Network Marketer* is a 6-hour online course that lifts the image of network marketers from product pusher to trusted advisor with class videos, templates for social media posting and phone scripts. Both newbies and seasoned marketers can apply Kim's teachings immediately. Available at kimklaveracademy.com.

Currently Kim is spreading the word about a new regenerative medicine product to activate stem cells — to turn back the clock on skin, sleep, hair and energy without injections or drugs.

Contact Kim at help@kimklaveracademy.com



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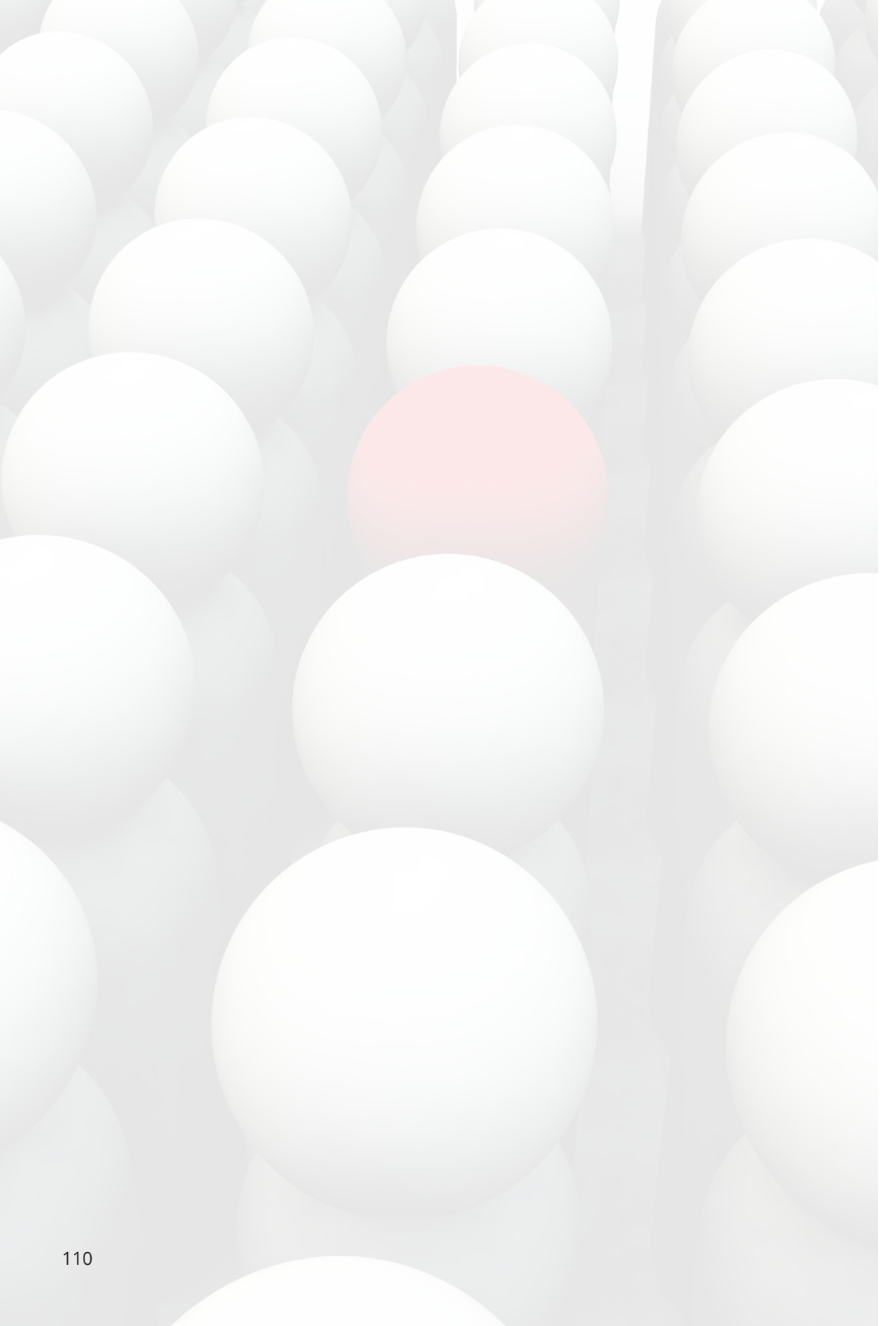
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Lynn Smith

I help people who want to undo the signs of aging — wrinkles, low energy, ongoing aches and pains — without toxic products, injections or medications.

www.nomorewrinklesforme.com.au



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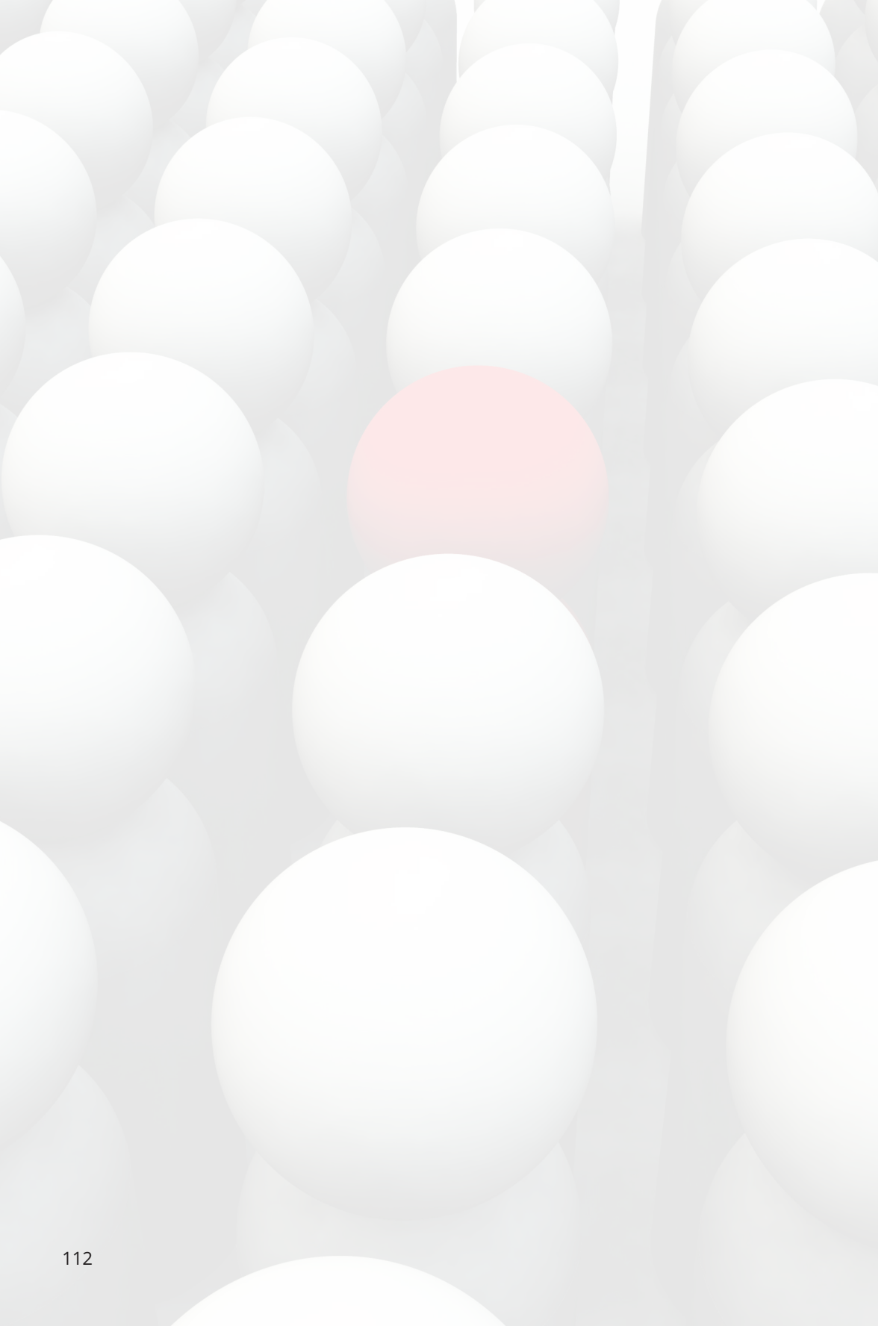
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[Kim's "Positioned Network Marketer" class, based on this book](#)

[Classes and programs by Kim](#)

[Kim's Facebook profile](#)

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My friend and world-class multi-million-dollar-per-year-earner for the last ten years, **Jennifer Schultz**. She dared to promote these out-of-the-box ideas to her teams and to back an approach to network marketing different than the status quo.

John Milton Fogg, author of “The Greatest Networker in the World” who has been a friend and daring promoter of these crazy ideas for some 20 years.

And then personal assistant **Amy Castle** whose allegiance to our principles and care for countless students has never failed and without whom I would never have had the time to do this work.

THANK. YOU. ❤️