

100512 Million Dollar Men

Good evening everybody. This is Alex Weiss. And welcome to Nick Skolsky's recruiting training. And I know I don't sound like Nick, and I'm not Nick. For those of you who have spoken to him in the last 5 days, you know that his voice, unfortunately is not doing well. And so, he called me, asked me to take the call tonight to talk about million dollar men. So, before I go further, let me just do a sound check. I just got a new headset. Make sure you can hear me.

Well, welcome to the call. And we're going to talk about million dollar men, quite frankly because, Nick picked the topic, and the reality of it is, if you go to nickskolsky.com, you've got there audios, transcriptions of audios which gives you the scripts, and you've got the ability to ask questions. So you really have all the tools to get started. I'd like to talk about after you have the tools, what you do. And I'd like to give you a sense of where I'm coming from, so you understand it.

My million dollar hero was my father, God rest his soul. Unfortunately, being full of vim and vinegar when I was a teenager and getting married at 19, and I thought I was going to turn the world upside down, I didn't listen enough to learn knowledge, experience knowledge, knowledge that comes after, after you make the mistakes. Big difference.

Let me tell you a little bit about my father. And I'll share with you what I learned there, and I think you'll...what I'm going to do tonight, is I'm going to bring up a number of people that I admire and look up to. Just like Nick, cause he's one of the best there is when it comes to recruiting. And I just want to share with you what I learned from each one. I got off a plane a couple hours ago from New York. I'm in Los Angeles, so please forgive me if I don't have all my notes in order, but I think it'll make sense.

My father, in Europe, my grandfather, or my great grandfather lived in Czechoslovakia, and they were wealthy land owners, and manufacturers, and owned banks, and quite frankly my father did not have to work a day in his life. But he worked. He worked every single day. And when the war came, WWII, and the Germans invaded Czechoslovakia, they took over his home. And my father told me that the Germans were able to bivwack, in other words put up sleeping quarters for 200 soldiers in their home. So, we are not talking about someone who didn't know where the next penga was coming, or the next (unknown) was coming from. Or next penny. And he lost it all, he went into concentration camps, which were the death camps, and he lost most of his siblings, his parents, he had two children before the war and lost them also. And he came to America, and for those of you who are old enough to remember the comedian Milton Burough, Milton Burough was started on TV back in the 1950s. And America was, and quite frankly, all of the people I hang around with and know, all my relatives, this is the golden community. There is no other place like this in the world, the United States where you can pick yourself off the ground, dust yourself off and you're just as good as anybody else.

Well, Milton Burrough told a funny joke, he would say, all these immigrants in 46 and 47 after the war came into America, and they were coming to the Golden Country, the golden land, and they learned a couple of things. The first thing they learned was...oh, and everybody thought that the streets were made of gold. That's always the discussion. You have the not so good environment where you look to the rainbow and you think about what's at the end of the rainbow. Well, here's everybody coming to America and they found out that they came looking for the streets made of gold. And Milton Burrough said, they learned three things. The first thing they learned was the streets were not made of gold, as we all know, the streets are not made of gold except in Kansas on that Yellow Brick road in Oz. And the second thing they learned that not only were the streets not made of gold, the streets weren't made! And the third thing they learned was that the streets weren't made and they were the ones that had to make them. So, there's no easy street. There are no streets of gold where you walk in and open the door, I'm here, give me all the money I want. It doesn't happen.

My father had two principles that he lived with. And he worked very hard his whole life. I still remember, he had 22, he started out working as a tailor at a sewing machine at one of the sweat shops in Manhattan. And he left that and started in business on his own, he opened up a chicken farm. Cause I guess it was easy to raise chickens. And from there it went on and on, one business after another. He tried it, he did his best sales, he borrowed a little more money, but number one, that I learned from my father is you have to be honest. Because when the money's gone, and we're talking about somebody that had a lot of money. And he could analyze and figure out what the difference is between money and no money. But, your character, the principles you go by, and how you run your life, that doesn't change whether you have money or not.

First thing was, he was scrupulously honest. Scrupulously honest. Every penny counted by him. And the second thing he said is don't let it happen to you. Don't let yourself get down. Don't get depressed. Don't let depression take over. You're stronger than it. You can take it. Just raise your shoulders, stand up straight, and go forward, and put your full energy, as if everything in the world that you could have, you have. Treat it as if everything you have that you would want is what you have. In other words, you are not missing anything in life. Don't complain. And the third thing he taught me was always be the first person to say Hello to someone. With a big smile, your hand outstretched, say hello. And the reason for that was, it's a little bit of, a joke or something based on his culture. When he would say in his native language, hello, it would be good day. It was German...closed to Germany, a formal Good day. The appropriate answer response, was good year. In other words, you come to someone and you shake his hand, and you smile and you say good day. And the response is good year. He says, nowhere, nowhere, can you get such a good return on your money. You give somebody a good day, and he gives you a whole year. He said you get 365 to 1. That's a great return. So, he was always the first one. And I remember, unfortunately, he died when he was 83, and he walked in, he was in a hotel in Florida, and he walked in, he would never let anyone help him. I happen to be there visiting that day. And he walked into the dining room, and he, like Samson, tapped his way along the walls, reached the two sides of the door, walked in over the step, and in his loudest booming voice said, Good morning everybody! Good morning!

He was blind. He couldn't see. There wasn't a single person in the room. Not one. He didn't figure it out, what is it going to look like, what would it feel like, what do I think what do other people think, he knew he wanted to be the first one to say Hello to everybody else before they said hello to him. And I'll tell you something, it works. It really works.

So, going from that, one of the things I was very lucky with, was that my mother, God rest her soul, was a very educated woman. And she went to the University of Prague in the late 20s. For a woman to get into a European University, was unbelievable. For a woman coming from a...I'm Jewish, my family is Jewish. From a woman coming from a traditional Jewish home, to have a woman be in a school instead of a kitchen is almost unheard of. But my mother wouldn't let anybody tell her what to do. She was going to school. And when she came to America, she got off the boat, and on an island she told me she got down and kissed the ground. And the first thing she wanted to do when they got an apartment was find out where there was a school that she could go to learn English. And she had a deal with me, that she said, look. I'll speak English to you, so I can learn English. And you speak Yiddish, which was our household language, you speak Yiddish to me, so you can learn Yiddish. And that's the way we communicated. She spoke one language to me, and I spoke a totally different language to her. But we understood each other. And my mother, I think she spoke like 11 languages.

Well, that love of learning, that love of knowledge, that love of finding knowledge from other people. I acquired that from her. And I used to read. The first thing she got me was a library card when I was able to start reading. And six books a week...I took six books out, and returned six books every week. I read a book a day. That was the way it worked. And what happened was, I started as I got older, realizing there were people out there that knew a lot more than I did. And had a lot more experience and made a lot more mistakes. And I used that. So, over the last...I've been in network marketing about 20 years, over 20 years. I created my own little notebook called borrowed knowledge. I didn't want to call it stolen knowledge. But basically it's what people that I hung around with, and I tried to hang around with, winners, were sharing. And you know what? In network marketing, it's one of the most unbelievable structures. Because people will give you as much knowledge as you're willing to absorb. They'll share it with you, they'll give it to you. They won't charge you for it, in most cases. They'll just share it with you. Because their success depends on your success. If they tried to do it all by themselves, it would be no different than a job. It wouldn't be a business. Because you need leverage. You need to create an environment where people can be better. Can be bigger, can do more. Can accomplish more than you've done. So, that's my book of borrowed knowledge.

And while I was in New York, I always try to take a book, or a set of tapes, or something to read or listen to, so I can acquire something, I was gone for 10 days. And I took two things. One was Brad Hagger's million dollar series of audios. But the other one was something I look forward to hearing, I've had it for a while. I haven't had a chance to go through it. It's the Seven Habits of Highly Effective Network Marketing Professionals, by Steven Covey, Dr. Covey. And I was lucky enough to meet him. Dr. Covey is the bestselling author, I guess he came about about 15 years ago. The Seven Habits of Highly

Effective People, and brilliant stuff. And I was really interested in learning from him, how he applied his seven habits to network marketing professionals. And I didn't get the book, cause quite honestly, these days when I read something I fall asleep. So this is a little pamphlet. It's 46, 47 pages. And it comes with a couple of cds. Where he goes through his seven habits. So, the first thing that he reminds you of, in his introduction is that you are not your habits. That's his first phrase. That's the first thing he says. You are not your habits, thus, you can make or break your habits. You don't need to, he doesn't say you don't. You do not need to be a victim of conditions or conditioning. In other words, it's a free open golden land. You can do whatever you want.

Now, why does he use the word, habits? It's very interesting. And I didn't really catch it till I started listening to what he's saying here. And I've read two other books from him, it's amazing that I didn't get it. I probably forgot it. He says habits are patterns of behavior. Composed of three overlapping components. So, they are patterns, they are things you do over and over again. Behaviors that you do over and over. That is composed, it has three elements in it. And the elements are knowledge, which is just information, attitude, you have to hear that. Attitude. Attitude is how you look at things. And the third one is skill. So, habits are patterns of behavior composed of three overlapping components, knowledge, attitude and skill. And he goes on to say, because these three components are learned rather than inherited, our habits constitute our second nature. Not our first. Because we learned them. We didn't inherit them. Thus, we can make or break our habits. And he goes on to say habits are effectiveness. Hear that? He's talking about the Seven Habits of Highly Effective network marketing professionals. Every word he says means something. Highly effective, not just effective, highly effective. And not just network marketing, but network marketing professionals.

So, he goes onto say habits of effectiveness can be learned. Habits, just as important, he doesn't say that, but that's what's left unsaid...habits of ineffectiveness can be unlearned. You know, the brain only has place for one thought, one feeling, one emotion at a time. So, if you have...if you're feeling cold and you rub your hands together and it begins to create circulation and the circulation heats up your hands. It's not that your body is warming up, it's only your hands you are rubbing together. But the perception is aimed and focused on the warmth. When you have a pain, ok. You feel the pain. When the doctor is looking to give you an injection, or nurse, usually they'll pinch your skin together, so you feel the pinch, you don't feel the needle. Or maybe they'll slap the skin. I always thought it was to get the vein up, but its intramuscular injections. So they are probably just giving you a little pain so you don't think or feel of the needle. You're busily thinking about something else.

So, that's his introduction. He goes on, and I'll just cover the first habit. Because it tied into my father. And my father never heard of Covey, he had a hard enough time learning how to speak English. So Dr. Covey was very, very educated. And they revolved in different spheres, but in the same world. So, Dr. Covey's first habit for the highly effective network marketing professional, is to be proactive. So, he goes on to talk about a comment that he makes just below. Habit one, be pro-active. And he talks about the habit of personal vision. And he says "anytime you think the problem is out there, that's

sort of a problem". In other words when you focus on thinking about a problem, it's not the problem that's the problem. It's not the problem you think might be out there. It's the fact that you're focused on it. He says you've just empowered what's out there to control you. Cause you're focused on it. You're thinking about it. You're reacting to it. You're making your plans based on it. So, he talks about being pro-active. That's just his comment after being pro-active. It's very valuable to understand. This is not something that somebody sat down one night and wrote a book. This is something that was thought through and had people critique it, and give their opinions. So, he goes in and talks about proactivity versus reactivity. Proactivity is a power to choose your own responses. In other words, reactive, it's almost like an impulse. Proactive you choose what you want to do. He says to be proactive as a network marketer, is to take initiative. But it means more than that, he says. It means that you are responsible for the results you get in life. I used to tell that to my children. They hated when I said it. But, it was something I learned from another great teacher, gentleman by the name of Warner Earhart. Who started an organization called ESK(?). And he once said, and it stayed with me. It's now over 30 years and I still look at it. He says if you want to know what you want, take a look at what you have. Because if you would want something different, you would do what it takes to get it. So, I always have somebody that says show me. I want a million dollars. I say it's very easy. You take a knife, you put it to my throat, call my family, and tell them you want a million dollars or you'll kill me. I hope they'll send it. I think they would. But you know what, most people jump away, No, I can't do it that way. And they cover all kinds of reason. But the bottom line is, they are not willing to do what it takes. I don't blame them for not being willing to do what it takes. That particular scenario is not what I would suggest is the route they should take either. But it points out the bottom line. Which is, if you want something, figure out what it is going to take to get it. Do what it takes to get it. And you'll get it. And you'll fail. My father failed 22 times. I don't know if I'm proud to say it or ashamed to say it. But I failed more than 22 times. And including taking my company public with my partner. I took my company public in 11 months. From the day of conception of the idea. We took a company public. We raised 6 1/4 million dollars. And in the first year, we did 119 million dollars in sales. Off of 6 million. And that was back in 81 when a million dollars meant something. It was hard, and I lost it all. I'm not a failure, but boy did I learn expensive lessons.

So, let's go onto a few more teachers. And I realize I only gave you the first habit. Let me just rattle off the other habits, so I don't, and you won't get anything out of it by just hearing the words. But I just want you to know there are really thought out habits, seven of them. First one is be proactive. And you can get them from any review online or of Dr. Covey's book. Second one, begin with the end in mind. In other words, have your eyes on the goal. That's your beginning. Heading towards the goal. Put first things first, the third rule. Third habit. Put first things first. If it's important to do, do it. And you know, those emergencies and other things that take you away from the important, I mean the crisis, they may be important also, but they are not the important ones that get you to your goal. And for sure, avoid the unimportant ones, the interruptions and stuff like that. And avoid, also, the busy work, and the time wasters. So put first things first. Think win win. Because the goal of getting to be successful in network marketing is not for you to win. It's for everybody to win. And let me just break away at that fourth point. And read

you something that unfortunately is unattributed. I don't know who it was that said this, I wrote it down....I got it as a letter. And it was from one of my up line. And it was a letter...I do know. Tim. Tim sent me this letter when I joined a network marketing company in 1990. It was the Rexall marketing. Rexall drug company of network marketing company. And he sent me a letter, I haven't thought about it in a long time. He said, you, as a down line distributor, I was the down line, he was my up line. You are the most important person in our business. You're not dependent on us. We, this is him talking, we are dependent on you. You are not an interruption of our work, you are the purpose of it. Our service to you is not a favor. You favor us by letting us serve you. Bring us your needs. It is our privilege to handle them. Thank you very much for being on our team. Good health and good wealth to you and yours. And I mean that to everybody on this team, also.

So, the idea of win win is for the down line to win. If the down line wins, you win too. The 5th habit is seek first to understand, and then be understood. And this will tie into another gentleman I learned from. A gentleman by the name of Steve Shapiro. He wrote a book about Soliciting for Success. And I must have bought 150 copies of it. Because I was so enamored when I met this gentleman about the idea of listening. I always thought selling was talking more than the other person could talk. So, that you could beat it to the ground so that they said ok, come up and I'll buy from you. But he wrote a book about Listening for Success. And you may have heard me talk about the position, where he goes and pokes you to ask questions to find out where the pain is. But he wrote something else. He wrote, Steve Shapiro, he wrote Listening is like picking Fruit from a tree. Sometimes you get a bad piece of fruit. Sometimes mediocre. Sometimes you get the juiciest, ripest fruit. But, you only get the good fruit by picking fruit. If you don't pick any fruit, you don't get any bad fruit, and you don't get any good fruit. When you interrupt someone, when you finish their sentence, when you talk too much or respond too quickly, it's like stomping on the tree before it even had a chance to produce fruit. Listening is very important. And that's what I understand.

I haven't gotten to point number five yet. But, that's what I understand, hopefully I'm right. The second cd. The sixth element is synergize. Where it's not just your power load, but the power of the rest of the people. And the seventh one, he always talks about, even when you're good at what you're doing, sharpen your saw. It's the old story of the people that go out into the forest to chop down trees. And one guy sweats and works so hard, huffing and puffing. And he doesn't accomplish anything. The other person, sharpens his blade. Or sharpens his saw, whichever he's working with. And he, using the right techniques, its hard work, but he works so much less hard than the person with the dull blade. So, even when you know what to do. Even when you know how to do it. If you don't continuously sharpen your tools, and sharpen yourself and sharpen your ability, you're going to work harder than you have to. So, that's the seventh habit.

So, let's go back to some of the other things I learned. Another gentleman that I love to listen to, is Eric Worre. And he does five little three to four, five minute videos every day. And he never tells anybody what network marketing company he belongs to. So, he just started...he's done three, he just celebrated his 300 video anniversary. And this is a

gentleman that has multi- multi- millions of dollars in the 90s. And had a very big network marketing organization. An educational one. And lost it all. And had to start over. And he started over, and he's again making over a million a year. And he says that the philosophy of the leader determines the success of the organization. The philosophy of the leader determines the success of the organization. He says that the leadership philosophy does not come later on. He says it starts with recruiting. That's where the philosophy is expounded. Is revealed. Is talked about. Is put into practice.

Is it all about you, or is it about something bigger? Is it about just yourself, or is it also about your recruits and your goals? The organization, the company and their goals? And in the beginning of the first session, he talked about the philosophy. In the second session, I don't know how many there are going to be, because I've only listened to three of them so far. That's all I've seen. The second one he says the philosophy leads through your vision. And that's what you get to share in the form of a story. That's how you sell, you tell stories. And if you don't have your story, you make up the story about your up line, don't make it up as fictitious, it's a real story. But you incorporate that story into your story. You say, you know, somebody got me into this business, and you should hear this story. He did this, and this, and this. And it's somebody I want to learn from. And the third thing is that after you have your story, and your vision, and your philosophy, you have to go out and spread it. Cause it doesn't do any good if you don't do anything with it.

Which brings up another great guy. A gentleman by the name of Matt Dimio. Who, has spent the last 25 years teaching sales, by using his knack for being a comedian. And that's how he presents it. But he said something to me, a couple of things, but this really stood out. He said the fastest way to get to the top, we've all have a top we're trying to get to. The fastest way to get up to the top is to get off your bottom. In other words, stop sitting around and doing nothing. You want to get to the top, get off your bottom. He said another thing that was very interesting. He said the Seven P's, which he goes by, and I don't know if he got this from someone else, but he shared it with me, Proper, Prior, Planning, Prevents Pretty Poor Performance. Proper Prior Planning Prevents Pretty Poor Performance. Very deep thought there. If you visualize what you are going to do. Plan for it. If you review it with someone else to see what they think of it, get some input. Find out what they think. You will find out more than you knew before you asked them. Hopefully.

So, let me go on. Most of you heard the, what about the doctor in Shapiro? I'm just going down. I have fifty pages, and I'm up to page three. So, obviously I'm not going to get to all of it. I get very excited about this. Because it rejuvenates me. It reminds me of when I was with them. I'm also a real estate broker. An insurance agent. I guess it must be easy for me to take exams, because I'm also a pilot, a single engine pilot. So, Tom Hopkins is one of the preeminent real estate trainers, teachers, in the country. And he started when he was a teenager. He was selling homes in California when he was a teenager. I don't know whether it was on a bicycle or a motorcycle. But he didn't have a car. He went to showings, to show homes on a two wheel. He couldn't take his client with him. And he would teach how he got the best presentation. He said he would sit at the kitchen table,

and he had in front of him, he moved the table over to the closet door that had a full length mirror in it. He put the table against the mirror so that he was sitting at one end and the mirror was on the other end, and he kept saying it over and over and over again, his presentation. Until it became a habit. So, there are a couple of things I picked up from him out of his book. And if you can get Tom Hopkins' book on How to Sell Real Estate, even if you're not in real estate, it's a great, I mean he has tapes, just look him up on the internet.

So, Tom calls it his creed of the champions. He says, I'm not judged by the number of times I've failed, but by the number of times I succeed. And the number of times I succeed is in direct proportion to the number of times I can fail and keep trying. Nobody, nobody continuously succeeds. They've got to have failures. Whether its failure in what they do, or failure in their organization, you've gotta...nobody's perfect. Everybody does the best they can. I always say, everybody fails. But, the difference between one person and another, is what they do about it when they find out they failed. What they do for themselves. What they do for the others who they let down. Or perhaps they led them to failure. So, everybody fails, question is what you do about it. He also had his P's. He had four P's. Not seven like Matt. Tom's 4 P's are Preplan, in writing what you're going to say. Practice, practice doesn't make perfect, perfect practice makes perfect. He says the presentation is proven. The presentation works. Don't change it. Just make it yours. You know, Nick has got so many wonderful outstanding presentations. He's taught thousands of people how to ask questions, and get to a person's dominant buying mode. And focus on those questions. I mean, all the things I'm saying to you is what Nick does. He listens. He uses the questions to help him listen. He focuses on what the person wants, what's good for them. And then he tries to deliver what's good for them, and in the process, creates what's good for him. So, those are the two things so far from Tom Hopkins. Preplan in writing, Practice, and the third P is Perfect. Don't ever think, this is a good one, don't ever think that you're as good as you can be. Perfection, don't ever think you are as good as you can be. And here comes the same thing that Matt Dimio, the fourth P, where he said you want to get to the top, get off your bottom. Tom Hopkin's fourth P is perform! That's all, just perform. You can't just get all this information and knowledge. He says, there are two ways to fail. You can do so without thinking, or to think without doing. Everybody, as you meet these multimillionaires, you will find out that most of them have a common thread going through all of the things they do for themselves and that they teach. The other thing, again, I don't know who exactly said this, but don't look at joining some organization and thinking of it as just a game. If you've joined it, and you're looking to make money that has more than one zero attached to it, it's a serious business. If you're looking to make five, or six or seven or eight zeros, and yes, I've made 8 zeros, you want to make sure you know everything about it. So, what you want to do is you want to compare it to your fulltime, your real job. Compare what education prepared you for the real job? How long did it take? How much did it cost? What type of training did you have to take? How long did that take, and how much did that cost? And take a look at what you are doing now, and realize that this business that you are in now, can probably make you more money than the business you are coming from. Also, think about how long it took you, or how long you thought you were going to have to work at it till you were making what you were worth?

And now take a look today. How much do you think somebody will pay you for your time today? See, all these questions, they hurt. But they are real, because they'll tell you if you really want to make more money, you have to do what it takes to get there. So, Dave Stuart, another one of my mentors, had Five Steps to Success in Network Marketing. Number one, you need to understand network marketing, what it is, and what it isn't. You need to believe in network marketing and yourself. Because network marketing really doesn't depend on the best people. It depends on the best process or system. And when you plug into that process, the best way of doing something, because you have a formula to follow, a blue print, it brings out the best in you. Because you know what you have to do to become the best, to be able to follow that pattern. You have to have the desire. No question about the desire. And desires come from having goals that are worthy of your efforts. You need to have the commitment. If you come into this and say I'll try it out for a month or two, forget it. Don't even get started. Nobody makes money for a month or two. I mean, what did you put up in the business? A couple hundred, a couple thousand? I mean, you take a look at what a restaurant owner when he wants to open up a restaurant, he has to put in a 6 figure amount and wait two, three, four years till he gets his money worth. You don't get your money's worth in a month or two. And you need to be in action. What kind of action? Successful action.

So, he summarizes, you need to understand the business. Believe in it and yourself. Have the desire, make the commitment and stay in action. But, the bottom line is that success in this business depends not on your up line, not on your side line, not on your down line, not on your customers, it depends on YOU. You're the one.

Here's another gentleman. Jeff Mack. I remember what Jeff Mack told me when he first got into the business, he went down to a meeting, a company meeting. He said the guy scraped together every last penny they had to get enough gas for the car to drive down to where they were going. And they drew lots...they got a motel room, they drew lots who was going to have to sleep in the bathtub, because there wasn't enough room for all five or six of them to sleep in beds and on the floor. So he was the one in the bathtub. So, and by the way, if you listen to Tony Robbins, and his beginning. He had an apartment in Santa Monica, that he sublet, and he also slept in the bathtub. How a guy 6'7" fits to sleep in a bathtub, I don't know. But, not everybody starts at the top. So, Jeff says, if every prospect thought this process was real and obtainable, they would all want to do it, then we would turn it down. When you come proficient at the process, you'll become a prolific recruiter. In other words, you'll be able to recruit one after the other after the other.

It's not what you do, but how you feel about what you say. You have to be passionate, and you have to be genuine. If you don't have the belief, you have to borrow the up line's belief. You have to believe in what you say, because people can see right through you. And you have to build rapport with your prospects by talking about their favorite subject, themselves. You build rapport before you try to convince them. You have to know what they want. And he says give people factual information every 48 hours, because within 48 hours, they lose 95% of what they've heard and seen. They fill that with perceptions.

In other words, after 48 hours, he's telling you, that they forgot what you told them, they replace it with what they think you told them, or what they think it is. And that's not the reality, necessarily.

Here's another gentleman. John Horemza. John Horemza is an unbelievable guy. John Horemza, if I remember correctly was from Minnesota. He was a maintenance man. A janitor, in a potato chip factory. And he was dyslexic. And everybody told him he could never make it. He could never make it. And then he began to believe it. And then he got involved in network marketing. And for the last 20 years, he's made a million dollars at least a year. So, John says, excuses are just obstacles you need to go around. That's number one, excuses are just obstacles you need to go around. And I saw someone else say that a wise man said that the difference between stepping stones and stumbling blocks is how you perceive them. You can either perceive those rocks as stumbling blocks and you fall all the time, or you can conceive them as stepping stones and you step over them. So, that was number one. Number two, if you want your dreams to come true, you must first wake up. You can't dream all of this at your desk in lala land and expect to get your dreams to come true. You have to wake up, and you have to go to work.

Here's John Birda, another brilliant person, from Florida. He had his six points..oh, I see its 6:48 already, so let me see. This is six points are valuable, I think. John Birda, six points on getting started right. Don't work with the wrong people. That was number one. If someone makes you feel lousy every time you see them coming, don't recruit them into your business. You are supposed to feel good when you are in your business. And you know what, it also shows you're a little bit desperate if you select people that make you feel bad. Why would you want to make you feel bad. Don't work with the wrong people. Someone doesn't keep their commitment, somebody lies, forget it. Walk away. There are almost 7 billion people in this world. Pick the good ones. And all you have to do is sift and sort. You'll find them.

Point number two, build belief, knowledge and commitment with enthusiasm. You know how many times people talk about belief, enthusiasm, knowledge, commitment? These people don't know each other, some of them don't know each other from Adam, but have the same rules. And here's a great one, be a great coach. So, now everybody wants to be the boss, right? But he ends it up, be a good coach and be coachable. You want to find a mentor for yourself. You want to find somebody you can talk to and ask an opinion. Very important.

Point number four, Use three ways in your up line, the business does not succeed without the team. Because the stranger that someone's never met, people look at them as the expert. So you want to use them. Here we go again, point five. Develop an action plan with goals. Can't get away from those goals. You cannot hit the target if you can't see it. Oh, I wish I could remember the person who said it, Earl Nightingale, I think it was. Maybe it was Earl Nightingale. He brought somebody up on his stage, and he handed them a bow and arrow, and he pointed to a target that was a few feet away, 10 feet away. He said, I want you to hit that target. And the person smiles, snickers. Cause they know they can hit it for sure. And starts to pull back on the string, and pull back on the arrow,

oh, I forgot something. He blindfolds them, spins them around, and he says ok, now you can hit the target. And the guy said how can I hit the target, I can't see it. And you know what, it's the same with goals. Goals are your targets. You can't hit your target if you can't see it. And point number six, is have written goals with regular measurements of success. And that was that concept that Nick and I discussed a few weeks ago, about how written measurements of success when you write down how much you expect to achieve and how much you actually achieve. Your success increases tremendously, geometrically.

So, here's another great leader, this is Rick Jordan. This is an insurance agent down here in California. And he quotes Jack Welch, who is the guy who built up General Electric. Here we go again. Leaders create a vision. Leaders, and it's just four elements he talks about. Rick talks about four elements. Leaders create a vision. Leaders know how to articulate their vision. Leaders have a passion for their vision. And leaders relentlessly pursue their vision to completion. Which brought up the next item which was commitment. Commitment is a line you cross. It's the difference between wishing and doing. Commitment is doing what you agreed to do, and here's the key element. Commitment is doing what you agreed to do, long after the original feeling that existed when you made that commitment has left. So, Todd Smith, Todd Smith is one of my favorite people because here's another million dollar over the last 20 years. And he was my up line. This is a guy that got into the real estate business, and said he wants to make, and he was a teenager, he wanted to make a quarter of a million dollars his first year in the business. Well, what he discovered was that he didn't know what it takes to do that. So, he called around, and he found one of the top people, top real estate salesmen. It was in Denver. I think he said. And he called them up and he said, can I come sit at your desk and learn from you? I'll just be there a day or two. The person said, you know, I've been a leader for years, and nobody, nobody has ever asked me to learn from me the way you did. And Todd came. And Todd spent the time. And what he learned he had to do, was he didn't set the goals...it's not enough that you want to make \$250,000. You have to figure out how many sales you got to close to make \$250,000. Well, if you have enough sales to make \$250,000, how many people have to sign up with you? And agree to let you show their home? Well, if it's going to take that many people, how many people do you have to call on to find that many people to agree to let you sign up with them to make that many sales to make that much money? Well, now that you know that, how many calls do you have to make per hour, per day, to reach that 250,000? And Todd would tell us that he would not go to the bathroom in the morning. He started on the phone, he would not stop on the phone till he reached a goal that he set for himself, for that morning, and that afternoon. He said, he would picture himself as a beaver before he got started. And he would take this log of wood, and he would go chomp..he would take a bite out of that log and chew it and pooh, spit it out. And take another chomp. And envision how that felt chewing through that, and he would do it, even though he didn't want to. And do it, and do it, until he did it. And then he would sit down and start making those calls. Todd Smith in his first year deposited \$254,000 in his account. Goals work, if you work your goals.

So, let me tell you what he says. I'm going to read two things that Todd says. One is his definition of excellence. And the other is 10 tips for success. And we'll end with that. So, Todd's definition of excellent is many times the difference between failure and success is doing something right, or you would think that doing something right was good enough, what is he going to compare it to? He compares it to, he says, or doing something exactly right! Not just good enough, but perfectly. The only way to succeed in our business is to do things exactly right. And you have to practice that. Unfortunately I can't get into that part, we'll do that another time. Which talks about, how you practice that to get to that perfection. But there is a system.

But, let's take a look at Todd's 10 tips for Success. And this comes from just practical experience and from some of his teachers. I know some of his teachers. And yes he did have teachers, and yes he did have an up line. And yes he did use his up line. So, step number one for his ten tips to success is block out time to do this business. Sounds logical, doesn't it? Sounds like common sense. But you have no idea how many people do this in their spare time. They just grab a minute here, grab a minute there. You have to think it through. You have to find the time to do it. If this is going to be a serious business, don't turn it into a spare business. Turn it into a serious business.

You have to learn about the products, you have to read books on network marketing. And you have to listen to tapes. I had another teacher, partner, Rick Walsh, that always said that he learned, and this is a gentleman that started in 1975, I think it was, in network marketing. and he's still in it today. As a matter of fact, he published the only glossy magazine in the 80s about network marketing. He knows his stuff. He taught a lot of people. He said in his opinion, success in network marketing is directly proportional to the number of tapes or cds that you listen to from leaders about network marketing. Simple as that.

So, the first one from Todd is block out the time to do this business. The second one is to set goals. Here we go again. If you know exactly what you want, and you want it bad enough, you'll push yourself to do it. Step number three, he's not talking any differently than he did to himself. He says step number three is to put together a daily action plan. Do something every day to make yourself feel good about yourself. Do what you know you should do. You know, you listen to enough people, you know what you have to do. Do some of those things. Step number four, focus. What's the most valuable use of your time right now? What activity, if I do it now, will bring me closer to my goals? What should I do right now? Step number five, be disciplined. And folks, don't forget, this is being recorded. And this will be up with the transcription so you'll have all these notes on all of this. Step number five, be disciplined, in everything you do. Not just the business, remember we talked about principles and being honest? Be disciplined in everything that you do. Become a do it now person. Step number six, treat this business like a business. If you treat it like a hobby, you'll have hobby results. If you treat it like a business, people will respect you more. Make appointments, be on time, do what you say you're going to do. Give value to people's time. Give them something. Step number seven, and this goes to Stuart's views about measuring your progress. And Todd and Stuart work together if I remember correctly. Stuart, I think, was Todd's up line. So, step

number seven is measure your progress every day. Continuously refine what you are doing. How did I spend my day today? Review it. What did I get done today? Write it down. How productive was I today? Be honest. What can I do tomorrow? Make a plan, set a goal, what could be more productive than I was today? Step number eight, be consistent. Be consistent every day. You have a plan, stick to it, do it consistently. Become obsessive about it, he didn't say that, that's what I'm saying. Step number nine, always know your next step. And make sure that you and your prospect agree on what the next step should be. Discuss it with them. Clarify it when they do. Don't make assumptions. Be specific. Be definite. And improve yourself. Step number ten is improve yourself. I've got to do this one, I've got to do Tom Bismy. Tom Bismy was back in the 90s, and I think it was a VP with Ford Motor. He was up there. And he got into network marketing. And he made multiple hundreds of thousands of dollars a month. So, he asked the question, are you guilty, and I'll finish with this. I'll open the lines up after this. Tom says, are you guilty? If you were brought before a jury of your peers, in other words, people just like you, and accused of being an agent for your company. Pick your company, I know we have people from many different companies, pick the name of your company and imagine if somebody said, you're an agent for Amway. And they accused you of being an agent of Amway. Would they find you guilty of doing what a successful agent does? Take a look at yourself. Imagine yourself in front of a jury that is trying to decide if you are doing what it takes to be successful in your company. And would you be guilty of being successful, of doing what's necessary or not? So he says, Tom finishes, adversity introduces a man and a woman to themselves. All of us, all of us are self-made. But only those of us that are successful will admit it. I guess the rest of us will just blame people. But those that are self-made, they admit that they are self-made. They are proud of it. Be proud of what you are doing. You are accomplishing just the fact that you made the decision to go to work for yourself. You are working for yourself but not by yourself. Remember that. You're surrounded by people that will help you.

Folks, that's it for tonight. Let me open up the line. And you can all say hi or good bye, whatever you want!

I have a wish for you. May you have enough happiness to keep you sweet. Enough trials to keep you strong. Enough sorrow to keep you human, enough hope to keep you happy, enough failure to keep you humble, enough success to keep you eager. Enough friends to give you comfort. Enough wealth to meet your needs. Enough faith in yourself to inspire you to do your best. And enough determination to make each day better than yesterday. And I wish I knew who said that. I got it from someone who said author unknown. That's one of the greatest wishes I could ever give anybody. Good night and Good luck.

