

Pay it Forward - What that Hollywood Movie Means to Network

Marketers

By Barry Goss

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Have you seen that inspiring MOVIE titled "Pay It Forward" starring Helen Hunt and Kevin Spacey?

I did. Just last month. It made me think about how the lesson in the movie (that we ALL have the ability to change people's lives for the better) applies to our wonderful industry called "Network Marketing" (or word-of-mouth referral marketing).

You see, in this movie, a 7th grade boy (the now famous kid actor that was in the movie with Bruce Willis called, "The Sixth Sense") starts a movement when he plans to HELP 3 people "in a very big way." All he asks is that they do the same thing.

Are you beginning to see where this is going (we'll, if you saw the movie, you already do - especially since, on the chalkboard he draws the famous "4 circles." Himself at the top and 3 below him).

This is exactly why hordes of white collar professionals (a group of people who once shunned this profession) are entering this business at such a proliferating rate - it just makes too much sense.

As Zig Ziglar says: "You can get anything in life you want if you help enough another people get what they want."

That my friend is the foundation of building wealth ("passive" income) through referrals.

So, what's the point here?

It's simply that, by being committed to ONE reputable, financially solid, established (but progressive) company with a consumptive-based product, over time, you can change people's lives in a BIG, BIG

way by using some form of the BIG SELL.

So, you ask: "Barry, What is the BIG Sell?"

Well, I'm here to sell ya :-)

It all began over 5 years ago, when I first heard Tom Paredes (a \$50,000 per month earner) utter these words:

"..most sponsors spend useless hours teaching a new distributor how to sell the products, how to explain the marketing and compensation plan, and all about the history of the company. While this is interesting, it's not our job! We have cassette tapes, brochures, company manuals and many other tools that can, and should do this job. The Network Marketing company could simply distribute these tools without our help. Our job is not to duplicate something that is already done. That's wasted effort. That's wasted time. That's going broke. So, What is our real purpose? Consider this insight: a distributor's job is to give vision and help the prospect define and desire freedom. That's it. When we change our activity to creating desire and to giving a vision, we can allow the tools to duplicate the company information.."

Folks, those few words have changed my life and my business - the way I approach it and the way I market it. I don't sell anybody on anything *except* themselves. It's just a different posture: you front-end people by making them believe in themselves and believe in the concept of compound leverage and passive income and you back-end them with the opportunity (the company and products).

Without the former, the latter doesn't matter anyway, right ?

For instance, did you know that for over 90% of the \$100,000 per month income earners, only 1 or 2 "key" people make up 90% of their income. To put it another way, these TOP income earners personally trained, coached, inspired, and empowered just 1 or 2 "key" people.

Just 1 or 2 "key" people who, for lack of a better phrase, *got it* - In other words, they got the fact that 10% of their success in Network Marketing (like anything) will be determined by their skills and techniques and 90% of it will be determined by their desire and attitude.

Don't Believe it? Then take my advice in my Post Script (P.S.) line below.

Isn't it comforting to know you gotta only find 1 or 2 people who are as fanatical about TIME FREEDOM as you are?

So what if it takes you a year or two to do it? Big deal.

This business is a work plan (maybe that's why it called net*work*ing), not a "something-for-nothing, sit back and get-wealthy-overnight" plan. It's a long-term business model...it's not Voodoo!

So, how do you think the TOP income earners found these 1 or 2 "key" people? Plain and simple, the majority of their "prospecting" presentation (or courtship) revolved around the individual - their desires, dreams, and attitude.

And to me, combining desire, dreams & attitude means to get straight and clear about WHY you really want something.

If the percentages -- on the number of people who achieve significant success in MLM -- are really lopsided (ya know the ole saying: 20% of the people make 80% of the money), is it any wonder why these TOP income earners actually do become the steward of people's dreams?

Why they focus on selling you on YOU? (think about that and read it again if you have to).

Yes, Networking Marketing -- like the message in the movie "Pay it Forward" -- is about helping people buy back their own life; helping them follow their dreams; helping them get out of their comfort zone and helping them support other people to do the same.

Yes, if you approach it right, it's a self-perpetuating positive movement that just can't be stopped.

I now understand why the President of a very large Network Marketing company once described his company as a *leadership /personal development factory disguised as a personal care products company.*

WOW !

Yes, over 5 years ago, it finally hit me like a lightning bolt. Like bees to honey, these TOP income earners inevitably end up anchoring a prospect to their opportunity by:

#1) first, leading with the one product everybody wants (TIME FREEDOM);

#2) second, helping people figure out their true wants and desires and showing them how they can get them through what Network Marketing provides (TIME FREEDOM);

#3) third, selling a potential business partner on why they're genuinely committed to helping them get where they want to be .. no matter what it takes!

Amazing :-) Most amazing, indeed !

P.S. if you haven't already done so, go watch the movie "Pay it Forward." You'll have a better grasp for what I'm talking about. Better yet, go to your nearest bookstore and buy John Fogg's book: "The Greatest Networker in the World." You can find it at <http://www.upline.com> too!

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Barry Goss, is a referral broker for an 11-year old,
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