

## The Price Of The Promise

### The Power Of Network Marketing

**Mark Yarnell**, minister in a small town in Texas, was headed for bankruptcy and just about to lose his car and home. He looked for a way out and discovered network marketing. Luckily, he had a wise sponsor.

The sponsor gave Mark "**THE PROMISE**". "This business can set you free financially in one to three years." But he also gave him "**THE PRICE**" "To succeed, you will have to face and conquer 4 major enemies."

**Mark said, "It's a deal."**

**Mark began by inviting 200** friends over to his house to watch a video. 80 said "No, not interested"

**- Mark had encountered ENEMY #1: Rejection.**

**He thought, "No problem.** My sponsor warned me about that. I've got 120 people still coming over." Guess what?

**- He had just encountered ENEMY #2: Deception.**

**Mark thought, "No problem.** My sponsor warned me about that. I've got 70 people who watched the tape." Guess what? 57 said "Not Interested".

**- He had just encountered ENEMY #3: Apathy.**

**Undaunted, Mark thought, "No problem.** 13 people signed up." Guess what? 12 of them dropped out of the business shortly thereafter.

**- He had just encountered ENEMY #4: Attrition.**

Attrition had left Mark with **just one serious associate.** But to this day, that single distributor earns Mark **over \$50,000 per month.**

**Mark Yarnell's story is NOT Unique!**

**You may have heard of Bill Britt**, one of the most successful distributors in Amway. Some years ago, 20/20 did a feature story on Amway. They spent 19 minutes interviewing whiners and complainers – several distributors who had failed and showed the garages full of products they couldn't sell. During the last minute of the show, Mr. Britt was interviewed in front of his palatial home. He was asked, "Mr. Britt, this business has obviously worked for you. What's your secret?"

**He replied, "There is no secret.** I simply showed the plan to 1200 people. 900 said, 'No' and only 300 signed up. Out of those 300, only 85 did anything at all. **Out of those 85 only 35 were serious, and out of those 35, 11 made me a millionaire."** Like Mark Yarnell, Bill worked through the numbers.

**Jason Boreyko, former co-founder** of New Vision, told this story recently. When he was a distributor in Matol, he signed up 50 people. He heard a lot of "No's" on the way to those 50. Jason took one man, who he knew would be terrific in the business to lunch, told him about the business and the man said "No." Jason took the man to lunch again the next month and told him the updates. Once again the man said, "No." Jason sent him some more information and took him to lunch again the next month. And again the man said, "No." That went on for six months. **The seventh month, something had changed for the man, and he said, "Yes." That man made Jason over one million dollars.** Jason also worked through his numbers.

**According to Richard Poe** in Wave Three while starting Amway, Rich DeVos and Jay Van Andel, America's eleventh richest people, recruited 500 people. 495 dropped out. The five that didn't quit built Amway. All \$7 billion of Amway's business was built under those 5 people. Jay and Rich had to work through their numbers. There are many similar stories. Jeff, the top money earner in Mannatech, signed up 27 people his first month.

**One might think that he is especially talented at sponsoring. Actually, Jeff will be the first to tell you that he is not talented at all.**

**In fact, he feels that he did very poorly.** To recruit those 27, Jeff talked to 2000 people that first month. And of the 27, the only one who did anything significant with the business was Ray Gebauer, who has more than half of Mannatech in his downline.

Jeff's word to you is that the numbers never lie. Pick your goal and then get into massive action. If you talk to enough people, you will make it!

**Here's the lesson:** Your success is directly related to the degree to which you are willing to work to find others like yourself who are committed to succeed. Mark Yarnell's odds were 1 out of 50. (Jeff's were really 1 out of 2000.) Would you be willing to go through 200 people to find the 1 who will make you \$50,000 a month? Or go through 200 people to become a millionaire? Or hear uncounted "No's" to sign up 50 people to find a million dollar person? I hope you will. It's easier when you know the odds up front.

**But here's the catch:** You have your own set of odds and you won't know what they are until AFTER YOU'VE SUCCEEDED. So if you've gone through 50 or 100 people and you haven't found 1 serious person yet, you can either give up and assume the business doesn't work or recognize that you are working through your own numbers.

**Are you willing to find out what your own set of odds is?**

That means that you must pay the price for freedom. Remember that the numbers never fail you. Despite where you are in your skill level, your success is assured if you talk to enough people. And as your skill improves, so will your odds.

**There is no such thing as luck in this industry.** Winning big is a matter of being willing to pay the price.

**Are you?**

Your future is in your hands!

The choices which you make today will determine the course of your entire future.

**May you have a Successful Future in all aspects of Your Life.**