

12 MISTAKES IN NETWORK MARKETING



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If you've ever encountered a tall, goofy Swede who sounds American and who loves to dance in front of the mirror with his three left feet, then we have already met!

If we haven't already met, then I'll tell you a bit about myself. I was born in Sweden, spent a few years in Ecuador, attended primary and secondary school in Luxembourg. I completed my engineering degree at Lehigh University in the US and returned to Luxembourg to play basketball professionally and work in a bank. A year or so later, we moved to Sydney, Australia where I continued working in the banking world, or 'the dark side' as many call it. While in Australia, my brother introduced me to network marketing. I put in a few years of solid hard work and am now enjoying the freedom to live and work wherever and whenever I want. At the moment, that place is Valencia, Spain. I now help others start up in the same business to achieve their own 'laptop lifestyle'.

I started www.thenorells.com to help people like you get practical tips on improving their network marketing business.

I hope you find some helpful tips in this book to enable you to enjoy your own laptop lifestyle!

Daniel

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1. STAYING IN YOUR COMFORT ZONE

Being an introvert sucks! At the same time being an introvert is a massive advantage because it allows you to step out of your comfort zone so easily. The success you want is outside your comfort zone. So no matter if you are an introvert or an extrovert you will be going outside your comfort zone to have success in the network marketing industry.

I hated speaking to strangers when I first started. However, I loved hearing successful people saying that the path to success was to step out of your comfort zone. This allowed me to always feel I was headed for success.

The first big action I took in building my business was to go around my neighborhood in North Bondi in Sydney, Australia putting up A4 printed papers on lamp poles that said something like, "Make \$25,000 a month working from home." Guess how many people called me... That is correct - NONE!

Doing this was super scary to me because what were other people going to think of me putting up these on public lamp poles. Also, what if someone actually called me what was I supposed to tell them. I had no clue. Luckily, no one called. I would have been like "...uh yeah the average is this...I have not made a single dollar but this is the average. No clue how to do it but you should join me!"

The next big mistake I made was to place an ad in the Sydney Morning Herald for about \$300. It was a tiny ad, similar to something I had read in Your First Year in Network Marketing by Mark Yarnell. 12 people answered the ad but somehow I never actually ended up speaking to any of them. Another one of those thank goodness moments as I would have had no clue what to say.

When I moved back to Europe which was only about 5 months after starting my network marketing journey I once again had to face my fear of talking to people. We decided to be a part of a group of distributors who exhibited at one of Germany's largest health shows. For four days I would ask every single person who walked by our stand if they spoke English. If they responded in either "yes" or "nein" I would start my pitch and drown them in antioxidant scanner talk. From that show I had about 12 people who were open to more information long term. The problem - I would not dare call them because I had no idea what to say. So I asked my best friend, Jannik, who was a sideline (needs another blog to explain that one) to call these people for me. I was a total chicken \$hit and would not dare call people who actually wanted information. For the next 6 months I was afraid of that phone. Even when people called our house I was afraid it was someone who I had spammed on Alibaba explaining about our amazing products.

1. COMFORT ZONE (CONT.)

A big take away from the previous paragraph is to never barf info on people or to spam. Instead find people who are open and then listen to them.

A few months later my brother and I decided to step out of our comfort zones once again. We got clipboards and questionnaires and went to the biggest shopping center in the country - Auchan.

Our clip board had something similar to this:

Do you speak English?

Do you care about your skin?

Do you want to look younger?

Would you like to see our wrinkle iron make you 10 years younger?

I was super lucky once again in that no one actually ended up wanting a demo, got sweaty just writing that. However, my brother did sell one of our wrinkle irons to a customer through this - his skin is 1000 times thicker than mine. The key to this though, was once again stepping out of my comfort zone. I did not die doing this...maybe my confidence died a bit. I did feel that if I could survive this then speaking to more people would not be that bad.

After a couple of years of not succeeding in Luxembourg I finally moved to London. At least I spoke the language there. I was desperate at this point to make this work. I had lost the confidence that I could succeed from everyone including my father even hinting I should try something else.

The first thing I did in London was start walking streets and going into salons and would just scrape by monthly with my points in sales to salons. This was so out of my comfort zone which was at least bigger now than when I started. Every time I pushed that door open to go in to see if they could be open to a demo of our amazing technology I wanted to cry. However, I did it and kept on pushing through.

A few months later I was able to bring some people on my team to do the same. Then at least I had the luxury to show them how it was done on the first one and then make them do it on all the subsequent places.

Even today I would be a bit scared doing this. A big hint in making it easier is to just imagine one of the next three places are going to love this. You are going to be able to introduce them to a better business model and they are going to thank you forever.

Keep pushing! Get out of that comfort zone. You will see magical things happen. You will not only grow your confidence and make new friends but also end up making way more money. If you are afraid of public speaking just go for it and do it over and over again. One day you will be proud of yourself because you pushed yourself outside that comfort zone and as a result you have grown as a person and your business has massively grown and therefore helped many more people have success.



2. UNREALISTIC TIMEFRAMES

One of my favorite books is the Compound Effect by Darren Hardy. In there he talks about the different paths for three guys who have small changes in their habits every day. Great habits repeated every day over a longer period of time can create amazing results. The same can be said for a few bad habits. You do not see a massive difference in year 1 or maybe not even in year 2 but after 5 years you see a massive difference.

Today's millennials want results even faster and they are talking weeks instead of years. This makes our business a bit more challenging. Yes social media has changed the game completely and what took me about 5 years I am seeing people do in 5 days with the right social media connections.

Let's say that you do not have those incredible connections you would need to adopt long term thinking to have success in any business. My mom built a very successful business but she did not see a good profit until year 4.

The book Outliers by Malcolm Gladwell discusses the 10,000 hour rule. This rule says you become world class after doing something for about 10,000 hours. If you were to spend 3 hours a day every single day of the year then after 9 years you will be world class. I still feel that after being a network marketer for 12 years and working way more than 3 hours for most of those I am still not world class. However, I do make a decent living. For me it happened in year seven.

One of my early mistakes I made was my 1 year goals were outrageous. I had no business creating those goals as I had never sold a product in my life and I had no clue what network marketing was. I did not even really like speaking to people. I have now achieved almost every goal I set out to that first year but still have a few things to accomplish to reach my initial three year goals.

Your challenge:

Set out 1 year and 5 year goals. Make sure your 1 year goals are smaller than you would like and your 5 year goals are bigger than you can imagine.
Then take MASSIVE ACTION to go get that big 5 year goal.

Give it 3 years

World class takes 10,000 hours

Think long term

Do NOT be discouraged after year 1

Keep improving and getting better every single day



3. AVOIDING FAILURE

Why Fail?

The main reasons you want to fail is to gain more experience, get the knowledge, become tougher, more resilient and grow. Ultimately failure will lead you to success!

How do you score if you never shoot?

Growing up playing basketball and football my coaches always told me I missed 100% of the shots I never took. So there were days when I would start out super cold. Maybe make 1 of my first 8 shots or so. They would then say keep shooting. Suddenly I would make the next seven shots and be a respectable 8 for 15. So I have always had the attitude of keep shooting!

You need to have a no fear of failure attitude in order to take massive action and adjust the course as you go along.

Experience - understand things better.

The more times you fail the more experience you will get and that experience will enable you to make better decisions going forward. I have made so many mistakes in our business that today I can make much better decisions and also advice others before they make same mistakes.

The biggest challenge I see for most is that they are willing to quit after their first 20 rejections. I went through about two years of being afraid of rejection and therefore not speaking to enough people. Then I started to lose my fear of cold calling and talking to people. Well never totally losing the fear as even now after 12 years I am still not totally comfortable getting rejected.

I have come to terms that rejection is the only way towards success. I want success much more than losing some short term pride when someone rejects me. So the question for you is how bad do you want it?

"I have not failed. I've just found 10,000 ways that won't work." - Thomas A. Edison

Mindset is the key to handling failure.

In the early days I would be so afraid of rejection. These days I do not even remember the no's. I might have days with tons of no's but it does not even register any more. I always think of a no as not yet. If you can have more fun with the failure and rejection and understand that yes that will be 95% of your business experience and 5% will be the positives then you will have way more fun and way more success.

3. AVOIDING FAILURE (CONT.)

"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed." - Michael Jordan

Go For No!

One of my favorite books and one I highly recommend as one of the first books to read when starting your business is Go For No by Richard Fenton and Andrea Waltz.

After watching a video of Ray Higdon talking about his way to success was going for 20 NO's a day. This was the beginning of an accountability I was part of with other incredible leaders. The goal of the group was to create accountability and make us all step up our actions. We had to get 20 NO's every single day we worked the business.

The magic happens when the team goes for NO!

The biggest power for any network marketer is to not just go for failure yourself but to bring your entire team with you. Create a group who are accountable to each other and read the book Go For No together and report on your daily rejection to each other. The incredible results that you will see in your business will create a very good life. Also, you will end up having so much fun!

So when you have failed over and over again just keep shooting!

Challenge of the week:

My challenge to you this week is see if you can hear the word no at least 5 times a day about people not wanting to join your opportunity. If they ignore you it does not count as a no so go speak to more people.



4. UNREALISTIC GOALS

Make sure you watch the video on the bottom to see my first ever printed goal sheet in my network marketing journey!

It is always great to hear about people's success and then just copy that. However, I love hearing about mistakes in network marketing because you can learn so much from failures. Not that I wish to dwell on the negative but it can be quite fun to hear these stories too. For those basketball fans out there you know the Shaqin-a-fool clips of all the bloopers.

Imagine a cocky athlete who starts a new business and then is told to do his goals and is also told this quote:

"The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark." - Michelangelo

What do you think he does?

Yes absolutely right - he writes down goals that he has no business even thinking about. One of the biggest mistakes in network marketing! What happens then? He fails miserably and feels like a little turd that some pet owner forgot to pick up. Then he expects himself to keep on going and building a business while his confidence in what he is doing has disappeared into space... another mistake in network marketing!

Just to share a few of those goals:

March 7, 2005 when I made these goals

Deadline was the end of 2005

Earn \$10,000 a month

Contact 3 new people every day

100 Business presentations

10 presentations every month

3 presentations every week

4. UNREALISTIC GOALS (CONT.)

So now let's tear these goals apart after more than a dozen years of experience with this. The \$10,000 a month is actually not an unrealistic goal for someone who has a crazy following or who really knows this business inside out. However, for a young man who had never sold a single product in his life and was afraid to speak to people and no social media following this goal is highly unrealistic. We often overestimate what we can do in a year and underestimate what can be done in five years.

The other common mistake in network marketing is with these is, if you only present to 10 people every month you are likely to only have 1 sign up per month. If you have one signup per month maybe you will get to \$300-\$500 a month in income by the end of the year if you are very very good at keeping everyone in the business.

My favorite thing about looking at these goals has to be my goal of increasing the channels of prospecting and expanding my prospecting border??? Who says that? Just made me laugh. Make sure you watch the video below to see the original paper that I made back in 2005.

What can we learn?

Cocky young men have no clue! Ok... we already knew that one. What happens when you set yourself up for failure like this - you are only going to fall on your face and feel horrible when you don't reach those goals.

My suggestion is to set one big scary goal but then loads of simple goals that are much more achievable. Also, think a bit more long term with your goals and realize that most people who have had success have done the boring, monotonous tasks day in and day out for many years before they started seeing huge results. Ask someone who has done it for some advice on setting your goals. There will always be outliers who accomplish their goals at record speed. However, let that be a bonus if you are killing your goals then just increase them step by step.

One of my mentors first goals was to buy a cordless phone (yes that goal is antique!!) She ended up making millions.

Challenge for you

Set 1 big goal and then 4 smaller goals that are much more achievable. Share these 5 goals with a few of your mentors!



5. CHASING UNOPENED MARKETS

One of the biggest mistakes in network marketing I have made is focus too much time on unopened markets. The reason for that is that I heard of all the big stories were from people going through crazy challenges to open up a market and being there at the beginning and therefore making a ton of money.

I have many stories I could share about making mistakes in unopened markets but I will go into three and hope that you find something you can learn from each.

Switzerland

When I first started in network marketing I was working with nutrition products and a technology that measures antioxidants. Naturally I would look for other nutrition companies who can see the impact a technology like that would have on the market. I would use all types of search engines online. One of them was a small directory called Alibaba - not so small anymore!! On there, I found a guy selling nutritional products based in Geneva. We were not open there but I finally found someone who was interested in hearing more.

After months of back and forth communication I finally drove 5 hours from Luxembourg to Geneva to meet Jason and also to scan his connections. We did this several times as he built up a solid customer base and qualified for his own scanner. We only had one issue: Switzerland was not an open market.

In order to grow things, we had to operate out of France. Jason would use family members to sign up distributors and ship products to France and then drive them across the border. He would always be super nervous every time he crossed that border.

After many months of working together Jason finally decided that this was too much trouble for so little return. He did not understand the potential for long term leveraged income. However, I learned my lesson too.

5. UNOPENED MARKETS (CONT.)

Working in an unopened market opens up to another 100 challenges on top of how difficult it already is to build the business. One of the biggest mistakes in network marketing!

Another common mistake in network marketing I made was to not keep in touch with all of the people who had started to work with us because about 3 years later Switzerland finally opened up officially. What if I would have kept in touch with these people? What if I would have kept on working with Jason? Who knows what would have happened but the lesson was not to work in unopen markets.

Estonia

A few years later I was living in London and had built up a solid team and one of the girls in the team, Moonika, was from Estonia. Moonika was doing quite well but decided to move back to Estonia. She continued to build the business there even if we were not open there.

Moonika was doing so well that I decided to fly over to help with a few more meetings. It was a wonderful chance to see the country and take local transport all over for our meetings. It reminded me of Sweden as they had so many beautiful parts to the country. I remember taking the local Krooni as payment for quite a few products I had brought over. I still have those today and as they have adopted the Euro I am not sure I could ever get anything for them.

A few months later we decided to reward Moonika with a free flight to London to see our chief scientific officer speak. She never showed up for this event and we have still not heard from her since.

The learning lesson here is to be very careful with your time when again working in unopened markets. Also, make sure you change the currency if there is any chance you will never be back.

Saudi Arabia

This last story is about hope and getting your expectations up high so they can come crashing down.

This time there were no trips involved but there was still a lot of time sending information and communicating.

I met Maz at a dental show in London while exhibiting there. He loved our nutrition concept as well. He wanted to bring it to the dentists in the UK. He never ended up doing much in the UK however he did move to Dubai a few years later.

5. UNOPENED MARKETS (CONT.)

One day Maz got in touch saying he had some big hospital groups in the Middle East very interested in our galvanic technology. This is always exciting as there is quite a lot of money there. So a few hundred emails and phone calls later it was not surprising that he had a hospital group that wanted to start with a small order worth \$200,000. Maz had told them that he was the official distributor in Saudi Arabia.

A day before the hospital group was going to send the money for the order they made a call to our company headquarters. When they then found out that there was not an official distributor in Saudi Arabia they of course called off the deal.

This time I had not traveled there and it was not me working directly so I cannot say that I was too upset about it all. However, I did get caught up in the big talk and how this could lead to crazy sales and loads of income. Never ever get your hopes up for big deals in this industry. If they happen it is just a bonus. Focus on the every day grind of working with people who have massive desire to change their own life.

A lot of people ask me about India and Dubai in our company. I have no idea if any of those will ever open up. The best way is to build within the Indian community in an open market like the UK. Then if you have a lot of successful people in your team from that country then you can take advantage if the company one day says they will open it up.



6. LIVING BEYOND YOUR MEANS

One of the bigger mistakes in network marketing I made can also be argued as a positive.

When I first got started in this business I set some pretty crazy goals. My cockiness and the goals together made me think that I was earning more than I was. It also made me believe that I was going to make this money very very soon.

The first mistake started in Luxembourg when I was living with Marie in my father's basement after moving back from Australia. In my first professional basketball negotiation, I could have easily have asked for free living and they would have given me an apartment. I did not need that as I was going to make tons of money with my business, is what I thought. Little did I realize that accommodation in Luxembourg is one of the most expensive things ever. We ended up living in a place that was way bigger than what we needed and it was located as centrally as possible. A typical case of living beyond your means...

The stress of having to deal with living a life where expenses are higher than your incomings is never fun. This damaged my energy on a daily basis which also made it difficult to build a team. If you can find a way to always have a full time or a part-time job on the side until you are doing extremely well in your business then you will have the right energy. I keep seeing a lot of people go full time almost too early. Stay part time as you are often way more productive that way.

A few years pass by and I am now in a position where my business is doing better and going in a good direction but I make the same mistake again. Now I am living in London and decide to rent a flat with my great business partner Dr. Terry in Holborn. It was out of my price range but I was so sure we would make tons of money so I could afford it.

It was a run down disgusting place but it was also the headquarters of our business. It was also out of my budget. I was living beyond my means again. I did have quite a lot of stress the following years as I kept having months where outgoings were greater than incomings.

6. BEYOND YOUR MEANS (CONT.)

That stress definitely made me more desperate and focused on the wrong people to bring in to the business. If you have a choice to create a life where you are not so stressed you can then go after the big dogs and be able to grow your business in a much better way.

I went on to get apartments or a house that was out of my budget three more times. Some idiots just do not learn. Yes, the ending to the story is a happy one. However, I do strongly believe if I would have had a part-time job and another source of income I would have been successful faster as I would have been focusing on the right activities instead. I never have regrets over anything but I do know you can learn from this story.

We are all different. Some thrive under the pressure I put on myself but I did not. So find the right balance for you. Usually, that means to have a financial situation that does not cause too much stress on your life. A little yes, but not so you feel ill.



7. NOT HAVING FUN

My problem:

I have to admit I am not the coolest person alive. I am not that funny and being Swedish I am way too serious and literal 99% of the time. This does not always help me in making friends and getting others to want to follow me. However, I am open to improvement.

Another issue is that I followed the traditional path. Engineering degree from a good university. A well paid job in banking. (Big problem working for the dark side) No business experience. No sales experience. Quite introverted. Why the heck would I then choose to get into network marketing - one of the most social things ever!

Mistake:

The first few years of building my network marketing business I always felt that what I lacked in experience and age I could make up by being professional. I would wear a suit and tie and would be very cautious to not upset anyone. There was no fun. There was no joking around. There was no getting to know the personal side of people. I would jump straight into business at all times.

I would rock up at meetings and be like I need to show this 5 pt presentation and bore the crap out of them for as long as possible - then they will join me just to get rid of me I was the person trying to make this a proper job and hide that it was network marketing.

I remember we organized events and sometimes people wanted to go for a meal afterwards to have fun and I wanted to go home to work???

I never built a tribe of fun loving people.

Everything changed when...

One of my uplines who had been semi retired for many years decided to move to the UK. You can actually see an interview with Kristjan Kristjansson on [here](#).

Before and after every meeting I would call him to get some tips. Just within a few weeks he got me to alter a few things and suddenly everything changed for me. We also did a few group meetings together where he would give feedback. The massive missing ingredient was FUN!

7. NOT HAVING FUN (CONT.)

A few things you can do to make things more fun...

At 1 on 1 meetings get to know the other person. Do some fun activity or at least go for a drink or some nice cake and cocktails. If you both have kids make it a play date and your kids might possibly end up liking each other.

For prospecting face to face on the street - mic each other up and then have fun listening to the recordings afterwards!

For a group presentation - joke around with the crowd! Make fun of yourself.

Never take yourself too seriously. People love it when you let your guard down.

Still always be professional but in a fun sort of way. You want to attract the type of people to your team who share your energy anyway.

Always remember 90% of people stick around because of the fun. They look the first time because there is potential to make money. However, the money usually comes too slow as it is a business and not a get rich quick scheme. Therefore, introduce the fun right away so people want to stick around just for that.

An example...

I will tell you a story of one of the top leaders in Europe. This is of course my version which is very skewed my way and it is not to take away anything from my brother's incredible job to recruit her. There was a social event that he invited her to. She loved the fun. The people who all had dreams and ambition. She loved being around fun loving people who are all running in the same direction. She did not know anything about the business but she knew this was the atmosphere she wanted to have. A few years later she has built one of the fastest grouping teams in the entire world. It all started with a bit of fun! Here are some ideas for more fun:

Have activity days with your team

BBQs/braii

Test out some new activity (go karting, sky diving, river rafting, military style warrior race)

Make sure that all bigger events have socials

Spa days

Group going to personal development seminars together

JetSki

Bowling

Swimming in the sea

Paintball

Go ape (zip-lining)

Wine tasting

Cooking classes

Dreamboarding

Go look at nice mansions

Test drive high performance cars

Drinks at someone's house

I challenge you:

To have more fun

Laugh more

Make fun of yourself a bit more

Find ways to bond with your team

Create a tribe of fun loving people



8. TAKING QUITTING TOO SERIOUSLY

The problem:

You get started in your business and you sign up your first person. You are going to be a millionaire this is the one! You never have to work a day in your life because this one person will build a huge business. The day after they sign up they suddenly blank you. They do not return calls, sms, whats app messages. They have just disappeared from the face of the earth. You start beating yourself up as your dream is shattered. You lost the best person ever and now you feel like you won't continue to grow in your business...

Have you ever met the 3 week player? They are all gung-ho for the first three weeks then suddenly quit.

Mistake:

Never ever assume your best people will stay. Never assume that people who start will be successful. Never assume that people who start will ever do anything. Never assume that even your top leaders who are doing well in the business will stay forever.

An example:

After 2.5 years of doing this I finally moved to London to take it seriously. After a few months I met a lady in a cafe who took my leaflet. She then handed it to Dr. Terry Loong at another event. Dr. Terry emailed me asking if she could join the team. This lady was amazing at the business. She just had this great energy and was able to build a great group of both distributors and customers. She quickly became my strongest team.

A year or so later we decided to move in together so we could do meetings in our flat in London. This is what would become the unofficial headquarters for our company in the UK. I will not say anything more than this flat was totally disgusting. Not really a sign of amazing success. However, it did form the foundation of the leaders who built up the majority of my team.

Another couple of years passed and I started to spend more time in Turkey than in London. This is when Dr. Terry started to lose a bit of interest for the business. Then one cold day we had lunch together and she told me that she was going to stop working with our network marketing business.

8. TAKING QUITTING TOO SERIOUSLY (CONT.)

I was heart broken and so scared that my business would collapse. One person quitting made me feel horrible. I did not get over that incidence for about three years or so.

Now several years later I am super thankful for having Dr Terry in my life. We are still in touch every now and then and I have no bad feelings at all.

A few things you can do to avoid this mistake...

Never ever let anyone quit! No just kidding. Of course you cannot decide what others will do. The big takeaway here is to understand that most people will quit even those you are 100% will go to the top. Know that from day 1.

Leave the door very open and keep asking them to work with you again. I recently started working with one of my best friends who quit this about 12 years ago. She saw the success and wanted a piece of that. This is the best way you can re-engage the quitters. Go and have massive success and keep in touch with them. There was a reason they joined in the first place and there is probably a good chance they will come back. They will have a hard time saying no as long as you always have fun and make sure they will have fun doing this again.

Challenge for you:

From now on treat every new sign up like they are the one who will go to the top of your compensation plan but also prepare for that they will quit tomorrow.

When someone decides to quit. Always leave the door open and thank them for all they have done. I do not have a true statistic but just based on what I have experienced about 95-99% of people who quit never end up finding anything better anyway.

Develop an abundance mindset so people quitting will not affect you. This is done by a simple daily routine like the Miracle Morning by Hal Elrod.

Never ever take things too seriously when people do leave your team.

Develop a massive team so when your top people quit it will not affect your bottom line. Sometimes when big leaders quit the team recommit and decide to step up leadership themselves and the entire organization grows even more. You can continue to grow in your business!



9. FAILING TO FOLLOW UP

The fortune is in the follow up!

I was told this very early on in my career yet I never really understood it fully. If you do 100% understand this then you would follow up way more than you do.

Have you ever had someone join another team because you never followed up with them?

That is usually the best teacher ever. You just start asking yourself why did I not follow up with that person. The easy answer is because you do not have a follow up system in place.

I have actually had over 10 people who I first spoke to join my team with someone else at a later stage because I never followed up with them. If that has happened, can you imagine how many people I forgot to follow up with?

According to certain statistics...

44% of sales people give up after one "NO";

22% give up after two "NOs";

14% give up after three "NOs";

12% give up after four "NOs".

That tells you that 92% of sales people give up after four or less "NOs", and only 8% cent of sales people ask for the order a fifth time.

In your follow up system you need to make sure you find ways to follow up with good people at least five times.

When you consider that 80% of prospects say "no" four times before they say "yes", the conclusion is that 8% of sales people are getting 80% of the sales.

So what do we do now that we understand this? Well first of all come up with an amazing follow up system. Some people like to use google sheets and others like to use pen and paper while some spend hundreds on fancy CRM systems. I would definitely go with something digital and something you can access anywhere like Google Sheets. However, find what works for you.

A few ways to follow up:

Travel to a certain city for business - just go to Facebook and search for friends in Newcastle and you will be able to then write all your connections who are based there.

If a big leader is going to a certain area do the same as above as it is easier to follow up when something bigger is happening. Then you can also create urgency.

9. FAILING TO FOLLOW UP (CONT.)

When there is a new product launch you can get back to all previous clients and distributors. Birthdays - don't just put a message on their wall. Instead send them a video of you singing and have fun with it. Fraser Brookes introduced me to a great app called Dubsmash so you just mime the song. I promise that will set you apart from everyone else.

Send them a card - these days that is very special.

Follow them on social media to find things you can comment on or send a private message showing you are following and that you care.

Send them something that they will find valuable. If you add value into their lives without asking them to buy or join your team they will respect that a lot.

Also go for NO - the stats say that they will say no at least 5 times before they say yes.

Have a spreadsheet where you record all the follow ups and start to see for yourself that it might take 6 or even 9 follow ups on average.

Challenge for you:

Follow up with at least three people every day if you are very part time and up to 30 people a day if you are doing this full time. Let me know what your averages are. How many times do you have to follow up on average before someone says yes.



10. MANAGEMENT MODE

The problem: All of us will at some point go into management mode. This is the beginning of the end! Get yourself back to recruiting every day.

Mistake: Once we have a few signups we tend to want to manage the team. I see about 95% of people do this. They might only have been in the business for a few weeks longer but they keep wanting to tell everyone what to do. People will do what you do and not what you say. Therefore it is important to stay in recruitment mode.

An example:

I often recruited very well for about 6-12 months then would jump into management mode for 6-24 months. Then again I would have to recruit again. However for each time I had to jump into recruitment mode it would be more challenging. Therefore, I highly suggest to always stay in recruitment mode.

A few things you can do to avoid this mistake...

If you have look at this quadrant you will see four phases. The first phase is the recruitment phase and this is where you need to be for the first 5 to 10 years of your business.

Focus on activities such as:

- Inviting
- Presenting
- Demonstrating
- Closing
- 3 way calls
- Enrolling
- Basic Training

One of the top things I keep seeing with teams that grow is a big group chat with up to 100-200 people in it. If you keep introducing new people into that chat and bring up the energy then everyone will bring more energy. If you do not have a team that big yet then ask your upline to create a group that might have 20-30 people in it to get things started. Within a few weeks it will quickly go to over a 100 people if everyone is recruiting.

The second stage that you want to stay out of is the management phase. This involves managing your team instead of leading from the front.

10. MANAGEMENT MODE (CONT.)

Stay away from these activities as much as you can:

- Becoming Product Expert
- Filing Paperwork
- Emails
- Browsing on Social Media
- Creating (new) marketing materials

You should only be on social media to post or to find inspiration for new material. Also commenting on everyone's posts can be great as you can help boost posts and you also boost your visibility.

The third phase in the business is the blaming phase. This is when you start to say how bad your upline is for not supporting you. You will also start to see fault in all the products and the company. The worst is your compensation plan. There are loads of other compensation plans that are better than yours. This is when you are in a spiral downwards. The biggest balm though goes to your team how bad they are and never do anything.

The next thing you know it and you are in phase four - phase out - quit - done - finished - no more business!

Do you now see why it is so important to stay in phase 1??

You have to take 100% responsibility for your business. Your team is a reflection of how you are doing and you can never ever blame them. If they are not good enough then get a new team or find a way to inspire them to do better. However never blame them for the lack of success you are having.

There is nothing better than some fresh energy from a brand new signup who has big dreams and goals. That energy is something you need to keep having at all times.

Another huge reason to stay in recruitment mode at all times is to stay relevant with your training material. Yes there are certain principles that never change in the industry. However, small techniques such as the change from calling to messaging to instant messenger etc are all super important and if you are not recruiting constantly you will lose touch. It is much easier to jump on a training to your team explaining how you signed up your latest recruit than tell stories of other people. They will respect you more when they see you are doing it.

Challenge for you:

Make a to do list every day and track where you are spending your time. If you see that all of it is spent in green time from the graphic above then you are on the right path. If you see yourself starting to do red time tasks then quickly get back on track and see how you can spend more time tomorrow in green time.



11. DID I MENTION COMFORT ZONE?

Definition of comfort zone:

A situation where one feels safe or at ease.

A settled method of working that requires little effort and yields only barely acceptable results.

Do you feel very comfortable while:

Selling?

Calling up prospects?

Working late nights and weekends?

Getting rejected?

Being 100% responsible for your own success?

The unknown?

Would you rather?

A: Watch TV

or

B: work on your business

A: Work normal 9-5 hours

or

B: evenings and weekends as well as 9-5

A: Message people you do not know on social media

or

B: Message people you know who you do not think would be interested

A: Sit behind a computer

or

B: Meet people face to face to talk to them about the business

A: Call a salon for an appointment

or

B: Walk into the salon to book the appointment

11. COMFORT ZONE AGAIN (CONT.)

A: Message someone back and forth

or

B: Get on a video conference call

A: End the meeting well and on good terms without asking the tough questions

or

B: Ask them to join, ask them if they would love to buy your great products

A: Live in comfort the rest of your life

or

B: Get uncomfortable for a few years and live a tremendous life full of confidence and fun and total freedom??

I am sure you are like me and picked A for most of these. If you picked B you would not have time to watch this training or read this blog. It is your choice in what you do and I tend to see that successful people pick the thing that is maybe a bit more uncomfortable short term but yields better results long term.

Once I understood that I had to get down and dirty (galvanic gels all over my hands) that is when things started to move faster for me. It was not easy to go do a pamper party with skin care products for a group of 50 year old women as a 28 year old guy. I was doing something that was way way way out of my comfort zone. However those activities usually lead to the most sales, the most networking, the most productivity.

Challenge for you:

Write down a list of all the things you are currently doing to build your business. Write down a list of things that got you results. See if there is a difference. Focus on the things that get you results. Do way more of them and way less of the things you are doing that are not getting you results. If there are things you have not tried yet because you are a bit lazy or afraid to do them then those are the ones you need to focus on for the next 3 months. Then analyse this again to see if there are actions you should take that you are not today.



12. BEING JEALOUS

Envy, enviousness, covetousness, resentment, resentfulness, bitterness, discontent, spite, grudge. I do not see anything positive there. Almost everyone who starts to compare themselves to others will feel jealous.

A few very, very competitive people can probably use this to get even more results. I am highly competitive and therefore, I would almost qualify to be in the category to use the comparison as fuel. However, I always felt bad when I looked around at these other successful people and never was able to achieve what they did.

How can you compare yourself to someone with 100 times more followers on social media?
How can you compare yourself to someone who has had success in the network marketing industry before?

If there is anyone you should compare yourself with, it is you yesterday. How can you do a little bit better today than you did the day before? How can you better yourself as a person today compared to yesterday. If you do that daily then comparing yourself to you a year ago will be a very rewarding comparison.

I would go to events and sit and watch people go up on stage getting recognised and feel quite angry. I would always ask myself how they could have success and not me. I was just as good as them, if not... better! Now it is a lot easier for me to go to events and be super happy for people who are having great success. I understand that the more I cheer on others and the more grateful I am for them having success the more chance I have in having success. I also understand that others having success will show my team and my prospects that success is happening all over! Their story is maybe what will inspire my prospect to take the action and join the business.

Over thirteen years in the business I also now value my slow journey. I can now inspire the slow burners. The ones who just do not have the ability to come in and do amazing things from day one. Also, to understand that you do not wake up one day being super happy and successful. Instead it is all about enjoying the journey. I look back and realise that one of the best times in the business is when you are quite new in the trenches not knowing if you will get to the top or not. That is the exciting part and also something we might not cherish enough.

12. BEING JEALOUS (CONT.)

Another reason you should not compare yourself is that you might be able to go way faster. If someone went to the top in three years maybe you could do it in one year. However, if you keep comparing yourself to that person maybe you will slow down your efforts and actually not do it in one year which is what your potential is.

Challenge for you:

Write down a list of your top 5 characteristics. Then write down a list of the 5 things you need to improve the most to get the best results. Create affirmations or affirmations using these 5 things.

Always be happy for other people's success. The more positive energy you send out the more will come back to you.



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