

Linear vs Exponential Business Growth

Linear growth is "Direct Sales"...Becoming a consultant to purchase at wholesale and sell products to customers.

Exponential growth is "Network Marketing"...Becoming a consultant to purchase at wholesale and sell products to customers, and also be a "Talent Scout" ...bringing good people with leadership abilities into your business.

It may be easier to talk to broke friends or family or someone you perceive to be on a lower socio-economic level...but you may receive more resistance. They may say, "Prove to me that it works and then show me".....or "What makes you think you can be successful in something like that?"

Sponsoring "Up" will have you talking to people who have strong centers of influence. They will most likely have the money to start, are easy to talk to and more likely to act. Many will join for reasons other than the money.

If you are brand new or re-starting your business...how you project is very important! Your projection is your prospects reality. You want to project confidence and success...not desperation or need.

If you were making \$20,000 a month, would you act or talk differently?

Who are ideal prospects for your business?

- 1) People whose activity is selling, leading or managing.
- 2) People who are paid on personal production.
- 3) People who don't mind a little risk for long term rewards.
- 4) People who are highly social.

Examples:

- Realtors
- Mortgage Brokers
- Insurance Agents
- Small Business Owners
- Sales People and Account Executives
- Sales Managers
- Directors of Marketing
- People who run charities, organizations or clubs.
- Well networked people that have an extensive circle of influence

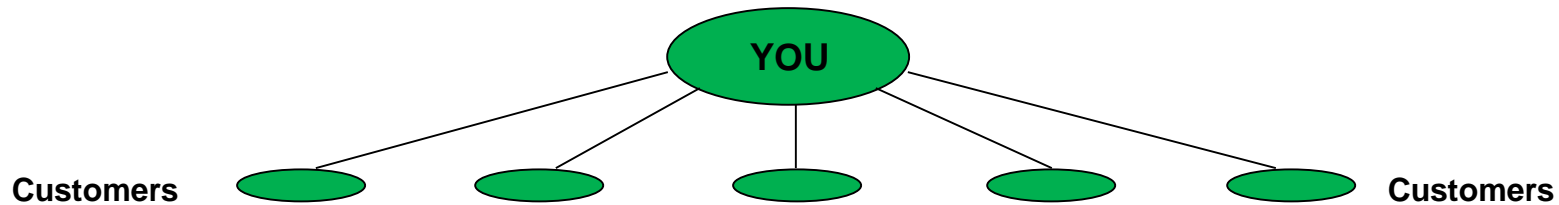
To rank advance quickly and increase your income...bring in leaders who will duplicate!

A question to professionals that has recruited many of them:

"Do you at all keep your options open in terms of making any money outside of what you are currently doing in the _____ business?"

Linear vs Exponential Business Growth

Linear Business: You become a Consultant to purchase at wholesale and retail products to customers. You grow your business by acquiring additional customers yourself.



Exponential Business: You become a Consultant to purchase products at wholesale, and retail products to customers.

You grow your business exponentially by recruiting and sponsoring leaders who will also purchase the products at wholesale, retail products to customers and recruit and sponsor leaders who will duplicate the process.

