



What Changed?

- How did you go from Broke in Boston to beachfront in Kauai?
 - 3 key things
 - _____
 - The ancestor of every action is thought; Master Key System and
 - ... when we understand that we begin to comprehend that our world is governed by thought and that everything without had its counterpart originally within the mind [get scholarship, coming Sept 7th]
 - Skills
 - If we're going to make some money, we need to learn some skills
 - Events
 - Discovered "HOW" leaders are born at events



Agenda

What We'll Be Covering

- Think and Grow Rich
 - Who is W. Clement Stone and why should you care?
 - A couple definitions
 - Objective, Strategy, Tactics
 - Organized Planning
 - What's a "Step 2"?
- How leaders are born at Events
 - Step-by-step directions to gain both growth and leaders
 - Precisely what to do
 - Prior to event
 - During the event
 - Immediately after the event
 - When you and your teams get home with all that energy
- Live Q & A

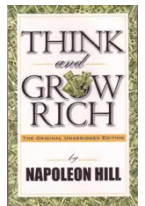
Before We Get Started

- Asked by a leader, “Isn’t it premature?”
 - Moms know this
 - Dads too
 - Did you start preparing 3 weeks before?
- Top producer with
 - Combined
 - MONY
 - Britannica
 - Saw all looking for shortcuts fail, I produced with “work” shortcut
- In 50+ years of successes and learning experiences
 - I have discovered only 1 real _____
 - It ain’t gurus, social media etc.
 - It is ... LIVE EVENTS; works 100% of the time

Who Is W. Clement Stone?

Why Should You Care?

- Napoleon Hill
 - Think and Grow Rich
 - More wealth created from this document
 - It’s not a book, it’s an exercise
 - Neither rich nor famous until hooked up with Stone
- W. Clement Stone
 - Combined Insurance, largest most successful sales team
 - “The Success System That Never Fails”
 - Trained by W. Clement Stone, my successes traced here
 - Taught me T&GR is an exercise, not a book
 - [ask Chris, Ken Olsen, MKE coming Sept, cannot be bought]



Frustration Leads To Inspiration

- Was told “Leaders are born at events”
 - “Within 6 to 12 months, 50 to 100 per rep you get to Convention”
 - Got 7 people to my first Convention in 1994 [yup, borrowed, pressured, etc.]
 - Not much happened, nowhere near those numbers
 - Next Convention? Same message, same disappointing results
- I want to believe
 - I talk to others, honest ones share same disappointment
 - I am frustrated and have a “moment” – Stone pops into my head
 - **“Inspirational Dissatisfaction”**
 - BAM!
 - Success System That Never Fails
 - Think and Grow Rich

The Formula

- Dust off the books
 - Remember SSNFs and T&GR are NOT books
 - Rediscover the “formula” to success system that never fails
- I grab a pen
 - Fill in the formula
 - BAM!
 - Clearly see the “hole” is lack of _____
 - Organized Planning Formula has 3 parts to “perfect plan”
 1. **Objective** – yes, I have that
 2. **Strategy** – no, I don’t have that
 3. **Tactics** - nope, not this either

Winners

- ***It’s not that winners do certain things, it’s that they do things in a***
 - _____ **way**
- One of the things they do in a certain way?
 - Take the time to do the right things right
 - “It takes less energy to succeed than it does to fail”
 - Get clear definitions
 - Let’s do that right now

Definitions

Objective – Strategy - Tactics



- Most people don't know the difference
 - Everybody says, "Plan your work and work your plan"
 - Virtually impossible to do until we know what these 3 words mean
- **Objective**
 - These are the things we want
- **Strategy**
 - How we plan to obtain the *objective*
- **Tactics**
 - Tasks we complete _____ that deploy the *strategy* to obtain *objective*

An "R2A2" Example: Your Business

Objective – Strategy - Tactics

- **Objective** [*These are the things we want*]
 - You want a different outcome
 - Your Objective [goals]: Financial freedom, kids education, travel, etc.
- **Strategy** [*How we plan to obtain the objective*]
 - The MLM you joined is the plan to obtain the objective; NewULife
- **Tactics** [*Tasks we complete daily that deploy the strategy to obtain objective*]
 - Contact people daily who are not in your business
 - Show them what you have to offer, collect decisions

"How" Leaders Are Born At Events

Objective - Strategy – Tactics

- **Objective** [Want]
 - Growth; get 50 to 100 new reps for each rep at event
 - Leaders who build teams that build teams without me
- **Strategy** – [Plan]
 - Leverage Events
 - Get myself and reps to Events
 - Develop a plan for people to produce when they get home
- **Tactics** - [Tasks]
 - Honest inventory; the results were not there!
 - KEY: find the *tactics* that will deploy the *strategy* to obtain your *objective*
 - Let's go to work!

Follow The Formula

- What is the objective?
 - Growth from events, birth of leaders
- T&GR 1st Step in Organized Planning:
 - **If you don't know, observe, ask experts, mini-masterminding**
 - I confess I don't know
 - I ask leaders, "How are leaders born at events?"
 - Same standard answers; attitude, belief, commitment, yada, yada
 - No one can tell me, really, what the strategy and tactics are to obtain objective
- Take my observations
 - Back to the books, create first iteration
 - Execute for next event, things improve
 - Back to the books, refine strategy and tactics for next event
 - Then, things got much better, back-to-books, perfected the tactics, WIN



Up Close Honest Observations

- Leaders born at events?
 - Observed there was no "plan" for this objective
 - I know the Key: Organized Planning
 - A goal without a plan is just a wish. Success capricious?
- Observations
 - What happened prior to events?
 - During events?
 - After events?
 - Observed past experiences closely... hmmm
 - Called others, experiences identical



What I Observed In My Group

And, It Happened To Everyone

1. What happened prior to events?
 - ✓ About 10 days or more before, reps stopped
 - ✓ Merely mopping up a few things, no new action
2. During events?
 - ✓ Everyone really had a good time, got social

 - ✓ Did more _____ than listening and learning
 - ✓ Stuck together in small groups, tribes
3. After events?
 - ✓ Debriefed reps not there
 - ✓ Raved about how great the event was
 - ✓ Lots of activity, very little _____
for 2 weeks, **then** energy dissipated

The Brutal Truth

It Got Worse

- Just a little math
 - If they stop working 10-14 days before
 - And don't work their business week of convention
 - And unpack, format what they learned and debrief others for 2 weeks?
- Holy crap math
 - Not only am I not getting growth
 - I am losing **5 weeks of production by getting people to events**
 - **And...costing those reps \$2000 - \$3000 each for the 2 events**
- And, it gets worse....
 - I notice the same is true, on a smaller scale for local and regional events

Let's Save Time

- Defined and set in motion tactics based on “observations”
 - Dramatic shift in results
 - Went back and refined tactics
 - Whatever you set in motion carries in motion; they learned & taught it
- Executed successfully over and over, hit top of pay plan
 - Joined an MLM in 2004 [my last major build; **built 6**, no herding]
 - Reps learned this fast, easy
 - Whatever we set in motion carries in motion
 - 47 to first event, 247 to event 6 months later, 1 year
 - Over 1000 at next event [BTW, never herding]
 - Hit top 50 from 1.25 million earners under 12 months
 - How? They all crushed the events, got great growth post event
 - Not merely for a week or two, it self perpetuated
 - **This created “conviction” in them so guess what? They got people to events**

One More Definition

Step 2 Means?

- Step 1 ~ **Strike Interest & Sort & BFU**
 - Successful Step 1?
 - Separate **Pretenders from Contenders**
 - Did You Book a Follow-up?
- ***Step 2 ~ _____ Reviews Info** ←
 - Webcast, Zoom, 2:1 etc.
 - Meeting, home or hotel
 - * You may know this as a “biz op”
- Step 3 ~ **Collect Decisions**
 - A distributor’s job? **Collect Decisions**
 - More often we do it, the more \$ we make



Organized Planning

National Events, All Events

- Step 1
 - **Observation**: Reps stop working 1-2 weeks before events
 - **Strategy**: Kick yourself into high gear, if you stop rowing, they stop rowing
 - 2 months early then really ramp up 4 weeks prior
 - Share strategy with your leaders
 - [KEY- Nov. 3,4 sets tone for 1st quarter, sets tone for year, do this NOW 😊]
- Tactics, specific actions, re: organized planning
 - Have Step 2 meetings planned through week of departure [late in week]
 - **KEY**: Schedule a Step 2 [biz op] 2 days before you go
 - Schedule a Step 2 on ***Thursday** the week of departure

Step 1? It's Simple

Ramp Up Your Efforts

- At least 4 weeks prior to leaving for event
 - Schedule 3 or more Step 2 meetings
 - Schedule one for the week you are leaving, 2 days before departure
 - Don't worry about the follow-ups, making them from convention
 - Sending a message to your team, be the change you want
- Here's the make or break part, **KEY to the Vault**
 - Schedule calling time to populate your meetings
 - Get your teammates to **DTST**, filling your meetings
 - DTST means "Do The Same Thing"
- Simple mini-review
 - Schedule Step 2 meetings or leverage a weekly one you like
 - Schedule 6 hours yourself of calling time to populate the meetings
 - **KEY**... that is a minimum of 6 hours for EACH meeting
 - You're sending a message and leading by example

Two Simple Truths We Must Accept

1. The difference between know what to do and doing it?

✓ Whether or not we _____

2. If it isn't written, it isn't _____



Organized Planning

National Events, All Events

- Step 2 – The Return
 - **Observation**: Reps return home, rave about event, very little happens
 - They do not have a plan, pumped up but lack clear direction, debrief others
 - Energy from event tapers of, back to same behaviors, waiting for next event to “inspire” them
 - **Strategy**: Create plan for productive behavior to leverage excitement
 - Keep the energy high with results
 - Results are the effect of correct behaviors
 - **Tactics**
 - Schedule Step 2 meeting Thursday that you **return - _____ you leave**
 - Schedule 6 hours of calling time to populate meeting
 - Inform **EVERYONE, BEFORE** you leave and help them schedule calling time




This is crucial.....plan their work in writing BEFORE you leave

Making It Clear

- The tactics to deploy strategy to obtain objective
 - Schedule a Step 2 meeting for the Thursday you return
 - Tell everyone
 - **DO THIS BEFORE YOU LEAVE**
 - **Schedule** 6 hours dialing on Mon., Tues., Wed., to populate meeting
 - **DO THIS BEFORE YOU LEAVE**
- Tell others about meeting
 - Have them schedule call times to help populate the meeting
 - **DO THIS BEFORE YOU LEAVE**
 - You and all your teammates now have a plan for
 - Pre-event
 - Post-event

What I Observed In My Group And, It Happened To Everyone

Quick Review

- Remember this?
 - We've covered #1
 - We've covered #3
 - Eliminated problems
- Point 2 is massive 
 - So they “get” value at event
 - Charged up? Yes
 - It's not enough
 - Learn this story, how leaders are born at events
 - Tell your teammates you “**discovered**” how leaders are born at events.
 - Make it a question!

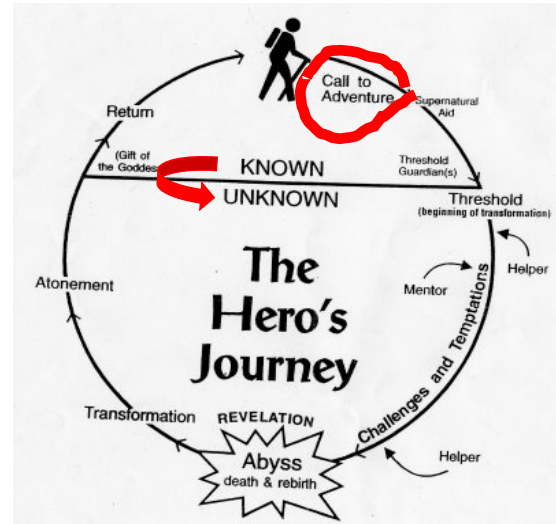
1. What happened prior to events?
 - ✓ About 10 days or more before, reps stopped
 - ✓ Merely mopping up a few things, no new action
2. During events?
 - ✓ Everyone really had a good time, got social
 - ✓ Did more talking than learning
 - ✓ Stuck together in small groups, tribes
3. After events?
 - ✓ Debriefed reps not there
 - ✓ Raved about how great the event was
 - ✓ Lots of activity, very little productivity for 2 weeks, energy dissipated

“Do You Know ‘How’ Leaders Are Born At Events?”

- Help them identify 2 biggest challenges
 - Have them ‘write challenges down’
 - 1 on 1 sheet, 1 on another sheet
 - Those challenges broke some folks
 - The ones who overcame them?
 - They're at Convention!
 - We had clip boards for everyone @event
- **How do you set this up?**
 - Explain the ego and energy
 - Encourage the fun
 - Ask, “*you know how they say Leaders are born at convention?*”
 - Tell them! “*They found solutions to their challenges*”
 - They listened 80% of the time and stayed in ‘search’ of solutions
 - “Write them down!” – you find a lot, we'll prioritize & work ‘em

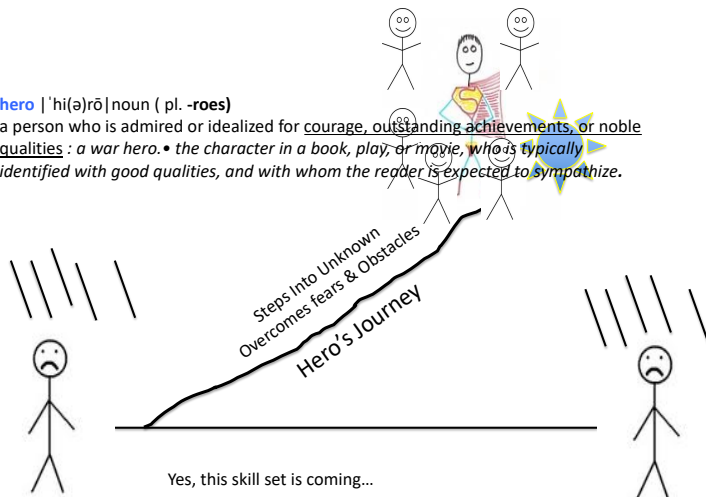
Our Multi-Million \$ Discovery solves Recruiting Mystery

- 4000+ years old
- Story within all
- Movies, books etc.
- How does it apply?
- It's their story!
- Has them on edge of seat
- BTW, it's your story
- It's the 'secret' to recruiting



hero |'hi(ə)rō| noun (pl. -roes)

a person who is admired or idealized for courage, outstanding achievements, or noble qualities: a war hero. • the character in a book, play, or movie, who is typically identified with good qualities, and with whom the reader is expected to sympathize.



Hero's Journey

Yes, It's Coming.

- Let's get back to Events.....
 - But, bear in mind
 - It's the same principle when you get people to events
 - They are "stepping" into the "unknown"
 - They need a "helper" and "mentor"
 - Simply use this material about events to guide your "heroes"

Major Tip

Their Great Discovery?

Something You've Been Telling Them For a Year

Check Your _____

It Doesn't Matter How They Get It
As Long As They Get It!

Organized Planning

National Events

- You now have reps hunting for solutions
 - Keep them on track
 - How? Have a list of all reps & their 2 individual challenges
 - Meet and look over the solutions they have on last day
 - Pull out appointment books & schedule solutions w/them
 - We did this as a group, Sunday AM, more brainstorming
- You've now got a "organized plan" for people going in
 - They'll meet more people
 - They'll listen more, learn more
 - **MOST IMPORTANTLY** – their belief it's going to be great is higher



Organized Planning

National Events

- Mark's Magic
 - If your company sells tickets for next event
 - Set this in motion at Super Sats – whatever we set in.....
 - Always first in line
 - As a team
- Taught over and over and over
 - *If you are buying 1 ticket, how much growth are you planning?*
 - Buy 3? How many do you sell?
- And as a group, in line, what was my team doing?
 - This exploded our groups



Organized Planning

National Events

- Work Harder & Smarter a month before
 - Get the pipeline stuffed, sends a message
 - Schedule Step 2 biz ops for return week – BEFORE you leave
- Teach people 'how to' find solutions
 - 2 biggest individual challenges
 - 80% listening – even in hallways
- Team gathers at ticket booth
 - Call people not there, take sales over phone
 - **KEY:** Teach them to collect \$ from folks not attending
 - Print out list of active reps not attending

Organized Planning

National Events

- Biggest error I see repeated for 20 years
 - Leaders make it, new people make it, in-betweens too
 - Just stunning
- _____ debrief those who did not attend
 - Takes time to put together
 - Plus time for call
 - Plus lots of questions
 - And, it teaches people they DON'T have to go!
 - Truth? Your team & you are hiding in plain sight
- Your team is doing the right things right
 - Zig when other's Zag

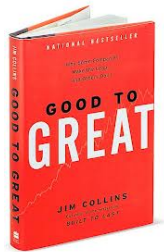
Organized Planning

National Events

- Teaching people they don't have to go
- How do I not engage and avoid hurting feelings?
 - Use the 'falling in love' story
 - Asked about it? Ask them to tell you about falling in love
- Sadly
 - Other people in your company will do it anyway
 - Let them!
- Sound harsh?
 - Think again

It's A Business

- We think of the 'company' as our 'company'
 - Your group is YOUR company
 - It's not harsh
 - It's smart business, it's more ethical, it's what winners do
- Good to Great
 - Jim Collins
 - Good to Good? Best on biggest problem
 - Good to Greats? Best on biggest opportunities
- The biggest and best opportunities for YOUR biz?
 - Excited reps who just came back with solutions to their challenges
 - Every minute reviewing with others **is stealing from those who invested**
 - In you, in themselves and in your collective futures
 - Invite non-attendees? Of course



The Events Shortcut

- Your National Event is the target
 - Attendance is a measure and flawless predictor of next 6 months
- You know what less than 1% know
 - How leaders are born at events
 - Create 'Aladdin's Lamp' Effect with your team
 - Use the strategy we shared
 - Start using it at local events



Let's Review Events

1. Kick up activity 4 weeks prior
 - ✓ Run Step 2 Biz ops into convention week
 - ✓ **Minimum of 1 a week for group**, keep STP 1:1, 2:1s
2. Before you leave
 - ✓ Schedule Step 2 Biz ops for week of return [Thurs]
 - ✓ Team Apollo has your back... in another group? Join us or get it done!
 - ✓ Schedule time to make calls to fill meetings [M-T-W]
 - ✓ Make sure, get your reps to schedule time to populate meetings
 - ◆ **TIP OF THE WEBCAST Do NOT tell them, stay on phone while they do it**
 - ✓ Meet with reps, help identify 2 challenges
 - ✓ They have a plan heading to convention
 - ✓ Collect ticket money & print out list of active reps
3. Tickets, go as a group, buy together, calling list
4. Do not debrief your teams, work with attendees

More Good News & Q&A

In Case You Missed It

- Covered earlier
 - What made the difference?
 - Three things
 1. Mindset
 2. Skills – your upteam
 3. ✓ How to leverage events
- Coming this in September... #1, Mindset
 - Scholarship only... Master Key System
 - 6-month course, personal development [hands on guide daily for course; it begins in the mind]
 - Root of Think and Grow Rich
 - HERE RIGHT NOW. Not Registered for Fort Lauderdale?
 - <https://masterkeyexperience.com/>

