

NEWAYS 2008 CONVENTION NOTES

By: Bill Marshall

Thursday

Tour of Corporate Offices and Manufacturing facility

- Corporate Headquarters looks great
- Met the top management of the company. They are very accessible. It's obvious that they are committed to the mission and to helping the distributors grow the business
- The manufacturing facilities appear to be top rate. There's lots of redundancy and quality control to ensure the consistent quality of the products.

Testimonials w/ Sunny, etc.

- Lots of testimonials about the products, but not necessarily about building a business.

Friday

General Session – Introduction

Eric Larsen and other top management. Thierry Sorhailtz.

- 483,000 active distributors
- 85 Crown Diamonds in Japan
- He wants to double the size of the company within the next 1 to 2 years.
- He checks all of the key numbers via email every morning at 5:22am.
- Neways has 1,100 employees.
- 31 employees from Golden Gate focused on Neways.
- He has personally invested all of his life savings in Neways.
- They showed us the new testimonials video. **This video is supposed to be available on the website sometime this week.**
- \$50 Productivity bonus paid weekly when you are enrolled in Direct Ship and when they enroll in Direct Ship.

The New Website – John Tracy

- 10% of people shopping online are shopping for cosmetics and nutritional supplies
- The company is moving to a single global brand for Neways
- Will be able to sign up people online
- They will be able to select Direct ship online
- There are 3 proposed personal web page templates that we will be able to select from.
- There will be online enrollment from your personal site with your distributor information prefilled in.
- Online ordering for retail orders
- Be able to communicate with your downline
- Better tools for tracking your volume
- The first site they have been working on is the new Taiwan site. If you want to have an idea of what the new site will look like, go to Neways.com and then select Taiwan.

- There's no definite date as to when the site will be available for North America. They have some other regions to do first. I believe they said that Japan is next.
- But...they will be working on some improvements as resources are available.
 - For example, they are currently working on an online version of the "Make the Switch" form that people can fill out to identify some of the Neways products they can select using the "transfer buying" concept. This is supposed to have direct links to the products (I got this privately from John).
 - They are going to add the new testimonial video on the site (Thierry announced this).
 - Their budget is currently under review for next year. The impression I got is that they are very stretched. (from a private conversation with John)
- They are looking for suggestions as to what distributors will find most useful.

New Product Lines - Clear Science and Hydracial

- Initial presentation of Clear Science and Hydracial
 - First in house clinical studies.
 - Lots of technical information—when will this information be available online.
 - Clear Science appears to address problems of acne
 - Hydracial appears to primarily address wrinkles
 - It's a high end product, but priced very competitively for that market.
 - The primary target is aging Baby Boomers

Healthy Homes Initiative

- Thierry introduced the Healthy Homes DS Initiative
 - Goal is to simplify building the business.
 - \$50 Productivity bonus to be paid weekly (starting in **April**)
 - They have built incentives for staying on the Productivity Bonus.
 - Reduced shipping charges the longer you stay on direct ship—eventually going to \$0. **Note:** anytime you go off DS, it the clock restarts. The goal is to get people on DS and keep them on DS.
 - There is a new simplified distributor sign up form—people can sign up for DS right away.
 - If you go off DS, you don't have to wait 3 months before reenrolling. You can do it right away (but the clock restarts).
 - There are 4 new Direct Ship packs you can order that include a price break and which add up to exactly \$150 / \$150PV (not including taxes and shipping).
 - The \$50 Productivity bonuses are paid by direct deposit.
 - The dates that direct ship orders will be processed will be much earlier in the month—between the 5th and the 10th of each month (starting in May).
 - More predictable volume.
 - Remainder of the month to grow your business.
 - Faster pay of the productivity bonuses.
- There is a new company brochure, opportunity flyer, and new product catalog
- They are going to have a post-convention tour. No specific details.
- The company is committed to "seamless sponsoring." Hopefully by the end of the year.
- New duplicating websites

Breakout Sessions

Hydracial

Clear Science

Keratonics

Meeting with Sunny

1000 Moms presentation

Sunny's product overview

Saturday

General Session

Dr. Harper – oversaw in-house clinical studies

Nancy Failla

In general, Nancy gave a great and motivating presentation. It went by pretty fast. It was primarily their story and various other stories. Mostly what I got out of it was a number of sound bites.

- Fighting the war on disease, debt, and aging.
- You can't give what you don't have.
- The system is the secret – duplication
- Multiplication, not addition and subtraction
- Time is our most precious asset
- You can be successful if you know what you are doing
- People want to get money in their pockets as soon as possible
- Think smart, be smart
- Own your own life – having time, money, and health all at the same time.
- They were working in a pancake house – working too hard, making too little
- Dress for the people you want to sponsor
- If you get a bad meal, you don't stop eating
- We have an obligation
- Be on your mission—attract people
- Lifestyle trainer – CEO of fun
- J-O-B jump out of bed
- Tell your stories
- This is a teaching and nurturing business
- 60% of successful network marketers are women
- People don't want a miserable opportunity to take the place of their miserable jobs.
- It's time to get moving.
- Their mascot is "Richard Rabbit" -- Rich for short. Rabbits multiply and have fun.
- Sizzle sessions instead of meetings
- You don't have to explain everything. All you need to do is direct traffic.
- Keep it simple. Keep it moving.
- Know what you want
- Carry a picture of where you want to go

- After less than a year—all debts paid, new home, new car
- Cause driven networking
- Keep it simple, make it fun.
- People are born rich, marry rich, or build a Neways business
- It's not an elevator ride to the top—you have to take it one step at a time.
- Own Your Own Life
- You need balance in your life
- A second income without a second job

Tetsu Shibatomi – Crown Diamond from Japan

Healthy Homes Track

- Thierry further explained the new benefits for being on Direct Ship. It was difficult to take good notes on this and I don't want to mis-state any of the details. It will be best to get the specifics from him—maybe a copy of his powerpoint slides. The most important point is to get everyone on \$150 Direct Ship and keep them there.

Demystifying the Pay Plan

- They didn't review the plan at all. The real message was "don't try to go into the details of the compensation plan when trying to sponsor people." Honestly, this was not a very valuable presentation.

Don Failla

Nancy's introduction of Don

- Networking is a fun and exciting business—if you know what you are doing.
- There are many ways to build a network marketing business. Some are slow, some are fast, and some are really fast.
- People want to get money in their pockets as soon as possible.
- Don's system is one of the fastest ways possible to build a network marketing business
- Are you adding and subtracting or are you multiplying? To be successful, you need to multiply.
- They've been in network marketing for 40 years.
- You want to have both the energy and fun to be able to do the fun things you want to do wherever you are.
- People don't want a miserable part-time opportunity. They want a fun part-time opportunity.
- This is about learning how to build a business fast and having fun all at the same time.
- Don's Hawaiian shirt – he doesn't look like a salesman. Sometimes its better to dress casually when presenting the business opportunity. Everything you do must communicate the right message.
- Always be on vacation.
- Experience is your best teacher. There is no substitute for experience.
- This is a people business.

Notes from Don's Speech (largely based on his "Own Your Life" CD which was essentially the same speech he gave at convention)

- 13 years ago, started with 4 people from Europe.
- Now at 255,000 people
- Adding about 3,500 new people per month
- 98% came from the original 4 people
- Do you need to personally sponsor a lot of people? No, not if you build deep.
- Focus your efforts on sponsoring, not recruiting.
- This is a sponsor and **teaching** business.
- This is about working smarter not harder.
- How much time does it take you to train a new person before they can turn around and go sponsor someone? 1 to 2 hours? 2 to 3 days? 2 to 3 weeks?
- Why do people go for months in the business without sponsoring anyone? The reason is that no one has shown them something that they can do.
- With Don's system, you can train people in 10 minutes or less how to sponsor new people.
- They won't need to know virtually anything to **get started**. A person does not get started in this business until they have sponsored their first person. The quicker you can get a new person to sponsor someone, the better chances are that that person is going to make it and stay around.
- The first thing is to help new people sponsor their first person
- There are three steps to the system.
- 90% of his downline lives 6 to 7 thousand miles away in Europe. They don't even read, speak, or understand English.

Self-Motivators

- They teach the leaders the “self-motivators.” A self-motivator is something that when you are doing it you are motivating yourself. They taught the self-motivators to the leaders, who taught it to their leaders, and so forth on down the line.
- What do you do at Sizzle Sessions – getting together with one or more people to share ideas about your business.
- Residual income – money you receive long after you have done the work
- A different way to look at residual income: You live in the home of your choice—no mortgage payment—you own the home. You are driving the car of your choice—you have no car payment—you own the car. Your phone bills are current, your credit cards are current, you have no bills whatsoever. If you were in that situation and you had \$10,000 per month coming to you whether you get out of bed or not, you would be living a lifestyle better than most millionaires.
- How can someone who is working for someone else ever hope to have \$10,000 per month coming to them every month, whether they get out of bed or not?
- Wouldn't it be nice someday to have enough money in the bank to be able to live off of the interest and not touch the principle?
- To achieve this in this economy, you would need to have \$3 to 6 million dollars in the bank to get \$10,000. How many people do you know are going to have \$6 million dollars in the bank by the time they retire?
- Whether you have \$10,000 per month coming from interest or coming from Network Marketing, doesn't really matter. The \$10,000 spends the same either way.
- Which is easier to achieve? Which is more realistic? Sponsor 4 or 5 friend and help them do the same about 4 or 5 levels deep? Or Saving \$6 million dollars?
- What does a person have to do to save \$6 million dollars if they are not in network marketing? Need a job, pay taxes, pay their bills, etc. What they have left after all their obligations and luxuries is what they are able to save towards their \$6 million.
- What about to save 1 to 3 million in the bank to get \$5,000? Which is easier to achieve?
- But it gets better (this will help in retention)—let's say that you have someone earning \$200 per month. It takes about \$100,000 in the bank to earn \$200 per month in interest income. Most people don't earn \$100,000 in a year. The point is that small amounts of **residual** income represent much larger amounts of capital.
- Network marketing is much easier and more reliable than trying to save huge amounts of capital in order to generate interest income.
- Even an additional \$200 to \$400 per month may help people **avoid bankruptcy**. 80% of the people who declared bankruptcy could have avoided it with only an extra \$200 to \$400 extra income per month.
 - \$100 would take \$50,000 in the bank
 - \$50 would take \$25,000 in the bank
 - \$25 would take \$12,500 in the bank
 - \$12.50 would take \$6,250 in the bank.
- Why take the amounts so low? The purpose is to make certain that people realize earning these small amounts are actually the equivalent of much larger amounts of capital. **The average check of people in their 1st month is about \$7 or lower.** People should be **excited** about the small amounts of residual income they earn in the beginning of their business. It's not always about earning \$5,000 to \$10,000 per month. What about the hundreds of thousands of people who could use an extra \$200 to \$400 per month.
- How can you get excited about a \$12.50 check?

- If you are **growing** at \$100 to \$400 per month, it's like you are putting \$100,000 to \$200,000 in the bank **every** month.
- Almost no one can save \$3 million **within 3 years**. But almost anyone following a system can build a residual income of \$5,000 per month. **That's like saying within 3 years you have deposited the equivalent of \$3 million in the bank.**

Why is it that they have been able to build such a large organization so quickly?

- **It's their attitude about what they are doing.**
- We are not selling health products—that's only 15% of the population.
- We are looking for people who would like to have a better life (about 95% of the population). The other 5% are people who are able to do what they want to do when they want to do it—they make great customers. This gives us 100% of the market.
- The "Own Your Life" pin creates curiosity.
- Do **not** talk to people about the products first. Your best prospect for your business is **anyone you already know who wants something**.
- What sailboat owners care about is getting their sailboat out on the water. Find your prospect's "hot button." What motivates them? What do they want?
- Isn't it better to ski during the weekday?
- Do you want to spend more time with your kids? Do you have time to watch your kids participate in sports? Less than 10% of the parents were able to watch their kids (tennis example). People may have the money, but do they have the **time**?
- When you have a bad day, look at your motivation for starting your business in the first place.

About Sales People

- Only 5% of the population are sales people
- Everyone is looking for the "sales types."
- Because of there are so many network marketing companies, and everyone is looking for the "sales types", sales people are likely to get recruited into multiple programs. Before you know it, they are spread too thin and end up leaving your program.
- They got rich teaching their people how to work with the 95% non-sales types. There are more of them to talk to and there is less competition.
- Sales people have the least chance in this business. But, they can be huge in this business **if** they are willing to learn **this** business.
- Why should we be looking for the people who have the **least** chance of succeeding in this business? It's better to look for "ordinary" people and help them learn how to use the **leverage** of network marketing to do extraordinary things.
- A network marketing company is different from a direct sales company. They mix like oil and water. Most people don't know the difference.
- A sales person's whole life is about being recruited by a sales manager to sell for the sales manager.
- Sales people recruit people to manage people to work for them. With that kind of thinking, they will never make it big in network marketing.
- **We sponsor people so that we can go to work for them. This is completely opposite of the attitude of most salespeople.**
- This is a business about duplication. We need to spend quality time to work for people until they are at least 3 levels deep. The deeper it goes, the stronger it gets.
- Most sales people never duplicate.

- Play the game of multiplication. Sales people are playing the game called adding and subtracting.
- The biggest asset that a sales person has is the ability to call on and meet strangers. But that asset becomes their biggest liability. They don't spend enough quality time with any one person to get the duplication process going.
- The non-sales types find it uncomfortable to meet strangers. So, they focus on meeting their friends...and their friends...and their friends. It starts off slower, but gains momentum.
- **Anyone can meet a stranger if someone will introduce the stranger to them.**
- Summary of the network marketing business: **Make a friend. Meet their friends.**
- Program your mind before going to sleep: "I'm going to make a friend. I'm going to meet their friends."

The Time Excuse and How You Build Your Business

- Time is the number one excuse people have for not doing the business.
- How you approach and talk to a friend about your business is how they think the business is.
- If you invite a friend to a two hour opportunity meeting, even if they love your vehicle, they will probably tell you that they don't have the time to build the business. The reason? **Because they think that to build the business they are going to have to take people to opportunity meetings.**
- On the way to the opportunity meeting, tell your prospect at least three times that this is only one of several ways to build our business. If you don't tell them that, they think that's all there is.
- **Preferably, we don't have opportunity meetings any more.** Have training meetings instead.
- It is okay to bring a guest to a training meeting.
- Opportunity meetings have all the appearances that someone is going to try to sell them something. **It makes people defensive.**
- You can have four different training meetings—A, B, C, and D.
- In the meeting, talk to the distributors, not to the guests.
- Budget only 10 minutes at the end of the meeting to teach the system. Conversion is much higher because **you show them something that they can do.**

The System

- There are three steps to the system.
- It will work anytime, anywhere. It doesn't depend on opportunity meetings or in home presentations.
- The system is the answer to how to sponsor people long distance.

Step 1

- Never show the vehicle until you teach them how to drive.
- Sell the lifestyle

Two Examples How to Get into the Presentation

- Maybe you are at a meal with your friends. At the **end** of the meal or phone conversation...
- Wait until the end of the conversation before you start the process. Don't give them time to ask a lot of questions. How can you answer their questions if you don't know anything?
- Maybe they ask about the pin. That stands for owning your own life—doing what you want to do, when you want to do it. "But let me ask you a question (note: this is a third party invitation). **Do you know anyone that likes to travel and go on vacation?** (wait for their response) "Well, you know, it takes three things to travel and go on vacation: it takes time, it takes money, and it takes your health. If I can show you how you can have all three, would you be interested?"
- You will be challenged to find people who have all three of these things at the same time.
- We're giving them the opportunity to get all three at the same time.

- **45 second presentation (have them read it from the back of the card):**

“This is what I think it means to own your life. When you subtract out the sleeping time, commuting time, working time, and time for things you have to do each and everyday of your life, most people don’t have more than one or two hours each day to do what they would like to do—and then would they have the money to do it?”

We have discovered a way for you to learn how to “Own Your Life” by building a home-based business, and we have a system for doing it that is so simple anyone can do it. It doesn’t require selling, and the best part is it won’t take much of your time.” **If you’re interested, I’ll get you some information.** (this is the end of step 1)

- They rarely get the time objection because the system doesn’t take much of their time.
- You will probably get close to 100% response to this question.
- If you are on the phone, at the end of the conversation: “Have you ever thought of what it would be like if you could own your life?” Then go into the 45 second presentation above (if it is over the phone, you can read it).

Step 2

- **Loan** them the book.
- This is a warm market approach. Once you learn this, you don’t need a cold market approach. You will be meeting more people than you have time to talk to.
- Tell them to read the first four napkin presentations. **Never** tell them to read the whole book. If you do, they’ll never get to it.
- Most people who read the first four napkin presentations will finish the book right then.
- Once a person finishes the book, you have someone who understands network marketing.
- Taught the presentations for 10 years before the book.
- Before they let someone talk to their best friend, they would first teach them the napkin presentations.
- Once they understood the napkin presentations, “now they knew how to drive.”
- Everything in the book is important to understand before they go to speak to their first person, but **don’t** teach it. Because to teach it, you have to learn it. It’s much easier to loan them the book.
- Working hard and working smart. Working hard is not having enough copies of the book to share with their friends. Working smart is having enough copies of the book on hand so you can always have a copy to give to new prospects.
- When people come into the business, let them keep the book.
- Practice the business before going to bed: you do this (give the card) and you do that (loan the book)

Why does this approach work?

- **Everyone** thinks they have the “hot” vehicle (the company, the product, and the marketing plan).
- If you show the vehicle to them and sign them up and send them out to speak to their friends, you are setting them up to crash and burn. **You must teach them how to drive before giving them the vehicle.**
- Would you let your friend drive your car until they knew how to drive?
- Why would you show people your vehicle before they understand network marketing?
- What we have done is evolve to the point where before we share with them the vehicle, we teach them how to drive.

Step 3

- Show your vehicle in any of the traditional ways.
- Do a three way call: the prospect introduces the sponsor. My sponsor is going to present to you the opportunity on my behalf. And when he does, I get to listen in **and this is how I learn**.
- Or, use the company's website or loan them the DVD. Once you go through this, call me and I will "take care of your questions." Don't try to answer the questions. Just get the question and then get the answer from your sponsor or company.
- Or...you invite your sponsor and prospect to lunch. Never talk about the opportunity until after the meal. Talk to the prospect first. The more you get the prospect to talking, the better prospect you have. Then the sponsor presents the opportunity in less than 15-20 minutes.
- As long as they're a prospect, if you spend more than 15-20 minutes they are going to think that they don't have time to do this and that "I can't do what you're doing."
- Teach your people not to talk. Talking is your worst enemy. The more you talk, the worse it gets. The more you talk, the more they think don't have time to do the business or that they can't learn to do what you do.
- Never explain the marketing plan in detail to a new person. Just give them enough to get started. Keep it real simple. **Let the company tools do the talking.**

About Prospecting

- What is the number one waste of time thing that people do to build their business? **To go out looking for new people to sponsor.**
- When you start the business, you start with a friend. That person is going to naturally know 200 people you don't know. You teach them to do "this" and "that" so when it is appropriate, they can introduce them to you.
- Anyone can meet a stranger if someone will introduce the stranger to them.
- Meet with them only after they have read the book.
- Work downline to get the duplication going.
- As you are working with one person, a new person will naturally come along. Then you start working with them.
- You don't have to be looking for new people.
- The business is about one person at a time. You get one, and teach them to get one. And help them teach their people to get one. Then you get one more.
- Once you get up to five business builders, you work with them until at least one person doesn't need you anymore. Then you can get one more. Working with just five people at a time will keep you very busy.
- You get to choose who you will show the opportunity to.
- **Never tell new people to create a list of 100 to 200 names. That sounds too much like selling. Just have them start with a short list of 4 or 5.**
- Why do you need a list of 100 names to sponsor your best friend?
- Who are the 5 people you know who you would like to spend time with on vacation.
- $5 \times 200 = 1,000$. $25 \times 200 = 5,000$. $125 \times 200 = 25,000$. So, if you have 31,000 to meet when would you have time to go out and find new people?
- Work your existing diamond mine.
- Teach the ones you have, to talk to people they already know so that when it's appropriate, they can introduce them to you. Meet people just by living. You will have more people to talk to than you know what to do with.