

The Four Cornerstones of... **GET RICH SLOW** (It really is the fastest way of all.)

Speaking and Listening. Shipping and Receiving. Use, Recommend and Sponsor. Coaching and Leadership. These are the foundation upon which you will be building your network marketing business building.

John Milton Fogg

The Four Cornerstones of **GET RICH SLOW** are the answer to the question:

What will it take to learn and develop both the personal and professional knowledge and skills to build a successful networking business...?

There are two aspects to your business building:

The **PROCESS** of *building* your business and...

The **STRUCTURE** of your business *building*.

The *process* is the actions you will **TAKE**.

The *structure* is what you will **MAKE**.

Here are the Four Cornerstones of your Business-Building:

Cornerstone 1. Speaking & Listening.

Cornerstone 2. Shipping & Receiving.

Cornerstone 3. Use, Recommend and Sponsor.

Cornerstone 4. Coaching and Leadership

Tom "Big Al" Schreiter created one of my all-time favorite network marketing clichés (and cliché is not the right word, for the idea is neither "trite" nor used anywhere near often enough,

and has certainly lost none of its originality or force over the years):

Most people do Network Marketing everyday. They just don't get paid for it....

Those words of wisdom join a couple other bits of inspired insight about the essence of this business:

The only people who are not involved in Network Marketing are people who don't understand it.

— Mark Segars

and...

All you ever do in Network Marketing is teach others to do what you've already done....

— Russ DeVan

One quality that unites these three quotes for me is that they "talkabout" (and have you "thinkabout") both the *principles and practicals* of GET RICH SLOW.

Let's take a quick look at an overview of each of the Four Cornerstones ("quick", because there is so much, MUCH more to learn about each one that you'll be doing that as long as you are in this business):

Cornerstone 1. Speaking & Listening

This first one might best be called the "Keystone", because it is the foundation on which all your business-building efforts and everything you do in this business is built upon. Other than taking care of your body (because dead and dysfunctional

human beings don't build large, lasting downlines), that's ALL you'll ever do in network marketing: You **speak** and You **listen**.

Learning as much as you can about these two most fundamental of all human skills is THE most important thing you will ever learn.

You can learn to *speak and listen* in ways that literally move people to take heart-felt, enthusiastic, committed action.

You can learn to *speak and listen* in ways that has people feel really special, happy, excited, and truly *connected* with you—darn near falling all over themselves in their appreciation of you (and of themselves!).

You can learn to *speak and listen* without mentally judging people.

You can learn to *speak and listen* in ways that open-up possibilities... that tap into intuition and imagination... get quickly and deeply to the heart-of-the-matter... ways that Validate Not Violate.

You can learn to *speak and listen* and have people "Fall in *like* with you" in just minutes AND want more of you... and more of what you're offering, too....

Speaking and listening is perhaps the simplest cornerstone to understand and the hardest for most people to master.

Speaking is ASKING "The Right Questions."

Listening is having "no agenda" and truly HEARING both the speaker's *words* and the *music* (*thoughts* and *feelings*).

Speaking and listening must be part of any "Getting Started Training" and you will need to be committed to developing and deepening these two skills for the rest of your networking career.

Cornerstone 2. Shipping & Receiving

Network marketing is all and always about ***talking to people*** (whether face-to-face, on the telephone, in print, using recordings or videos... or digitally with web pages, e-mail, chats and instant messaging on the Internet). The quality and quantity of these "conversation-connections" will lead directly to a person's success in any and every aspect of this business. (So you can see why it all starts with speaking and listening.)

One of my teachers, Kurt Wright, said:

The number one cause for network marketer's failure is having the wrong agenda. They set out to "GET" people to become customers... to "GET" them into the business.

What do you do when someone (even some *loved* one) tries to GET you to do something?

Most people react to someone trying to GET them to do something—even when it's "good for them"—with resistance and a *fight or flight* response.

With Shipping & Receiving, the agenda is simply to CONNECT with people through CONVERSATION and see if you and your product/ service/ opportunity are a **FIT** for each other. This approach is rejection free and has much higher odds for success.

The four phases of "Shipping" (in this order, because one MUST come before the other and leads to the next) are:

Relationshiping, Friendshipping, Partnershiping and Leadershiping.

Do this *shipping* business well and you will *receive* all the personal, professional and financial rewards this remarkable business offers. The more and better your **shipping** is, the more and better your **receiving** will be.

Cornerstone 3.

Use, Recommend and Sponsor

Everybody does it. They have to (or they won't build a business or construct a business building). This IS what your network marketing business is all about.

The good and great news is as Tom Schreiter said, "most people do it everyday." In fact, most people are so good at *using* and *recommending* products and services they value and enjoy, you could accurately call them experts.

The first thing to learn in your business is what to do to USE the products.

Once you know how to do that—and you are working on developing your speaking and listening and *-shipping* skills—you can show and tell others to do what you already have done and know how to do.

The next thing you have to learn is what to do to **RECOMMEND** the products. Once you know how, you can teach others to do that, as well.

Successfully recommending your products and services is all about "Saying the *right* things to the *right* people."

So, what are the right things to say... and who are the right people...?

Great questions!

Unless you've had formal education or professional experience in the field, you are probably NOT a "marketing" expert. But... there is one place where you are The #1 Marketing Authority in the World: ***Marketing To Yourself!***

You will always be *saying the right things to the right people* if you look for people who are just like you, people who share your *values... your desires and dreams... people with the same needs and wants and appreciation you had and have for your product or service.*

If you think about it... there are literally hundreds-of-thousands of people who share those same and similar qualities with you. Your job is to find them and simply say those things to them that first interested and excited YOU. Relationshiping and Friendshiping are the "tools" you use to learn if the person you are talking to does in fact share those things with you... if he or she is a **FIT**.

You'll do the very same thing with the next step you have to learn to do successfully: **SPONSOR** Business Partners. Just find people who want what you wanted... need what you needed... will get excited about what excited you about your opportunity.

It's called Partnershiping.

And once you know how to do that, you can train others to do that, too.

Since most people are past masters of Using the products—and with a little instruction, training and practice can be very good at recommending them to others—those two are usually pretty easy for people to become competent, confident and

comfortable doing. And the best way the third step, sponsoring, is done is with...

Cornerstone 4. **Coaching and Leadership**

Michael Clouse, puts the three actions involved in building your business succinctly: 1. Prospect. 2. Present. 3. Duplicate. And the way to learn (and teach) these three vital elements requires *coaching*. In network marketing, coaching is Leadership. I wrote what follows for the The Greatest Networker's Coaching Program:

COACHING is THE fastest way for you to build a large and successful network marketing organization-- and have your people do the same!

The reason this is so, is because network marketing is all and only a person-to-person affair. So, your business will only grow as big and as fast as you do—as a person—BOTH personally and professionally.

A couple more great quotes from the e-book *Coaching For MLM Leaders* will explain more about coaching and leadership:

"If you're someone who wants to break out and do something extraordinary that you would not do on your own initiative, you better have a coach- and you better have a good one."

— Richard Brooke

A Coach expands the possibilities a player has. This provides a player or team with a capacity to take new actions that would not be available without the Coach."

— Chris Majer

Coaching is asking Powerful, Provocative, Productive, Problem-solving questions. Coaching comes from the philosophy that people already have their answers. Your job as a coach is not to tell. It is to be skillful at asking the questions to which people already have the answers."

— Carol McCall

And finally, something I wrote (with great conviction and feeling)...

Teachers, trainers and consultants show you HOW to DO things to become successful. Coaches show you WHO to BE...."

Network marketing is all about LEADERSHIPPING: First, becoming a leader and, once you've done that, coaching the men and women in your organization—those who have the natural talent and desire—on what inner and outer actions to work on and play with to become leaders themselves.

With three to five "walk-away leaders" in your group (men and women who will build the business with and WITHOUT you, I.e.: duplicate) your success in network marketing is *inevitable*.

In network marketing, a leader is a coach and the very best leaders... the ones who develop more and better leaders in their organizations—are always the very best coaches....

Those are the Four Cornerstones of the **GET RICH SLOW** philosophy—the "principles and the practicals"—for building your network marketing business-building.



John Milton Fogg is an author, editor and speaker. His books and audios have sold over three million copies worldwide.

He is the founder and former Editor-in-Chief of the highly regarded publication Upline®... was a Contributing Editor to SUCCESS magazine... the founder and former Editor-in-Chief of Network Marketing Lifestyles magazine... founding

editor of Networking Times... the founder of Greatest Networker.com... co-founder of The Network Marketing Magazine.com and the creator of Speaking and Listening.com, Belief Busters.com and The MasterMind Sessions.com.

John is the author of the million-selling industry classic *The Greatest Networker in the World*, and he has edited and contributed to far too many books to be mentioned here. His latest book is, *It's time... for Network Marketing. The most remarkable form of free enterprise ever created*. In December of 2006, after 20 years of self-imposed "retirement," John became a network marketer again and is actively building an organization.

He has spoken around the globe, through out Canada and the United States, in Australia, China, Costa Rica, Crete, Iceland, India, Indonesia, Korea, Malaysia, New Zealand, Russia, Singapore, Trinidad and the Ukraine.

John is 59 years old, married to Jekaterina (Katyusha), has a daughter Rachel 25, son Johnny 21, daughter Eleonora Milena (Ele) who's 5 years old and Anias Polina (his "last child") was born in March, 2006.