

THE WAVE 4 WAY OF BUILDING YOUR DOWNLINE

by Richard Poe

Commentary provided by Leo Schreven

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When Jesus looked at the task before Him, He chose a method to carry His gospel to the whole world. Networking. He chose 12 men. Then He spent the next 3 1/2 years coaching them. He ate with them, traveled all over with them, cried with them, and had fun with them. When they made the same mistakes over and over He was patient with them. He led by example, He showed them how to work with the poor and the rich. He corrected them when they made mistakes, but He loved them and they knew it. He went fishing with them, He slept in their homes. He spent a lot of time training them and then He turned them loose.

On the day of Pentecost they grew from 120 to 3,000. From there it was unstoppable and today there are hundreds of millions of Christians. They are sharing a product called Christianity. They attract others with a product they need and will make their life better.

The principles we teach in All Power are the principles that God taught—principles how to live a life spiritually, mentally, emotionally, physically and financially. This month we will focus on this.

We will be using a book by Richard Poe called, “The Wave 4 Way to Building Your Downline.” We want to give full and total credits to Richard and his book, and to cover our legal and ethical principles. This entire seminar is based on Richard’s book and we appreciate the opportunity to share our additional thoughts to Richard’s material. The focus of this month’s book is to teach you the leadership skills required to build a successful network of people who will duplicate what you are doing.

Let’s begin by asking a radical question. Are you a slave or are you a free person?

A slave has everything he needs, a roof over his head, clothes, food, medical care, and a job. The one thing he does not have is choice.

You have a choice. A choice to become free and help others, or to stay in slavery to your job, your boss, the credit card companies, the government, etc. As more and more jobs disappear, downsize, and as the technical and information age change the way we work, you can be a leader in helping others find true freedom by networking anything that is important to you.

Networking is the most incredible power in the universe. It is built on the power of compounding. Let me illustrate it this way. All compounding starts slow, but then it explodes. During the All Power seminar we teach this on a slide. The same thing happens to you in Network marketing—it compounds. It compounds people. So, build a

large enough network and you can collect commissions from hundreds of thousands of people. In this business, you earn money from your efforts, and the efforts of others as well.

I want you to get excited about this! Keep it your focused vision every day. If you are just starting out, the hardest part is the first 10 people. Keep that in mind. The next 10 are easier. By the time you get to 50 your worries are over. Remember, the start-up phase of building a business requires a lot of effort with little payoff. But once it gets going, the cash starts flowing. Remember, the more people you have in your network, the easier your job gets. This is called leveraging. In networking, your power is in leveraging. This means getting other people to do your work for you.

So the first step I want you to take this month is to sit down and take a piece of paper and commit to working hard to build your network. Recognize there is no easy way at first. Commit to give it all you have and keep the goal in mind that you are going to work hard to sign 50 people up. Then every day take an action to get there.

There are three kinds of people in a Network:

- Leaders
- Distributors
- Drop-outs

The drop-outs are most numerous. Distributors stay in for awhile—they sometimes buy for personal use and even “try” the business. But they lack the drive or persistence and sometimes simply the talent or comprehension to do it. The third group is leaders. These are usually about 20%. This is what you want to build. This is where you want to put all your energy. But remember, you must first be a leader if you are going to train others.

So, commit to the business. Put in long hours working and training. Be highly motivated, super-productive, tirelessly persistent, and work harder than the others. It is into the leaders you want to put 95% of your energy and attention. This is a critical part of your success. The distributors and drop-outs will take all your time and energy if you let them. Focus on building leaders, not baby sitting drop-outs. This is critical for success.

Next, remember, “Leaders are made, not born.”

Your primary goal in your business is to make leaders. Remember, no matter how talented you are, there are many goals you can’t reach without the help of others. The skills of leadership can be learned. You don’t have to be born with them. So let’s begin to learn the top 7 traits of a leader in Networking.

1. Drive
2. Persistence
3. Be Teachable

4. Thick skin
5. Positive attitude
6. Compassion
7. Vision

As corporations downsize, taxes rise, competition grows, and technology accelerates, it creates a natural drive to become a leader and own your own business. It is only by building a residual income we can have a stable life for ourselves and those we love. So, this month let's put the qualities of a true leader in our lives so we can show others. Let's begin with Drive.

1. Drive.

The best people to Network with are the ones with drive—an urgent need for a home, car, college tuition, less worries, debt reduction, desperation, dreams, necessity, etc. It is ambition. It gives you the power to overcome obstacles, reject rejection, and endure disappointment.

Ask yourself, what is driving you? Probably most of you are being driven by financial need—there is nothing wrong with that. I want you to take your paper and write down what is driving you. What drove the early Christians? It was Jesus' coming, a passion to seek the lost, and a passion to save people. So what is driving you? Once that fire is burning in your belly, nothing can stop you.

2. Persistence.

To fight on, never give up, always believe, and being determined makes you invincible. Stay the course despite all hardships. Talent, genius, or education can't compare with persistence. During All Power we talk about Thomas Watson's famous quote, "If you want to succeed, double your failure rate." Never give up. There is no such thing as failure, and if you persist you will succeed where others have long ago given up.

3. Be Teachable.

Your business will grow in proportion to you growing inside. Be humble, seek to learn, and role model successful people.

In All Power we learned that most millionaires have never spent a day in college, but 93% of college graduates are working for them. They don't fall into the "intelligence trap." Keep learning from others, keep growing. Your business will grow in proportion to you growing. Become a student of Networking.

Especially be careful in negative thinking. If you think "this is a difficult business, I won't find good people, people will criticize me" then that is what you will attract.

4. Thick Skin.

Remember, naysayers are not on your team. They seek an outcome that is different from yours. If you listen to them, you will end up achieving their objective rather than yours. Every leader will be criticized. But a successful leader never changes his actions to please his critics. Critics do not share his goals. If you listen to your critics, you will achieve their agenda, not yours.

This is especially true when it comes from someone you love like a spouse or your church family. Thick skin does not mean you are insensitive or belligerent. It simply means you don't let it get to you. You know where you are going and you don't let others determine it. Few factors are more destructive to a person's will than twenty-four-hour opposition from a loved one.

5. Positive Attitude.

You cannot encourage others if your own thinking is pessimistic and downbeat. Positive thinking is essential for a leader. We deal with this in an entire seminar in All Power. One of the easiest ways to master this is the FLOW principle—five items:

1. Positive thinking.
2. Clearing your mind of distractions.
3. Realize your best moments are when you accomplish something difficult and something worthwhile.
4. It is struggle that makes us happy and ultimately fulfilled.
5. Set a goal that is bigger than you.

One of the things in our All Power Ministry is we never allow negativity—only positives, only possibilities. Start to develop this in your weekly meetings. If someone forgets and slips encourage them and each other.

6. Compassion.

A true leader will not let his people forget that he puts their interests first. He will praise people for their successes, and blame himself for their faults. Compassion wins the loyalty of your troops.

The thing that made Jesus such a great leader is that He cared so much about His downline they were willing to die for him. Why such loyalty? Jesus spent thousands of hours with them. He listened, taught, cared for their sick and was patient through their stupidity. He spent a lot of time with them, nurtured them, and took a genuine interest in them. Make no mistake about it, Jesus really loved and cared for His people and they knew it. If you are going to be successful you will need to spend hundreds of hours training and caring for your network.

If you take the time to duplicate yourself in your people, they will return the dividends to you over and over again. In All Power this is our main focus—genuinely changing people's lives.

7. Vision.

What is vision? “A picture of the future we seek to create.” A leader never forgets his goals. What is the future we seek to create at All Power? Our vision is to take the good news of God's principles to a world that so desperately needs it. We see a future where people enjoy the abundant life God wants for his people because they were taught the tools of God's principles. We see a future where people have taken responsibility for their lives and are living lives of victory and power. We see a future where people are wealthy physically, mentally, financially, emotionally, and spiritually. If a similar vision captivates you, then you will build your network with that passion.

Do not fall into the temptation of chasing the devil's rabbits. Work on your vision, the things you can do something about. Get as many people as possible to share your vision. Take time with your group to set some goals and a vision. Put them on paper and each week take action to get your group to accomplish them.

Next, let's talk about how to most effectively enroll people. There is a difference between enrollment and compliance: Enrollment is joining something by choice. Compliance is going along with something because you have to.

There are three guidelines for enrolling people:

1. Be enrolled yourself. Lead the way by being enthusiastic for your vision and being able to show other people. Spend a lot of time on the company website, master it, be totally in touch. You can't sell what you don't love and know about.
2. Be honest and above board. Don't insult people's intelligence with exaggeration, promises you can't keep, or inflated figures. Present the challenges, hard work, and time commitments, plus the honest rewards for doing honest business. People respect and appreciate honesty. This is so critical for long-lasting success. In All Power we really stress this principle—especially since professional, upper-class people see right through you if you are not honest.
3. Let the person make the choice. Make your presentation and then go about your business. Don't beg, pester, nag, browbeat, or try to manipulate people. Let them be in control and free to decide themselves. You can force people to sign up, but they do not become strong leaders. Your strongest persuasion is your own testimony.

TEAM BUILDING: Let's talk about this for a few minutes. One of the most powerful principles is to go for someone big. We tend to try to get people that are our equals or below us. Always go for someone bigger.

Catch a “big fish”—someone who has great talent, resources, energy, contacts, and will build you a strong business. Big fish attract other big fish. Create a group of such core leaders. One big fish is worth a hundred minnows. Big fish can make more money for you in a week than 100 minnows in a year. Take these “big fish” and get them to follow the same set of rules and guidelines and work together. Find the leader who takes the initiative and goes ahead without you. Tell yourself, “I am constantly looking for big fish. When I catch one I will put a lot of time into that person.”

Train your people. Many good people quit because no one taught them what to do next. Memorize this. Keep it simple, but train and train. Go with them. Show them how to sign someone up. Show them how to do a presentation. Show them how to start a small group. Show them how to order products. Show them how to use the website. “The customer is always right.” Great leaders seldom show anger or belligerence. Leaders possess the skill to disengage themselves from their emotions.

In All Power we follow this principle and encourage all our members to do the same. Let’s face it, there are some really rotten people out there. But no matter what, you treat them with respect and let them be right. Be a Samurai when dealing with people. It is not winning, or losing, but learning from the encounter. Resist the urge to set people straight, learn the art of persuasion and listening.

This might be the most difficult skill of all. Here is the reality. Network Marketers deal constantly with frustration—prospects who don’t keep appointments, friends and family who attack your business as a “pyramid scam.” There will be people in your business who complain, criticize, break promises and don’t follow through. So disengage your emotions and focus on having fun with the challenges, learning and growing from each experience.

Late and broken appointments have been the single most difficult personal struggle in my life. I never miss an appointment—I can’t conceive of being that rude. I am always 5 minutes early. My word is law and I never compromise my principles. I take my promises seriously. I do business in an honest and ethical way. Yet 95% of people don’t operate on that frequency. But I expect them to! And when they don’t, I want to let them have it! So the only way I can handle it is to see them as poor souls that never had a good role model and I get to be the lucky one to break those old patterns and teach them a new way.

When constructively training someone, use the sandwich approach. Couch your constructive criticism between two slices of praise for things they do well. Do this in private as much as possible. When these points are mastered, you can move on to learning to communicate with people.

The first rule is, always talk about them, not yourself. Use the SPIN tool.

“S” is for Situation.

Take an interest in your prospect's life. Talk about what he does for a living, children, etc. Always direct the attention to the person, not to yourself. Show genuine interest.

“P” is for Problems.

What challenges does this person have in their life or business? Does he have enough money, enough time, a future retirement?

“I” is for Implication.

Ask questions that will help the person think about the reality of their situation and the implications now and in the future.

“N” is for Need.

Help the person to see that what you have to offer is the opportunity to fill that need.

The most important thing in Networking is to remember it is not about making money, it is about transforming peoples lives. When you do that, the money just flows in!

The next principle is, “Work Within Your Network.”

The most successful business leaders actively work with the recruits of the recruits. They go out of their way to form relationships with people down the network and help them grow their business.

This is critical to master. Because the recruits of the recruits do not really give you a direct income it is easy to pass them off. But time invested in these people will ultimately affect your bottom line.

Remember, in Networking, most people work from home, so there is no boss. Since most people don't have the discipline to work, you need to help them create that discipline.

Be flexible. Set your goals, but be open to new opportunities. When you find something that works, share it with everyone. One of the most powerful things in my life has been flexibility. An example. You set a goal, you see it and it is clear. But as you journey to that goal the road may take unexpected turns. All Power was that way. It started out as a motivational seminar for corporate America. But as I journeyed I found the principles were all Biblical. So I took a turn to make it a Bible-based seminar which was a niche no one else had. That unexpected turn took me into a whole new field—churches. Then everyone said they wished they had this for their kids and children. So we took another turn and made that. Then they wanted it on TV. TV led to a South African audience I never knew existed. So we took another turn and developed a market there. I never expected all this, but it happened! So stay flexible and take advantage of new opportunities.

Learn to partner up. Whether it is a spouse, a relative, a business associate, or church member, find someone to partner up with. They provide strength, encouragement, support, and someone to communicate with.

A large part of networking is not just training, but emotional support and encouragement. If you do not have a “running mate,” find someone.

The single most important part of building a successful network is to meet every week for fellowship, sharing, and training. Think of your group as a church. Meet at least once a week with the whole group together. Each week do 2 things.

1. Invite everyone to bring at least one new person next week.
2. Give a 5-minute opportunity to the new people each week to become members.

Invite them to see what you are doing. Then tell everyone they need to bring at least one new person with them next week. In years of dealing with people, I know there is one primary thing that motivates them. Money. There is no need to even discuss this, it is a fact. Some see this as a negative. I don't. It is a fact of life. And while the motives may vary, the truth remains, people are motivated by money. So, do not hesitate to use that as a drawing card. 99% of people will sign up because of the potential money. But as the person grows, I encourage you as a leader to step-by-step train them to see there is a higher purpose. That purpose is to change the world one life at a time. All Power is about changing people's lives here and in the hereafter. Never lose sight of that.

Leo