The Success Principles of the Top 1% of Network Marketers
"FREE REPORT"

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Introduction

The Success Principles of the Top 1% of Network Marketers will explain how elite athletes, artist, actors, businessmen or network marketer got and stay at the top if their game. The top 1% on most any field will make more money that the 95% combined.

Why it this so?

- Is it down to who gets favored and special benefits?
- Is it a big case of "it's not what you know, but who you know?"
- Or, the 1% have mastered the topics in the report?

Being self-employed for 30+ years and studying the successful 1% in all aspects of business, I can safely say the 1% have mastered their craft.

Every successful person I have studied from Napoleon Hill to Jim Rohn have all come from nothing and worked their way to the top with some surprisingly basic, simple principles! Throughout this report I am going to refer to two types of people: the "1%ers" and the "95%ers". Notice that the 2 percentages don't add up! I am not going to focus on the top 5% or talk about their actions. To make my points crystal clear I am going to focus on the actions of **the top 1%** and exactly what they do. This report is about achieving ***"greatness"***, not just "good" and we will look at the distinct differences between the actions of the 1% and the 95%.

*Please note: When reading this report you may notice you fit the category of the 95% club in most of the scenarios. The good news is that you can change and develop. Often the 5% club started with the thoughts, words and actions of the 95%, but they failed, learned from it, grew and developed into something bigger and better**! This report is about the secrets to GREATNESS!***

Passion & Desire

The 1% have a Vision and a "Why"! They are always looking forward 5 years with a minds eye on how life will be then. This fuels their passion and creates desire to achieve greatness. They have big plans and a huge "why" that evolves around their vision.

They aren't afraid of playing big, wanting to obtain wealth, becoming highly successful and leading others. The 1% go ***all out*** with a "down with the ship" mentality and a do or die attitude.

In contrast, the 95% are hesitant about their goals and dreams and they are embarrassed or worried about what others will think about them. They have limiting beliefs around earning money and still have the mindset that getting rich is somehow "evil". They are worried about the average person thinking they are crazy and are scared of being judged or criticized!

Yet the 1% would ***have it no other way*** - they know those types of comments from others are a sign they are going in the right thing!

The 95% are ***afraid*** of going all out - they are easy to identify, as you will catch them saying things like "I'm just going to see how it goes" or "I'm going to take it slow" and "I don't really need this, its just a side project for me". This language leads to two things: **mediocrity and failure!**

Persistence always wins. ***As Winston Churchill once said, "Success is stumbling from failure to failure with no loss of enthusiasm."*** It may take more than one swing to compose an efficient hit, so make sure not to give up on strike #1. And remember, a river cuts through rocks not because of its power at a given moment, but because of its persistence over time.

Focus

The average person will almost certainly label the 1%ers as crazy, obsessed and over the top! That is, **UNTIL THEY REACH GREATNESS!** It's a funny process - The 1% are criticized all the way up until some kind of tipping point when they reach the top, then suddenly they are idolized and admired. This is normally at the stage that their results have reached a point of actually having everything the average person ever dreamed of.

The 95% want balance, they say things like "*its all about a work-life balance*", which is ***a recipe for long-term mediocrity and struggle***.

The 1% understands that a few years living out of balance (or working too much), will

lead to a life *full* of balance (options to do whatever they want).

This is the entrepreneurial sacrifice that only a very few (about 1%) understand and take action on.

A Real Business

The 95% make hobby money because they treat this business like a hobby.

Because they bought in for such a small fee and do the business from home, they treat it with the little value they had to exchange to get started. As you probably guessed, they get small results and can't understand why.

The 1%ers treat their business like they just brought a multi million-dollar corporation with 500 staff. They analyze numbers and they plan **EVERYTHING** weeks, months or even the years ahead. They are big on running and **systemizing everything**. They also **track every little section of their business,** as they know that tracking data is the only way to know what is or isn't happening in their business! They go to work each day like they are the CEO of Apple, and once doing this for long enough, receive a similar pay in return.

Master the Basics

The 95% never really master anything in life, and the same goes for this business model. They probably go over the basic training once, come to meetings every third week and listen to a few audios when it suits them. They then wonder why in 3 months they aren't millionaires!

The 1% understands the process of success in all areas of life; they understand the laws of persistence and work ethic. ***They don't read books or watch motivational videos, they study them***!

Like Michael Jordan practiced shooting thousands of times over and over each year, a 1%er studies material over and over and over until its embedded into their brain and is part of their daily actions.

The 1% understand that mastering anything requires simply a handful of basic skills repeated *over and over and over* - no matter how mundane it may be - until they master the task.

The 95% are always searching for shortcuts, the silver bullet or the path of least resistance. They want to reinvent the wheel, have their own new ideas each week and just about do everything to avoid the basics!

Want to know the real secret to success? ***Master the basics***!

Preparation

Michael Jordan represents the 1%ers better than anyone - his profound belief was that preparation removes all fear! The 1%ers in network marketing have no fears as a result of being so well prepared. They are prepared for everything they are going to say. They have prepared through proper research for any objection they may face and through experience they are prepared for any problem. **They are proactive, not reactive**.

The 95% are virtually all *reactive*, they lack confidence. However, it could be said that they don't lack confidence, just *preparation*. Lack of confidence and fear often comes from laziness, which leads to the failure to prepare!

The 1%ers are somewhat like a navy seal. Although they don't yell and scream at their team, they demand the highest of standards and attention to detail in every area of the business. ***"That will do"*** **are words of the devil for a 1%er!**

The 95% do as little as possible. They continue to have the employee mentality of doing as little as possible without being fired.

Standards become the culture of your entire organization; so keep raising the standards and expectations within your group. People will begin to respect you for it and treat the business more seriously when you do.

Personal Branding

The 1% are very conscious and aware of their brand, the image they project and their message. They are always looking for feedback, they are sensitive to others and are always putting their feet in other peoples shoes. They are very protective of their name and their integrity. They are always thinking about others and how they are coming across and making them feel. The 1% are always making adjustments to be a better leader, to be more professional and to make a bigger impact.

However, the 95% never change. They believe their current state of being will "have to do". Often they don't care what others think - they pride themselves on not changing. Unfortunately though in network marketing, what others think (your team and a percentage of prospects) *does matter*!

Now, don't confuse this with trying to please everyone - the 1%ers know this is not possible and they understand you have to crack a few eggs to make an omelet. However, they are not completely reckless and understand their brand is what people

do or *do not* buy into. **It's all about finding that balance!**

Communication

Communication is the lifeblood in creating a successful network marketing organization. There are 2 sides to communication in network marketing:

1) Communicating your message and articulating it.
2) The amount you communicate with your team and how you support them.

Firstly, the 1 %ers are clear, engaging and entertaining when they speak. They speak with confidence and passion! They can move people through their words and language. They are also lightning fast with communication, they don't waste a second and are always on top of emails, messages and phone calls.

The 95%ers often say the right things when they talk, but it lacks passion, practice and conviction - so they don't get the same results. They are always slow to respond to texts, calls and are generally late and unreliable. They simply won't make it to the top with this mediocre work ethic and low standards.

Problem Solving

Finding problems in anything is the easiest thing in the world to do. The 95% have *mastered* it.

The 1% aren't interested in problems, they only focus on and move towards solutions! The 1% understands that being an entrepreneur is a big game of solving people's problems, so they aren't worried about it - they thrive on it! Their mind automatically thinks of a solution. To keep forward momentum you must be a problem solver.

The 95% seem overwhelmed, stressed and emotional when faced with any adversity or problems. They just don't get it…YET!

The 1% understands that if they want to make it to the top ***they must keep their eye on the prize at all times,*** avoiding drama and distractions, as they are the enemy of greatness! They understand that focus is an energy source and that every minute spent on drama and problems is taken away from adding value to the team and prospects.

The 1% isn't flustered by drama, they understand we are in the people business, so it's inevitable. They aren't too precious, they don't take things personally and are always moving forward!

"Identify your problem but give your power and energy to solutions." ~Tony Robbins

Never Stop Learning

The 1% are almost obsessed with improvement. Any spare minute they have they are looking to better themselves, from listening to their favorite audio tapes in the car instead of singing to Izzy, to practicing their invites and talks scripts instead of watching TV and going to the gym instead of going down to the pub. Every time you see a 1%er they seem to have improved since the last meeting. Their body language, their posture, their energy, *everything*.

The 95% club will be exactly the same today as they were last year, nothing ever changes - including their lifestyle and income.

"For things to change, you must change!" ~Jim Rohn

Attractiveness

Now I am not talking about aesthetic beauty here as it's not a requirement for a high level success, but what is important is everything people see. Everything from the way you dress, your cleanliness, your posture, your words and actions - these all do need to be attractive. We are in the *attraction* business after all!

The 1% create an attractive aura around themselves, their language is always positive, it is always uplifting and even inspiring. They are somewhat a people magnet - everyone wants to be around them to feed off their positive energy, passion and conviction. People are drawn to the 1%ers as they know how to communicate with others, they show interest in everyone and they are full of smiles.

The 95% are usually flat, their posture sucks, they are full of negative talk and they are often polite only because they *have* to be. Let's just say that people are certainly not lining up to spend time with them.

"Your personality is your greatest asset or liability. It embraced everything you control: mind, body and soul." ~Napoleon Hill

The 1%ers

The little things that everyone else knows they should do! **The 1%ers are the first to arrive and the last to leave!** They make the extra phone call to their team, they do the extra training and they rehearse their talk even if it's only a 2-minute testimonial. They read on a 5-minute bus drive rather then checking Facebook, they double check *everything* and in general, ***work their asses off.***

The 95% do the bare minimum (or less), they avoid things like helping to set up like the plague. They will cut every corner possible - and guess what? This duplicates throughout their entire team!

The 1% can often almost have a ruthless streak, or a “dark side” where they become completely **relentless.** Everyone faces the same emotions of anger, disappointment and frustration.

The 95% really let it get to them, they get down, angry and almost focus on “haters”, problems and drama.

Remember, whatever you focus on expands. Your focus is a giant universal magnet, which attracts more of whatever your focusing on and will pull it your way!

The 1% harness this anger and frustration and use it to their favor. They work harder and they use the anger to their advantage. ***It fuels their fire, it gets them fired up and if controlled correctly, can turn them into a “hot streak”***

Taking Action

The 95% have no control over their emotions what so ever! Their emotions control their life. As **their emotions control their actions, their actions create their results**! When things are going well, these people are at every meeting, full of life, inviting like crazy and as positive as Tony Robbins at a self development seminar; but the minute things go sour or get tough - these people crumble. They stop attending meetings, they are slow to return calls or texts and they usually end up blaming, playing victim and often quit.

The 1% face the same failures, the same “haters’ or “naysayers” and all of the same problems, but this drives them further. They work *harder* in the face of adversity; they somewhat *thrive* under pressure or under the voice of the critics and keyboard warriors. Even when they are flat or down - they turn up anyway. They turn up with the same passion, intensity and action until the job is done! **Circumstances or what happens to them does not change their actions!**

There is no progress without action. What is not started today is never finished tomorrow. Some of the greatest ideas never made it. Why? Because the genius behind the idea failed to take action. Just remember, no action always results in a 100% failure rate. So get into action now, and begin to move in the right direction. Once you get started every step afterwards gets easier and easier. Until eventually, what had once been invisible, starts to become visible, and what once felt unattainable, starts to become a reality.

Servant Leadership

The bottom line is that the 1%ers make others better - their teams grow *with* them! They bring everyone up the mountain with them. They care about people, as they understand that this is a people business and their business is only as good as the people involved. They treat their team like family!

The 95% are what I call “I” Doctors (their language is I, I, I). They are worried only about their personal success and recognition. The 1%ers mindset is always “is this best for the team?” while the 95% think, “how does this affect me?”

Service to others leads to greatness and the 1%ers pride themselves on it!

Summary: Becoming a 1%er!

People are not born a 1%er, they are made and developed over time. The most effective way to become a 1%er is simple - copy a lot of what they do! Raise your awareness of not only your own actions, words and thoughts, but also the actions of the 1%ers you cross paths with. Watch what they do, say and how they act.

As Steve Jobs once said, “Good artists copy, great artist steal. Creativity is connecting things.”

The good news is the 1%ers will leave their success secrets behind for you to pick up on and follow.

Often our brains have programmed mind viruses such as jealousy, limiting beliefs and fears that don’t exist. To counteract this, you must totally immerse yourself with audio, books and videos of people who are in the 1% of their field. When you buy into ones thoughts, words and actions, you buy into their life!

Strive for the greatness in you!