

A RAPID GUIDE TO

NETWORK MARKETING

FOR

ORDINARY PEOPLE



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Network Marketing for Ordinary People

Introduction

Welcome aboard and congratulations on grabbing your free copy of "Network Marketing for Ordinary People"!

I am Bernard Reilly, and let me tell you, the journey I've had in this industry over the past six years has been nothing short of transformative. You see, before diving into network marketing, I was knee-deep in the corporate world, juggling roles in various firms and even running my own marketing agency.

I was overworked and looking for a way out!

All of that changed when I stumbled upon the world of network marketing.

Now, I will not sugarcoat it – the transition wasn't easy. There were doubts, setbacks, and moments where I questioned whether I was on the right path.

But despite the challenges, what kept me going was the promise of something greater – the promise of financial freedom, flexibility, and the chance to truly carve out my own path in life.

Fast forward to today, and I can proudly say that I have achieved all that and more. Thanks to network marketing, I now have the freedom to work when and where I want, spend more time with my loved ones (wifey & kids), and pursue my passions – like spinning tracks as a DJ.

And the best part? It is all thanks to the power of passive income, which continues to grow and provide for me and my family.

Now, you might be wondering, what exactly is this book all about?

Well, let me break it down for you. "Network Marketing for Ordinary People" is a short overview of the key areas to focus on if you want to make it in this industry – its dedicated to ordinary individuals with extraordinary dreams.

What sets network marketing apart is its egalitarian nature.

Unlike traditional business models that often favour the privileged few, network marketing levels the playing field, offering equal opportunities to anyone willing to put in the effort.

And believe me when I say that I have seen firsthand the incredible transformations that can occur when everyday people embrace this opportunity and commit to their own success.

But here is the thing – while network marketing may be accessible to all, that doesn't mean it's a walk in the park. Far from it. Building a successful network marketing business requires dedication, perseverance, and a willingness to step outside your comfort zone.

It is a journey of self-discovery and personal growth, where you'll encounter obstacles and setbacks along the way.

So, what is the secret to overcoming these challenges and achieving your goals? Well, that is exactly what we'll touch on in this book. From mastering the mindset of a successful entrepreneur to honing your motivational skills and acquiring the practical know-how to thrive in this competitive landscape, each chapter includes actionable challenges and real-world advice to help you unlock your full potential.

But before we dive into the nitty-gritty, let me be clear – this is not your typical self-help book filled with empty promises and feel-good platitudes. No, sir! I believe in keeping it real and cutting through the fluff to deliver practical, no-nonsense guidance that gets results. After all, I've been in your shoes, and I know firsthand the challenges you're facing.

So, with that said, let's roll up our sleeves and get to work! In the following chapters, we'll tackle some of the most common hurdles faced by aspiring network marketers and provide you with the tools and strategies you need to overcome them. From cultivating the right mindset to mastering the art of prospecting and team building.

Ready to embark on this journey with me? Great! Let's make some magic happen.

Chapter 1 | The Biggest Challenge

Let's dive into the most significant challenge many of us face in the world of network marketing:

When I first stepped into the world of network marketing, I was bursting with excitement. Promotions came quickly, and the perks were sweet – from juicy bonuses to luxurious holidays. Everything seemed to be falling into place.

But as time went on, I hit some bumps in the road. You know the drill – friends and family not fully supporting you, orders getting cancelled, and new team members dropping off the radar before they even begin. It's all part of the journey, they say.

What hit me the hardest, though, was the realization that I wasn't as prepared as I thought I was!

Despite considering myself highly motivated and smart, I soon discovered holes in my game plan. It was like shining a light on my own shortcomings – exposing weaknesses in my emotional resilience, habits, and thought patterns.

And do you know what? The biggest obstacle staring back at me was... well, me!

It's a tough pill to swallow, but it's true for many of us. We are often our own worst enemies in the network marketing game.

Think about it – most of us come from professional backgrounds that haven't exactly equipped us to navigate the intricacies of running a network marketing business. So, what's the solution? It's pretty straightforward: we need to work on ourselves through personal development.

Renowned speaker Jim Rohn hit the nail on the head when he said, "*Learn to work harder on yourself than you do on your job.*"

That's been a game-changer for me. Investing in personal development has been the key to unlocking my potential and overcoming hurdles in my journey ... the good news is that it can be for you as well 😊

So, if any of this resonates with you, know that you're not alone. The first step towards success in network marketing is acknowledging that **we are our own biggest challenge** – and then committing to becoming the person we need to be to make our businesses thrive.

It's a journey of growth, but trust me, it's worth every step.

Ready to take that first step? Let's do this together.

Chapter 2 | Mindset, Motivation & Skills

Let's delve deeper into the crucial aspects of mindset, motivation, and skills that are vital for your success in network marketing:

a) Mindset Mastery: Your mindset is the cornerstone of your success not just in business but in life. It's where everything begins. We all battle those pesky doubts and negative thoughts that can hold us back. Sound familiar? Well, you're not alone. But here's the good news: you have the power to change your mind set for the better.

Now, I get it – diving into a sea of personal development books might seem daunting, especially if you're like me and struggle with dyslexia. But trust me when I say this: if I can do it, so can you! The key is consistency. Make it a habit to read every day. Whether it's a motivational book, a biography of a successful entrepreneur, or a training manual, dive in and soak up the wisdom.

Remember what Kofi Annan said: "*Literacy is a bridge from misery to hope.*" Reading has the power to transform your mindset, your habits, and ultimately, your world.

Challenge: Read at least one chapter of a motivational book every day for the next 28 days. Trust me, it'll be worth it.

Let me start you off with a recommendation | Check out '[The Consistency Chain for Network Marketing](#)' | It's an absolute game changer!

b) Winning at Motivation: Let's face it – life throws us curveballs sometimes, and it's easy to feel like throwing in the towel. But here's the thing: staying motivated is non-negotiable if you want to succeed in this business.

So, how do you keep that fire burning?

First off, attend everything.

Seriously. Most reputable network marketing companies host inspirational events regularly, and I strongly recommend that you attend every single one of them.

Surround yourself with like-minded individuals who lift you up and steer clear of negativity and gossip. Build a network of success buddies – people who will hold you accountable and keep you on track.

Challenge: Book your ticket for the next big event your company is holding. Promote the event to your team and encourage them to book as well. Organize transport if necessary and go as a team.

c) Invest in Skills: As your mindset shifts and your motivation levels soar, you'll be itching to dive into action. But here's a crucial piece of the puzzle you **don't** want to overlook skills training.

Remember the following saying, **skills pay bills**.

Without the right skills, your business simply won't thrive. Think of it this way: would you let an enthusiastic, positive-thinking barber with no skills give you a haircut? I didn't think so!

In network marketing, there are some fundamental skills you'll need to master, such as lead generation, appointment setting, presenting opportunities, and team building. Fortunately, if you're part of a reputable company, they should have plenty of training resources available to help you develop these skills.

The beauty of skills is that they're entirely learnable. With persistence and dedication, anyone can master them – including you!

Therefore, your goal should be to include training as a daily and weekly priority. Don't be afraid to push yourself to learn and grow.

Challenge: Book yourself into 2-3 forthcoming training opportunities provided by your business. As with events get your team involved and go together.

So, there you have it – mindset, motivation, and skills. These are the building blocks of success in network marketing, and by investing in each of these areas, you'll be well on your way to achieving your goals.

Ready to take a plunge into the next challenge? Let's do this!

Chapter 3 | Business Building Activity

In this chapter we are going to look at the importance of well-executed activities in network marketing:

One of the most common pitfalls in our industry is the failure to execute activities effectively. Often, this stems from a lack of confidence, proper training, and motivation, leading to disillusionment and eventual quitting. To combat this, I've devised a simple formula for success:

$$\text{BBA} + \text{PD} + \text{ST} = \text{Success}$$

(Business Building Activity + Personal Development + Skills Training = Success)

It's crucial to acquire both the skills and mindset necessary for success before diving into action. However, it's equally important to take the leap and start engaging with potential clients about your opportunity.

Finding the right balance is key.

I've encountered individuals who spend all their time absorbing knowledge from books and events but never actually reach out to potential clients. Conversely, I've met others who neglect training and personal development, only to burn through their contact list because they lacked the required skills.

Your goal should be to become a well-rounded, motivated individual who consistently engages in the right business-building activities.

These activities may include adding contacts to your list, scheduling appointments, conducting customer presentations, and expanding your team.

The good news is you don't need to dedicate hours each day to these tasks. In fact, many successful network marketers seamlessly integrate their activities into the small gaps in their day. Whether it's making a few calls during a lunch break or following up with leads between appointments, consistency is key.

I can personally attest to this approach.

Despite juggling roles as a DJ, radio presenter, parent, and partner, I've still managed to build a life-changing income through network marketing. And if I can do it, so can you.

Sure, it may require sacrificing some leisure activities like binge-watching TV shows or endless scrolling on social media. But remember, it's a choice between enduring the temporary discomfort of growth now or facing the lasting pain of regret later. You owe it to your future self to do whatever it takes and never give up.

The following acronym is helpful C.A.T.

C = customer

A = appointment

T = team

Challenge: Touch your business every day. Using the C.A.T. acronym make it your goal to either sign a customer, make an appointment, or recruit a new team member. Teach C.A.T. to your team.

Chapter 4 | Team Building

When I first ventured into the world of network marketing, I was solely focused on making personal sales and boosting my income. The idea of building a team hadn't even crossed my mind until a mentor, the top earner in our company, encouraged me to duplicate his success by building a team.

Here are four compelling reasons why prioritizing team building can transform your business:

- **Expanded Customer Base:** Interestingly, new team members often become customers themselves. This doubles the benefits, as they not only contribute to your team's growth but also increase your customer base.
- **Leveraging Networks:** By bringing new members into your team, you gain access to their networks. This opens a wealth of potential leads and opportunities that you might not have reached otherwise.
- **Income Independence:** As your team grows, your income becomes less reliant on your personal efforts. This grants you more freedom, both in terms of time and location, as your team's collective efforts contribute to your success.
- **Personal Fulfilment:** Teaching others how to build and grow their own businesses is incredibly fulfilling. Witnessing their success and growth is a reward and adds a deeper sense of purpose to your work.

Building your team involves two key aspects:

- 1) Recruitment:** Make recruiting new members a consistent part of your daily routine. For instance, try reaching out to at least five people every day with a simple message like, *"Are you or anyone you know looking for an additional £500 income without affecting your current commitments?"*

Challenge: Send the following message out to at least five people a day for the next 30 days. As with the other challenges encourage your team to do the same.

"Are you or anyone you know looking for an additional £500 income without affecting your current commitments?"

2) Development: Equally important is developing your existing team members. This involves ensuring they have access to your company's training and support systems. By empowering them to be independent and self-sufficient, you free up your time to focus on expanding your team further.

It is essential to acknowledge that not everyone in your team will be equally active. Just as in any endeavour, there will be those who are more committed and driven than others. Focus your energy on nurturing and supporting those who are genuinely dedicated to succeeding.

Remember, your team will mirror your actions and behaviours. Lead by example, attend events, promote a positive and motivated atmosphere, and celebrate the achievements of every team member, no matter how small.

By embodying these qualities and principles, you will not only build a successful team but also foster a thriving and supportive network marketing community.

Chapter 5 | Finally

Network marketing offers an exceptional business model that is not only lucrative but also incredibly enjoyable. While it may present challenges along the way, perseverance is key, as the rewards are substantial in the long run.

I hope this short eBook has left you feeling inspired, equipped with simple yet powerful concepts to apply in your own entrepreneurial journey. If you haven't already, I invite you to subscribe to my [YouTube channel](#), where I share valuable insights and tips on network marketing.

In addition to my YouTube content, I offer easy to follow online courses designed to further enhance your skills and propel you towards success in network marketing.

For those ready to take their business to the next level, I provide personalized one-on-one coaching sessions.

To explore all the resources and opportunities available, please visit www.successwithbernard.com/bio Remember, life is a precious gift, and it's essential to make the most of every moment.

Live your blessed life, as it is the only one you have.

Warm regards, Bernard Reilly