

A Study Guide for Eric Worre's Go Pro Book

Study Guide for "GoPro – 7 Steps to Becoming a Network Marketing Professional", by Eric Worre

For Individuals, Groups, or Companies, to use as you read the book.

Originally developed by Bess McCarty for the MLM Millionaire Club.

<http://www.amazon.com/Go-Pro-Becoming-Marketing-Professional/dp/0988667908>

Amazon Book Review, by Bess McCarty:

"This book is the chosen core textbook for the MLM Millionaire Club curriculum, and is being considered as the core book for the history-making world's first accredited college course in Network Marketing at Bethany College of Lindsborg, Kansas. Why? It contains in a nutshell the how-to's of professional Network Marketing, a hard-won summary of Eric Worre's 25 years in the profession.

Here are the 7 Steps:"

- 1) Finding Prospects
- 2) Inviting Prospects to Understand Your Product/Opportunity
- 3) Presenting Your Product or Opportunity to Your Prospects
- 4) Following Up With Your Prospects
- 5) Helping Your Prospects Become Customers or Distributors
- 6) Helping Your New Distributor Get Started Right
- 7) Promoting Events

Study Guide:

* Introduction – Eric’s “turning point” story. On a scale 1-10, 1 being totally hoping for a luck, timing, shortcuts, and positioning in NM (Network Marketing), to 10 being totally committed to developing the skills needed to become a NM professional, where do you rate yourself?

* Chapter 1 – Network Marketing is Better

Write down what you do and don’t want in the Perfect Career for you.

What are the 5 ways to make money? Do any provide your Perfect Career?

The New Economy is moving toward a _____ economy.

How does that equate to working more for less money in a job?

NM is the answer in the New Economy for both companies and reps because _____.

The catch to NM is you must deal with _____.

*** Chapter 2 – Decide to Go Pro.**

Are you an Amateur, Poser, or Professional?

Eric's definition of being a NM Pro: "A person who is an expert at the skills required to build a large and successful NM organization."

***Chapter 3 – You'll need skills.**

But you're not going to need a lot of money to learn them.

Three primary elements to your NM business:

Your company's _____.

Your company's _____.

But MOST important, is _____.

Say goodbye to your _____.

There only 7 skills to learn, and they are relatively easy to learn, but they are one of the highest paid skill sets in the world!

***Chapter 4 – Finding Prospects**

80% of people who join network marketing hope they will get lucky! vs. treat it as a career.

To drive that percentage lower, your job is to _____ people.

The professionals consider finding people to talk to as one of their _____ skills.

Make a list of ALL the people you know, and the people THEY know. Follow your interests and meet new people. Be aware!

Here's how to never run out of prospects:

Harvey Mackay's dad: "Harvey, starting today and for the rest of your life, I want you to take every person you meet, get their contact information, and find a creative way to stay in touch."

***Chapter 5 – Inviting Prospects**

"Successful people in MLM... weren't hunters. They were more like _____."

They built _____ and offered _____.

“Their ONLY objective was to _____ their prospects.”

Stand in your prospects shoes. What approach would attract you? What would cause you to put up your defenses?

A tool is the best first step to invite prospects to. Why?

An event is the most effective next step. Why?

Eric’s formula for MLM success: “Your ability to get a large number of people to consistently do a few simple things over an extended period of time.”

8 Invite Steps:

- 1) _____ – prevents questions & creates focus
- 2) _____ – opens minds and moods
- 3) _____ – offer a solution they need, ask for advice or a referral
- 4) _____ – gets a conditional exchange and usually a Yes. (Eric’s most valued phrase in network marketing.)
- 5) _____ – gets a specific, real time commitment
- 6) _____ – confirms it
- 7) _____ – schedules the next call (their 4th “Yes”)
- 8) _____ – prevents questions

***Chapter 6 – Presenting**

What duplicates?

What does NOT duplicate?

“The pros used _____ instead of their own wisdom

The pros used _____ instead of their own presentations.

The pros used _____ to give the facts.”

Write your story, in about 5 sentences, with the 4 elements Eric suggests. Tell it often.

***Chapter 7 – Following Up**

“The fortune is in the _____.”

How good are you at Follow-up? Let's see...

On a scale of 1-10, 10 being excellent, how would you rate yourself on these things?

* You check back with your prospects when you say you would.

* Your purpose is educating them to make an informed decision (vs. signing them up).

* You lead them through an average of 4-6 education tools.

* You do this in a short time.

* You handle questions and objections well.

There, now you can see where your strengths and weaknesses are. (This is a great chapter!)

A fortune AND your good reputation can be lost in poor follow-up. Be the person who does what they say they will do.

The only purpose of an exposure is to _____.

“The best follow-up question I’ve ever used is _____.”

“Another great question to ask is _____.”

If the answer is positive, go directly to _____.

If not, just schedule the next _____.

“Keep your urgency, but have _____.”

How can you handle objections without being either defensive or offensive?

Objections are usually a limiting belief in _____ or _____.

In either case, let them know you are just like them.

Here are 2 ways to do that... _____.

Eric gives a GREAT way to handle limiting beliefs about network marketing. Try this out!

How do you answer, "How much are you making?" Try Eric's tips for this, too.

***Chapter 8 – Signing 'em up**

It's your job to guide them to a _____.

What did Eric do wrong in his early years in network marketing?

The keys to this step are a confident posture and asking the right questions.

Five things that will give you a confident posture are:

1. _____

2. _____

3. _____

4. _____

5. _____

Two dynamite questions to lead up to signup are:

1. _____

2. _____

Four questions to close are:

1. _____

2. _____

3. _____

4. _____

Practice these today!

***Chapter 9 – Start ‘em Right**

To help your new distributor have the best start and not quit, you’ll want to set proper expectations and get quick results.

Eric didn’t have successful distributors at first. So, he watched and learned from a mentor, who taught him a 5-Part Game Plan Interview.

Part One validates your new distributor’s _____.

Part Two makes an agreement with your distributor about their responsibility for their business. 3 points to make:

1. _____

2. _____

3. _____

Part Three is a get-started checklist. Make sure your new distributor is:

1. _____
2. _____
3. _____
4. _____
5. _____

Part Four challenges the new distributor to get results _____!

Part Five gives specific assignments and deadlines. Just like scheduling exposures, you now schedule assignments to accomplish things, thereby making it easier to continue than quit! Eric lists 8 of those things. What other ones can you think of?

***Chapter 10 – Promoting Events**

“Meetings make _____. It’s just that simple.”

The MOST POWERFUL type of event is the _____.

Virtually every top-earner uses the destination events as the _____ of their business.

How many have you attended in the last 2 years?

How many benefits can you find Eric describe about destination events?

Step 1 – Lead by example. What obstacles arise to you attending, and how do you solve them?

Step 2 – Grow the number of people you bring from your team. What is the difference between announcing and promoting? What are 5 tips to promoting?

Never buy someone's _____ .

*Chapter 11 – Patience

Traditional businesses hope to pay back their initial investment in the first _____ years.

To earn more, you need to _____ more.

The 1/3/5/7 Formula: You can expect in network marketing:

After 1 year: _____

After 3 years: _____

After 5 years: _____

After 7 years: _____

Where are you on this journey described above?

Eric's advice:

Learn by _____.

Model successful _____.

Study _____.

Be careful of _____.

Teach your _____.

Look at your 5 _____.

Work _____.

Apply the Plan/Do/Review process to your business this week:

1. Make a Plan
2. Do it.
3. Review your results to improve.

Repeat better!

***Chapter 12 – Rewards**

Which of these rewards appeals to you the most?

The career you create

The freedom you enjoy

The loves you touch

The people you meet

The places you see

The causes you can contribute to

The person you become

Write about the rewards you have gotten, or aim to have (which is your Why).

THAT is YOUR STORY. Tell it often! Tell the world!