

LEAGUE PLAYBOOK

**Proven philosophies to help you
build a super hierarchy**



In the world of network marketing, there are certain philosophies and principles that, if followed diligently, can help you build a successful hierarchy and achieve unparalleled success. These 20 quotes are taken from the book “Best, Worst, First,” where top earners share their tips for success in the industry.

By embracing these quotes and implementing the advice given, you can pave your way to becoming a network marketing superstar.

1: One of the biggest things we do as leaders in our business is seeing that untapped potential in people, even before they are fully keyed into it themselves.

Our job as leaders is to look for the best in people. It's our job to identify potential in prospects and team members, and then help people reach their potential by coaching them and encouraging personal development.

2: Know also there will be attrition. People you have invested your heart and soul in will leave.

Most people will quit, regardless of what you do to help them. Be prepared for it. In most cases, 80 to 90 percent of your team will quit each year. Don't take it personal. Instead, focus on the people who stay!

3: What you focus on expands.

You become what you think about. Positive attracts and negative repels. The Law of Attraction is always working, either for you or against you. Focus on the positive whenever possible.

4: Stay passionate about your goals.

Have a big WHY and keep your goals in front of you at all times. This will help you survive the ups and downs that come with building a business and dealing with people.

5: Have realistic and worthy goals.

Set challenging, but realistic goals that make you stretch out of your comfort zone. Don't set goals you know you cannot achieve. That will only lead to disappointment. Instead, break your big goals into bite sized chunks and take daily steps to accomplish those goals.

6: This is a team sport.

No one succeeds in this business all by themselves. Success comes from teamwork. Get plugged in with your successful, plugged in upline and their system. Create a team culture for your team. Make people feel appreciated whenever possible. Take care of and love on your team.

7: Learn how to uncover the need or desire that your prospect has.

Show your prospects how to get what they want and they will move heaven and earth to get it. Before you give a presentation, ask questions to figure out the “PROBLEM” your prospect is trying to solve. After you do that, show them how the products or opportunity can be the SOLUTION to their PROBLEM.

8: Show your determination to succeed. Let people know that you're serious, that you're committed, that you're going to make this happen.

The speed of the leader is the speed of the team. People want a leader that they can look up to. Your prospects will evaluate you more than they evaluate the business opportunity. Be someone worth joining. Be the sharpest, most motivated, most persistent, and most ambitious person on your team.

9: This is a business, not a rescue mission.

It's not your job to save people or make people successful. You can try to do that, but it will only lead to frustration and disappointment. Some people don't qualify to give you a NO. Don't make the common mistake of wanting success more for others than they want it for themselves.

10: The key to keeping your own belief alive is to remember that your mission is to serve others.

The more people you serve (and the better you do it) the more money you will make in your business. You can have anything in this world you want, if you are willing to help enough other people get what they want. Take your eyes off of yourself and focus on helping others get what they want.

11: Build the people, and the people will build the business.

This is a people business, more than anything else. Your job as a leader is to encourage personal development and help people on your team grow (as people). In order for your organization to grow without the Team has to grow within. By doing so, some of them will step into a leadership role and take the torch and run with it.

12: CEOs plan. Planning is a huge part of succeeding in their business.

The will to win, means nothing without the will to Plan, and Prepare. Spend time each week to plan your business. Write down your goals. Strategize how you are going to accomplish the goals whenever possible. Don't let the minutia keep you from seeing the big picture.

13: We committed to ongoing learning.

Your income will seldom exceed your mindset. This is a self development program with a high compensation plan attached. Try to get a little bit better every single day. If you do that for a year or two, you can be 100% better.

14: Even if you're still the only member of your team, behave like a leader.

Act, speak, think like a leader at all times. Act the way you feel, and soon you will feel the way you act. Until you adopt this leadership mindset, you will never have a big team. Stop looking up for your upline to provide and start looking at being the leader for your downline, Payline. You will go to your next star (leadership rank) in your head and heart long before it manifests into reality in your business.

15: It's critical to find a few key players right out of the gate.

Find 2-3 serious people as quickly as you can. Who are those franchise players - Who is on your DRAFT BOARD. You are the GM on your team. Who are those franchise players you are attracting. If they are a skilled network marketer, do a 40 day and 40 night Blitz. With every non-network marketer to a 120 Day Blitz (30 days to prepare and then Do a 90-Day Blitz at the beginning of your business, so you can sponsor 30-50 people in the first few months. From that, you will find 2 or 3 people who really want to build a big business.

16: Network marketing is the only profession I know of that levels the playing field for all people. You can come from Yale or you can come from jail.

Although there is no guarantee of success in our industry, it is a level playing field. Anyone CAN become successful, although most people won't. You have to have intentionality, Drive, Focus, and a work ethic

17: You want a sponsor who is going to tell you like it is.

Look for someone who leads by example and tells you what you need to hear, not what you want to hear. Work with someone who has fruit on their tree and then humble yourself enough to listen to them.

18: You want a sponsor who will hold you accountable.

You want to work with someone who will keep it real with you and hold you accountable at all times.

19: Sponsor with the end in mind, not just for instant gratification. Build relationships early and develop a successful business locally first.

Build in your own backyard before you try to build out-of-state or out of country. Start with the people you know and have a relationship with before you venture into the cold market.

20: It's going to take three to five years to build a solid foundation that will allow for sustainable growth going forward. Don't over-estimate what you can do in a year or underestimate what's possible within five years.

It takes time to build a successful business, folks, especially if you are doing it part-time. Most people overestimate what they will do in the first 6 months, but underestimate what they can do in three to five years. Understand Rome wasn't built in a day. Have some patience and take the long-term view.
- Whatever you do - DON'T QUIT