

**Savvy Sponsoring Recruiting and Business Building Coaching**  
**CEO Mentality: Teach Residual and Leverage**  
**and Make More Money**  
**Notes - Week 3**

**Think Like a CEO**

How important is it to think like a CEO? After all, you're just one person talking to people about your products and the benefits of your business. Why do you need to 'think like a CEO?' Because thinking like a CEO is how the successful business game is played. That deserves saying again:

**Thinking like a CEO is how the financially successful  
business game is played.**

Thinking like a CEO is all about bringing professionalism to your business. It is about acting in your business as though it was a potential multimillion dollar business and treating it that way. This isn't a hocus pocus idea. When Tom Watson founded IBM, he put systems in place that a million dollar (that was a lot of money back then) business would need. He didn't wait until IBM was a million dollar business to put those systems in place. He treated IBM - from inception - like it was a million dollar business.

Reflect a moment, who do you want to do business with? Someone who exudes confidence and takes their business seriously? Or someone who appears busy all the time but doesn't seem to ever get ahead? Hmmm?

What is the KEY thing we all do in order to build a networking business into a thriving financially successful business? If you said recruiting – you are right. How do you recruit? You recruit by being a professional. Specifically that means understanding the concept of leverage, residual income and knowing how to explain that to others. If you do this the light bulb will go on for others and doors will open.

**The Power Of Network Marketing**

Let's put this into perspective. How many of you were excited to learn that your company was network marketing? Right, me neither. Why wasn't I excited, because I didn't understand networking marketing. I thought people who did network marketing were hokey and/or unprofessional. And yes, as in all professions some people are.

But as soon as I understood the power of network marketing:

- A business model built on cooperation rather than competition
- A business model loaded with leverage
- A business model that offers residual income

I was riveted. I had been an entrepreneur long enough to know that residual income and leverage are the keys to business success.

### **Get Anyone's Ear**

What am I telling you? If you take the time to work through this module with Amy Posner and learn to understand these concepts and how they work, you will be able to get anyone's attention anytime. It will open doors you have not yet imagined.

It is time for this industry to get over itself as primarily being the bearer of great products. Before you come lookin' for me, I am not saying that networking products aren't great or that they are not important. I've used many of the products that the network marketing industry offers (still do) and enjoyed most of them.

But, for those of us looking to make a change to our financial bottom line, the real deal in network marketing is not the products. It is about the business opportunity. It is your job to make sure everyone understands the uniqueness of a networking business opportunity.

Most people do not understand the financial wallop that a networking business can pack. Even after 'looking at a business presentation' or attending a home event, people still don't understand the opportunity that is under their nose.

Why? Because most people in the network marketing industry don't understand how the business works. Because they don't understand the industry, they can't explain it to someone else so that it makes real financial sense. That is why the majority of people in the industry work too hard and don't make nearly enough money. And the people watching them think they are nuts and that the industry is at best fundamentally flawed or maybe a scam.

### **Key Reason Some People Make Money and Some Don't**

But the industry is neither fundamentally flawed nor a scam. If it was fundamentally flawed no one would be able to make real money. And lots of people do make money, lots of money. I did and so did Amy Posner. Yes, there are more people who do not build thriving businesses. But that is because they don't know how. If network marketing was a scam, congress would have shut it down years ago...many years ago.

What is the key difference between those who do make money in network marketing and those who don't?

- Think like a CEO.
- Handle yourself in a business manner.
- Speak to the power of the financial opportunity.

Do that and you'll get the attention of lots of people. And by the way, the power of the financial opportunity does not mean you tell them they can get rich. Use the tools that Amy outlines in this program to show someone interested in improving their financial situation (or to an already successful business person) and you won't need to tell them they can get rich, they will see the power of the industry for themselves.

### **Time To Make Your Business Fun and Make Money**

It is time to exude professionalism, excitement and confidence rather than hype. It is time to stop being intimidated because you are not sure of yourself. The more confident you are about the opportunity, the industry, leverage and residual income the more people will be impressed by you. That does not mean you are to be giddy, overly excited and over the top energy. It means you use Amy's tools to systematically unwrap the financial potential of network marketing.

There is a direct correlation between your confidence and someone else's interest in listening to you. Imagine how much more fun your business will be when you have the confidence to really speak to anyone; the CEO of any company; your doctor, your dentist, your mortgage broker, real estate broker, attorney or CPA. You will be able to confidently open the door every time.

I know, I did it. I went from being sick to my stomach about being 'in' network marketing and telling no one, to taking real ownership of the business opportunity and talking to absolutely anyone.

Study Amy Posner's *CEO Mentality* video. Do what she says. Practice. Talk to people and practice some more. Watch your business grow along with your confidence and belief.

### **Understand The Rules of the Game, It's All You Need**

Here is more good news about thinking like a CEO. In order to think like a CEO you do not have to have anything more in your business than you currently have. You don't need to make another penny (you absolutely do not need a big check). You don't need to recruit one more (or 10 more) people before you can think like a CEO.

What you need is to simply understand the network marketing industry and the concept of leverage. Why is that important? Because leverage is the key to wealth.

In the *CEO Mentality* Video Amy Posner demystifies the concept of leverage. Amy unlocks the real secrets of network marketing. Plus, she does it in such a way that you not only understand it yourself, but you will be able to explain it. Explain it succinctly, intelligently and with excitement and enough intrigue to get anyone's attention.

Yes, I mean anyone's attention. When you put this module under your belt you will be able to explain the underlying principles of network marketing in such a way that your accountant, doctor, dentist, hairdresser, bank teller and mother in law will understand.

That doesn't mean they will necessarily join you in the industry. But it does mean that you will be confident, professional and ready to speak to anyone about your business. You will have moved into your CEO shoes. You will think like a CEO and be able to explain the concept of leverage and the vision of your business to anyone. To anyone. You will be confident of the strength of what you have in your hands.

### **Your New Bottom Line**

Imagine what that will do to the bottom line of your business. Now add this to the equation. Once you have ownership you can empower your downline with the same information. What would happen to your bottom line (and theirs) if every person in your downline actually understood the power of network marketing? What if every person in your downline could explain the power of network marketing. What if every person in your downline thought like a CEO? What kind of a team would you have then?

Amy turns the tongue-tying notion of leverage into simple language so you understand it and can explain it. If you have struggled in this industry for two, three, four years or more, I urge you to:

**Think like a CEO and move into the ranks of success.**