



SUCCESS STARTERS

START MAKING MAGIC

TONI VANS

WANT TO MAKE MAGIC AND BE A SUCCESS STARTER?

BEGIN WITH YOUR “WHY.”

Take the time to consider why you're here and how your magic can impact the world. Knowing this is a huge component to a strong inner game—which is critical for success.

Here's why: life is full of challenges. When your why is tucked in your heart, others can see it in your actions—and, it moves you forward regardless of the circumstances. Friedrich Nietzsche summed it up in this quote:

“ If we have our own why in life, we shall get along with almost any how.

Not sure what your why is? Download my checklist to help you determine and follow your why for success.



Once you set your why as the compass of your dreams, it will keep you going in the right direction. That doesn't mean success comes easy—there's work involved (a lot of it). And, this is especially true in network marketing—the success you experience is directly tied to the work you extend.

It's not easy, but it's effing simple. I'll show you the way.

Let's not only dream about success—we must work for it.
The thing about working for success is this: it doesn't have to be hard.

We are conditioned to think we need to work hard and hard work is the only thing that pays off. That's partly true. We do need to work hard, but the work itself doesn't have to be hard. Instead of working hard, we can use our inherent magic, our natural abilities, and connection skills to work in a way that's so fun it feels magical (because it is).

Network marketing enables you to be who you are, connect with your circle, meet new people, and share products and services that help others (and you) at the same time.

SYSTEMATIC SUCCESS

Can you achieve success in network marketing approaching it in a haphazard way? Yes, but it may not be consistent or flowing at the level you desire. I've found success in network marketing includes these two effing simple components:

1. CONNECTION

2. CULTIVATION

CONNECTION—RICH RELATIONSHIPS

To begin, create a contact list by compiling contacts in your phone, email, social media connections (Facebook, Instagram, Twitter, LinkedIn), and other connections.

This is where you recall all the “**FRANKS**” in your life:

Friends

Relatives

Acquaintances

Neighbors

Kids

Social Media

Don't stop there...Think about the groups and clubs you belong to, the activities you enjoy, and the people you interact with. Consider things like knitting clubs, book clubs, church groups, sporting events, and retail encounters.

Every interaction is a potential connection and lead. This doesn't mean you become a stalker and hound everyone you know to buy from you or join the business.

It means you are a loud and proud network marketer who effortlessly builds relationships and maximizes connections for mutual benefit. While cultivating those relationships, if there's something you can help with, you offer it. There's no fear, no expectation, and attachment to the response.

If it works, great. If not, that's ok too.

CULTIVATION

Income Producing Activities (IPAs) Generate Success

Contacts on a list don't bring income. Connecting with and serving those contacts does. That's cultivation and we do this through IPAs.

After creating a contact list, the following steps to systematic success involve IPAs. Keep in mind that every contact and connection does not equal an immediate or personal sale. However, every cultivated connection can lead to a sale (down the line or through a referral).

People buy from others they know and trust. It's worth the time it takes to build and reinforce your relationship so your connections know and trust you. Also, sometimes it takes multiple contacts and exposure in different ways (personal experience, referral, testimonial, email, social media, phone) before individuals commit to your product and/or your business.

Don't let that stop you. Revisit your why.

Here's five foolproof ways to cultivate your contacts for connection (and mutual benefit):

1

Create Your Business Presentation—Demonstrate a clear and compelling response to the inevitable question you encounter with every new contact—"What do you do?" Create your elevator speech and develop a clear, repeatable business presentation. (Good network marketing companies will provide this for you. It's up to you to make it your own and put it to use.)

2

Hold Three-way Connection Calls—Have a new partner with a great lead they aren't sure they can close? Get on the line with your partner and close the lead. Share your knowledge to achieve the sale while mentoring your partner at the same time.

3

Schedule and Attend Meet and Greet Connections—Here, you can introduce others to your products and business opportunity. These can be individualized, one-on-ones, or parties/groups tailored to your network offering.

4

Connect on the Fly—Work the room at networking events and capitalize on your "out and about" time. Introduce yourself, talk to others, share samples, and promote your business everywhere you can.

5

Follow-Up—Keep your leads warm by connecting with them regularly, servicing their needs, and making yourself available for questions, and closing the sale.

Rinse and repeat—Every.Single.Day.



Don't Forget About the Advantages of Network Marketing Organizations

Joining a network marketing organization is like plugging into a huge power source. They have training, supporters, systems, and mentors in place to help you generate the success you desire. They've also tried a few things that didn't work, readjusted, and created new best practices for success. In the same way network marketing organizations count on you for their success, don't forget to count on them for your success.

Your leader and network marketing organization are invested in your success. They will help you spread magic!



JOIN US

The dynamic duo (and married couple), **Toni Vanschoyck** and **Jay Treloar** take personal success and fulfillment through network marketing to new heights through partnership, connection, communication, and love.

STAY CONNECTED

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