

YOUR GUIDE TO FINANCIAL FREEDOM



YOUR GUIDE TO FINANCIAL FREEDOM

Welcome To This New You!

I am honored and proud that your eyes are reading this book! Not because I wrote it, but because a lot of our victories and failures have paved truth and meaning into what you will learn.

When I started in Network Marketing back in 1978 I had no concept of what this business model was about. I joined Forever Living Products that sold Aloe Vera juice in small yellow jugs. It tasted horrible. Yet that company became a great success story despite the taste of that product, and despite the fact they had a horrible pay plan.



Those were different years and harder times. Yet fortunes were made! We did not have UPS or FedEx or DHL. We had to carry sometimes-large quantities of products and drive around with those jugs in the back seat of our car and make home deliveries long before Pizza Hut did!

Phone service back then was 25 cents a minute, which in today's money might be close to a dollar. We did not have the Internet, so we mailed those heavy packages that had expensive materials to our long distance prospects.

We did not email since it didn't exist. So I mailed a newsletter every month to our leaders who would also make copies and hand out to new ones joining.

The reason why I am telling you this story is this. You are living at a very special time in history. Because you have none of these so called obstacles! You have the Internet. Your phone service is very little in cost, in fact it can be free, and you can Video Web call for free using Skype!

You don't need to mail presentation packages to your long distance prospects, because you have the Internet. You can use this System that we have created so you can build a global distribution network in your pajamas from your home office. I know you can because I am writing this to you wearing my pajamas! And I get paid on 51 countries from my home pajama office!

That means a lot to me and it should to you if you are a parent. Because to make a six figure monthly income from my home, and enjoy a daily life with my children is the greatest success story I know.

I want the same for you my friend! Thank God I am not the only success story in my team, for there are many enjoying this lifestyle!

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How would you like to pay cash for a million dollar house, and pay cash for your luxury cars and 5 star summer vacations?

I love what this has brought me, but I also love what it will bring you! And it will, if you apply yourself by following our system, which comprises of our presentation webinar, our education materials and videos, e-booklet and book such as this, and our live Webinars.

The success manual for this opportunity is our book “Your Guide to Financial Freedom.” Our booklet “Quick Guide to Success” is just a short read to get you going, please read it, but read also this book.

You will get regular emails that will teach you portions of the book. You will also be able to get on live webinars and mentoring sessions
That will help you grow, please take full advantage of this!

I also want you to know that it will be our passion and mission to help you and Mentor you in your journey to become a New You! That is what IMT is all about: Mentoring! And we want you to become a Mentor to others!

Get your business off to a quick start by reading “The 10 Steps To Financial Mastery” and apply them. Your success will accelerate when you use our tools and education system.

Your timing for this opportunity could not be better. Because technology and social media are revolutionizing the way Network Marketing is to be done. It will allow you to build a global network of consumers and leaders, while giving you the time and quality of life that elude the masses of mankind!

Our approach is simplistic and basic, so that anyone can do this and have far superior results than those other companies who use the old traditional models in Network Marketing.

I welcome you as a friend, and be certain that it will be my mission to help you in this journey that we will walk together!

Jeff Altgilbers
January 23, 2012

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Chapter One: Begin with the End in Mind



How many of you would get in your car to begin a journey without knowing where you want to go? Sounds crazy right? Unfortunately, that is what most people do when they join a network marketing company.

Many people may join thinking this type of business is similar to a lottery. There are people who enter this business with a goal of only taking the system for a test run without the use of any logical plan.

When you look at successful people in network marketing they all had one thing in common, “they began with the end in mind”. What does this mean?

“Beginning with the End in Mind” means that you know exactly what you want from this opportunity. You have taken the time to write your goals down. You are able to visualize your rewards like a car or the home of your dreams. Your goals are created for a particular reason that is clear and concise. At this point you are very much aware of the immense possibility of making your goals a reality. You can relate this intense motivation to one phrase, “IT IS YOUR DREAM”.

So to start your business off on the right track you need to clearly define in words and pictures what it is you want.

In your IMT back office you have a form called “My Business Plan” that helps guide you to discover your real reasons for launching your new career with IMT and 4Life. If you have not filled it out please do so, and make sure your sponsor has a copy so he/she can understand what you want from this opportunity.

But aside from your business plan you should begin a Success Journal. I remember what my mentor Anthony Robbins once said “a life worth living is a life worth



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recording”. It is your history; it is your dreams, your fears and tears and recorded triumphs. It becomes a yardstick to measure how much you have grown in such a short time.

I have heard it once said that Success is not about arriving at a destination, as it is in what we experienced along the way; that is in the things we learned from it, the people we came to know, and those lives we changed for the better. For all these reasons a Success Journal is so valuable in recording this great journey you are going to experience.

Let’s look at some essentials to have in the beginning of your journal:

In Word: Write short term and long term goals. Perhaps what amount of money you want to be earning in 90 days, one year and in 5 years.

What kind of lifestyle you will give yourself or your family? What kind of schools will your children attend? The house and neighborhood they will grow up in? Will they learn music? What instruments will they play, or will there be other arts like ballet or sports? What will your summers be like? Where will you take the family on school break, Europe? Hawaii?



With all the time freedom that network marketing will give you how will that impact your family? How does that make you feel? Examples like these, will give you daily fuel and reasons for your “Why” 4life.

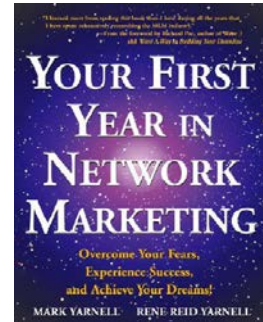
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Take notes on what you're learning in the books you are reading that are recommended by IMT in there website www.imt4life.com or your back office.

Your first book you should read in your first month of this business is “Your First Year In Network Marketing” by Mark Yarnell. This will prepare you for what to expect as you begin your business.

Other than written reasons for why you are doing this business and your daily reflections of what is happening to you in this journey, and add some visual content in your journal.

You can include lifestyle photos or pictures from a magazine. Some leaders will post them on a wall where they work, or beside a mirror in the bathroom. Your Dream house, your Dream car, a special vacation, or 4lifes Great Escape. It can be anything that visually represents what you want.



I can remember when I started in Network Marketing I was broke. I only had dreams, and hope. I listened to my mentor about the power of visualizing your dreams. So every Sunday I would go to Dream Street, where all the rich people lived. I would walk for hours around old historic houses in garden like neighborhoods. The atmosphere was inspiring!



I would think “this is the way it will be! This is the house I will have! The beautiful manicured lawns, the flower gardens, and the cars” Every Sunday I would do this despite the reality of my being broke!

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But you know what? In 18 months I was moving into one of those houses! The image above is the actual home I moved into. You see I had conditioned my mind to expect my dream as if I had already arrived! So my mind, my inner belief system would say “of course, this is so”.

It all starts in the mind, and is acknowledged later as reality. It's like a boxer (Rocky) who becomes a World Heavy Weight Champion. When did he become that? After the fight was over, or was it prior to the fight? When the fight was over, and he was given the belt and the title, all this was simple acknowledgment of what he was prior to the fight.



Everything you do now my friend is just like that. You are in training to become a Superstar! You deserve this success, so take advantage of all the help you will receive from IMT and the education and tools they make available to you. Just as a fighter has to exercise discipline while he is in training, you do too. It's worth all the sacrifice because you will attain a life that few ever do!

Dream Killers

Why is Beginning with the end in mind so important? Because how you Begin will determine how you End. It creates the “Why”. If the “Why” is big enough, than the “how to” doesn't matter. In other words if your why or your dream is clear, no lack of “how to do it” skills will stop you. What can stop you is if you go to people before you are ready. So you need to get prepared.

Keep in mind not to talk with anyone until you have been trained. Trained means you understand the basics of our system and our education. You can do this in a week.

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Until that time, refrain from telling others what you are doing. Why? Most people will not understand this business. Some might discourage you by saying it is a pyramid scheme. Others simply do not understand the power of Network Marketing.

The other reasons are that people are Visual learners at best. Our System is very visual, and it is a Visual message that compels them to join. When you present this opportunity without this by trying to explain it, it's like asking an eagle to fly like a bat in the dark! Crash! Eagles use their eyes, not radar or just pure information to fly.



Negative Programing

Another area to observe is your inward attitudes and feelings. Some of this we acquired on our own, and some of it was taught. Since childhood we have all been programed by parents and peers and teachers. Not all of it has been good. For example you may have been taught that “money is the root of all evil” so down deep you may feel wrong to be rich.

You could feel that to be a Success story and be Rich would put you at odds with family and friends who have settled for their circumstances that are just above the poverty level.

How do we deal with negative programming that has been imputed in us since our youth? First we have to identify these beliefs and attitudes and then challenge them with reasoning and correct beliefs that empower us.

For example look at the belief (just mentioned) that “money is the root of all evil”. That came from an erroneous translation of the Bible verse 1 Timothy 6:10 that later was more correctly translated “the love of money is the root of all evil”. So it's the love, not the money that can drive men or women to do things that can ruin them. Interestingly, there were many rich men that were examples of integrity in the Bible as well as in other religions.

The truth is money is not evil. It is meant to be our Servant not our Master. We can use it to give our families a wonderful living experience! We can support charities and missions, and the poor. If we are always needy, how can we contribute to others? We cannot! When we have abundance we are in a position to enrich others materially.

What I just mentioned is one example of negative programing. There are many, a few more are:

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Unworthiness: Perhaps you were treated or told by others that you will never become anything special or successful. Don't fulfill that prediction! The fact that God gave you life was an endorsement in your becoming all you were meant to be! Keep in mind he made you in his image, so how could you be a loser? You can't, unless you agree to those standards that others would have you live.

Past failures: Can you imagine driving a car while looking at the rear view mirror? You think that is a guaranteed disaster about to happen! You are right, and that is what happens when we bring in emotional baggage of the past into this business.

If you come into this business with the expectations that the failed outcome you experienced in another company will be the same in 4Life, you will be right!

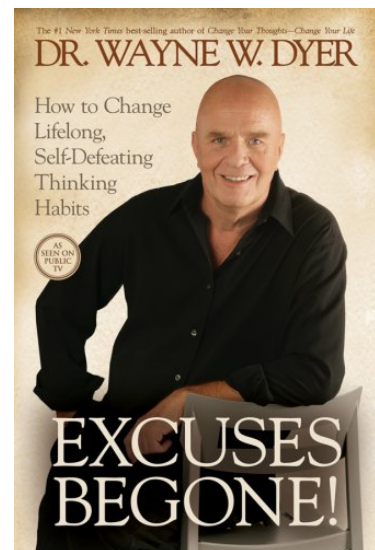


Remember what Thomas Edison said regarding 700 failed attempts at perfecting the light bulb: "I have not failed 700 times. I have not failed once. I have succeeded in proving that those 700 ways will not work. When I have eliminated the ways that will not work, I will find the way that will work" and he did!

We too have to learn from our mistakes when we do not experience the level of success we hoped for in a past opportunity. Many times people will join a company before they do their homework. Review in www.go2platinum.com under "Why 4Life Research" and read the 4 Reasons why I joined 4Life.

You will find that many companies lack a credible product, or an experienced management staff, or have a proven compensation plan that has a history of success. Lastly, perhaps the lack of support from a team or a system to really guide your success. You have all of that now, so there is no reason to look back. Leave the baggage behind and come into this with a fresh expectation that you will realize all you have ever hoped for in an opportunity! Here's another negative program:

Fear of Failure: There is one way to make sure you can never fail, and that is to do Nothing! Just crawl into a corner and stay there the rest of your life. But will that make you happy? You could settle into a mediocre paying job, but will that give you happiness?



What we have to do is use fear to our advantage, not the reverse! The fear of what we will lose if we don't do this should consume us! That is what it did to me, and it moved

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me from being broke to a six figure yearly earner and later to a six figure Monthly earner in 4Life, and it will do the same for you if you let it!

Dr. Wayne Dyer in his book “Excuses BeGone!” teaches how to change lifelong self-defeating thinking habits that limit us from becoming what we are capable of being. Read his book, or get his audio book to help you, if you have challenges putting off the actions you need to take to be successful. He also talks in his book about affirmations.

Affirmations

Practice affirmations that give you power through the day like: “I am going to be successful” “People are looking for my leadership, they need me!” or “I know I can do this, I see my dreams already coming true”. It can be anything that empowers you away from what has held you back for so long.

Remember the difference between a day dream and a Dream is one is wishful thinking the other has an Action Plan and follows it through by daily commitments. Now it’s time to talk to you about just that.



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Chapter Two: Your Guide to Financial Freedom!

The Basic's: 10 Steps to Financial Mastery!

Step One: The Dreams

Do you realize that everything was a Dream before it was a reality? The Empire State building was an idea, a drawing before it was part of the New York skyline. A ship, a Shuttle, a novel, or a beautiful song, all were once an inanimate thought in a brain of a man or woman. Passionate thoughts of creation, a Dream had to happen first, than it later became a reality.

Every person of fame was a Dreamer first. But when I say a Dreamer, I don't mean a daydreamer who has no intention of seeing it realized. This Dreamer has intentions to do nothing but that! His life purpose is to see it to fruition.

When we look at people who failed at success, many did not start it with a Dream or follow the daily disciplines to achieve it.

Or it was that the Dream was not big enough. It was really a goal more than a dream. For example:

You may come in this business with the goal of paying your utility bills or making your car payment. Is that a life-transforming Dream? No. Would people consider such a basic accomplishment as a success story? Probably not!

The trap door of failure is when our dreams are not big enough.

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So we dream Dreams. They start small, and we keep making those dreams bigger until we realize our purpose in living. In other words we go from Sustenance to Success to Significance.

We might start this business with Sustenance in mind just to pay the bills. Once we have that done that, we keep working until we experience Success. The beautiful home, the nice luxury cars and the five star vacations. It's the next level of achievement that brings the greatest rewards: a life of Significance. For some people it is living for others. Going on religious missions, serving some cause or exploring ones gifts in doing what you always wanted to do, such as song writing, or being a recording artist, or botanist. The choices are endless, and few people ever reach or find a life of Significance.

You may have joined 4Life Research to supplement your income, to help pay your living expenses. But if that is your only goal, you will grow no further. Because now that you have what you dreamed for, you dream no more!



But if you have “other dreams” that you thought out, such as a BMW car or an upscale luxury house, than your new dream will keep you focused on your business till it is realized. When it is realized, you dream no more for it, so you dream no more. That is, unless you have other dreams.

You see we grow mentally, spiritually and emotionally when we keep dreams alive, and once they are achieved we know what to dream for next. In the end process, we realize our Purpose in Living.

Would it not be interesting to have all the things we dream about already realized, such as money, the dream cars, and the dream house already a reality, just to imagine what would be the next dream? What happens is we finally reach our purpose for living, and we find our true potential.

You see I did not join Network Marketing because it's my Dream. I joined it because it's a vehicle that will get me closer to my dreams and lastly what I am living for.

How many of you could be gifted musicians, composers, writers or artists but you never have the time to develop your gifts and become what you want to be? You could be the next Steve Job's or Elton John or Picasso or a Missionary like Paul.

Most people in life will never know their purpose or their potential because they get “caught up” in impotent dreams or goals like “well I got the bills paid this month.” They are like that hamster that is always running on that wheel but can never get outside the cage until they grow old and die.

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So you will be one of the few that escapes the hamster race to a life that will be free and prosperous? I hope you will.

Summary: Short Term and Long Term Dreams

- (1) Write your Dreams down. Write more than one. Use pictures if you can. Discuss with your partner or spouse what their dreams are since you might work together. Ask yourself how you will feel when you reach these dreams.
- (2) Have a realistic timeline goal for each dream.

Step 2: Your Action Plan

Your action plan starts first with filling out your Business Plan form that is located at your IMT back office. You can also get a printed copy from your sponsor.

One question is: Will you be part time or fulltime?

It's your daily priorities that will determine how fast you will reach your goals and dreams. Even a part time leader can achieve more than a full time leader if the priorities are clear and followed through.

You only have a 24-hour day. If 8 hours are for sleep and 8 hours are for work than you only have 8 left for other things. What will you do with those 8 hours?

Some of that time may go to driving to and from work. Some might go to the family if you have children and a mate. But if you are serious about wanting to change your life as quickly as possible, it's what you do with that extra 2-3 hours every work day in the week, and the time you have on weekends that will determine how quickly you can reach your target goals; so use it wisely!

I can remember when I started in this business I had an 8-9 hour a day job. When I came home from work at 5 or 6 in the evening, I would spend a little time with the family at mealtime, but then I was off to my home office down the hallway to make prospecting calls and build my future career! Instead of playing ball or going to the movies on weekends, I met with people and did presentations offline and online.



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What I was doing was paying the price by willing to sacrifice time away from something I enjoy doing, so I can be doing what I enjoy every day the rest of my life!

This is an important concept to remember:

We get paid for what we start, not what we do in this business”.

I started in 4Life 13 years ago, but I probably only worked 4 of those years at best! And when I say, “Worked” I mean an average of 4-5 hours a day! You know what I did with the other 9 years? Anything I wanted to do. I traveled the world with my family; recorded songs I wrote and produced 2 CD’s. Planted rose and perennial gardens and added a 5000 square foot addition to my 5000 square foot house. In other words, I paid the price my first 3-4 years and spent my time doing things I love to do!

So here are some points to remember.

1. Guard your time well. Ask yourself: Is what I am doing now helping me reach my business goals? If it is not, do not give it your time! Manage your distractions and learn to say “no” when people want to take up your time that are not family or your leaders. Also, when your success line starts to grow with people watch where your time goes. Remember this: “You don’t give your time to people who need it, you give it to people who deserve it” Those people who deserve it are your Leaders. They are the ones that are applying everything being taught in our System. They are the ones creating your business volume, and your income!
2. Identify your target goals: What is your Goal this month? This week? This day?? Who needs your help? What 2 Team leaders are closer to Diamond or Presidential this month? Remember: “Your income will be in direct proportion to how many people you have helped.”
3. How much money do you want to make this month? Next month? This year?



Now you are ready to go hunting, it’s time to make your Prospect List!

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Step 3: Your Prospect List

This is where you take your action plan and get your business off running! This is the foundation of your business. It is made up with people who you have come to know throughout your lifetime.

You can make this list on paper or computer. Just start writing or typing names that come to your mind and keep adding to it in the days and weeks and months ahead.

I strongly encourage you to start here because you will grow much quicker with people who know and Trust you.

You can at the same time advertise on Social Media websites by using our proven Picture Ad's in your back office. But to experience immediate success, the list of those you know are valuable to getting off at a quick start.

Once you make that list rate people by ABC. "A" being most likely to join and have the best potential to grow your business. "B" Those that have potential but unsure about joining, and "C" people you do not have a close relationship with who may join you, or they may be some who would buy and use the products.

Once you have rated your list, go after the "A's" first! When you have finished with you're A List, than prospect your B List and finally your C List.

Note: You want to be careful not to judge people. Keep an open mind. Remember they buy you, before they buy your opportunity. If you feel they won't be interested, you will prove yourself right!

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However, if you develop the attitude that they would be interested you will also be right! It is all about attitude!

The other misassumption is thinking that because someone is already successful they would not be interested. The truth is, they are the ones who are always looking to make more money.

The other misassumption is if someone has a business or is always busy that they would not be interested. Actually the opposite is true.

Story: I prospected a woman who was always busy. I asked her is she would ever like to have more time and yet have enough money? It peaked her interest and she joined. When I asked her about her list and if she knew any experienced people in Network Marketing, she said she knew one man. But he would not be interested. I asked why? She said he was already successful. Not only did she not put him on her list, she already decided he was not interested.



My answer was “I like to talk to Successful people.” So she agreed to give it a try. He immediately joined and in 2 months was an International Diamond!

Now let’s look at what your list will be made of. I broke it down into six categories, but it’s all one list.

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Your list will include:

(1) A Warm Market list of friends of those you like, respect and love. What better experience than to work with people like this! These people can live anywhere in the world.

(2) List of acquaintances: Anyone you have met that is not in your warm market. It can be people you do business with, shop with, or met while traveling.

(3) Cold Market List: This can be people who answered your Ad's but haven't yet joined, but are still interested. Or can be a purchased list that you plan to use with your system.

(4) Referral List: Remember this: Everyone knows a potential leader! So when people you prospect say "no", remember to reverse the letters of "no" and turn it "on". That is to make good use of it. Ask them if they know anyone who would be good at this? It can be someone who is a natural born leader. It can be someone who likes, and is great with people. It can be a Community leader who has a lot of influence, or someone who is good at Network Marketing. The amount of referrals you can get are endless.

(5) Stranger List: That can be people you meet when you are out in public, such as the Mall or on the Internet. The opportunity to meet potential leaders while in public is unlimited! This is how we do it:

If we get good at greeting strangers with a smile, and being kind to those we meet, we can easily prospect someone about 4Life.

The secret is in preparation. Always have your tri-fold brochure with you that will have your System link or web address so your prospect can easily see your presentation. Always ask them for their cell number or business card.

Remember, when prospecting strangers always start by paying them a compliment, such as: "if you don't mind me saying so, you look like a successful person, if you don't mind me asking, what is it you do? Then after they tell you what they do, you can say: "I recently opened up a business that has the opportunity for others as well. Are you open to new business opportunities? Great, may I share a brochure that has my contact information and website? May I have yours? Thanks, and it was so nice to meet you!"

I remember a leader who had this same approach with a businessman dressed in a business suit at a Mall. The leader was very nervous about approaching a stranger. But he overcame his



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fear, and to his surprise he agreed to look at it and he joined with him. That man became an International Diamond quickly!

If possible always try to get your prospects email address so you can email a link to your web page and system. Let him or her know you will be emailing it to them that very day.

Include in the email how much you enjoyed meeting them. Make sure you call your prospect within 24 hours to see if he or she viewed your system presentation. Answer any questions and enroll your prospect a.s.a.p.!

(6) Prospecting Through Our Leaders.

There is something more you should do when people join you. That is make sure they are doing what you just read; that is making that prospect list. Go over it with them. Help them to properly rate that list. Remember that your ability to do this will greatly affect your success. Why is this? Because you will discover that we find our best leaders by working through our leaders. We will discuss that later in this book.

Points to Remember:

- (1) Start making your list of prospects now. Set a goal to have at least 100, and even then keep adding to it every day. Rate them by A or B or C. based on their potential.
- (2) Do not prejudge anyone.
- (3) Get referrals from people not ready or not interested.

Step 4: The Invitation!

There is a certain protocol that has to be observed when inviting someone to look at your opportunity.

Always keep in mind it is an invitation, not a presentation. Once you start explaining the presentation you stand a good chance of losing your prospect.

Remember that is why the System was created, so you do not have to explain too much, it does most of the work. Also an experienced leader like your sponsor/mentor or your upline will help you.

How To Invite

To invite, means to ask someone's permission to view an opportunity presentation. It can be in a coffee shop, a meeting at a hotel or any public building or a home.



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For many this day an age an online presentation will be more practical. You have to judge the circumstances for each prospect.

It is wise to discuss your prospect list with your sponsor or upline to see which approach is best for each. If they are out of state, or far from where you live, or it's not time practical for you to meet, an online presentation will be best. This is why IMT's Webinar System is so great! It does a fantastic presentation and all you have to do is email the link or give them the web address!

However if the protocol calls for meeting one on one, then you will need to bring with you literature, a lap top, or an I Pad or a Flip book that has printed pages of the Power Point.

If you are inviting someone to a meeting then you need only to bring an application and some literature, because you can sit back and enjoy the presentation with your prospect.

The Ways to Invite

As mentioned there is a certain protocol when inviting a prospect to view your presentation. If it is a friend, than just be natural and talk to him or her same way you would if you invited him or her to a movie or out to dinner.

Keep in mind friends like to be treated special. So when you call them on the phone or if you see those in public make the Invitation Special!



Here's an example: "Hey John, how are you doing buddy? Hey, I just found something that has incredible opportunity. I know it will be something that we will both make a lot of money in, and we can work it together. Can I email you a link, and can you look at it now, and I will call you back in 30 minutes? Great, check your email in a minute, and I will call you in 30!"

If you are inviting to meet one on one at a location it is a similar approach: "Hey John, how are you doing buddy? Hey, I just found something that has incredible opportunity. I know it will be something that we will both make a lot of money in, and we can work it together! Is it possible we can get together for lunch or a coffee this week? You pick, and I will buy, how's that?"

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Or if it's a hotel meeting invite them using the same approach. Perhaps having coffee together or dinner before the meeting can warm up your friend to have an open mind.

If it's an acquaintance that you barely know you cannot use the warm approach as you do with your friends. They will feel it as manipulation and a violation of respect. With that person you can invite by saying:

“Hello Victoria I met you sometime back, and enjoyed it very much. The reason why I am calling is I wanted to ask you if you are open to having additional income coming to you that takes very little time to establish.

What is it? I'm glad you asked, but for you to see it professionally can I just email you the link, and you can see it online? Great! Are you where you can see it now? Great! Can I call you back in 30 minutes to see how you feel? I value your time. Talk to you then!”

If they are not where they can view it, just email the link and set a time to talk, preferably just after the finish time when they said they would view it. It's important to follow up within 24 hours.

If it is a total stranger you may have met while traveling or on the Internet, you can say, “Hello my name is..... May I ask your name please? Nice to meet you Randy, you have the look of a businessman (or if a woman, a business woman) I just came here for the reason of opening a business and I am looking for a key person to do it with. Do you keep your mind open for other business opportunities? That's nice to know that!

Note: At that time you need to discern if it is appropriate to present the opportunity where you are. If you cannot use the system where you are, do not present. If he or she has the time for coffee and you can use your Laptop, iPad, or Flipbook to present.



If it's not an appropriate setting, or they don't have the time, you can give them the Tri fold brochure or just a business card with the Link to your System. Make sure you ask for

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their information or business card. You can finish the conversation by saying: “I understand you’re busy. Can I give you my business card (or brochure) that has a link to my business presentation, and could you please look at it?”

May I also have your card or can I write down your contact information? It was such a pleasure to meet you Randy, I will call tomorrow.”

Handling Questions

If they ask you what is it? Just laugh, and say:
“I would not be doing you justice if I tried to explain it, because I am just learning it myself. Let’s just talk about it after it is professionally presented.”

Remember this is the Invitation. Once you start explaining it you will most likely lose the prospect. Remember that people are visual learners at best. The System is very visual. If we were to present just thoughts, their mind will imagine many wrong images and conclusions.

Remember that deep respect and tactfulness go a long way. Never demean what people do for work. For example never say “John when you see this business you will want to quit that job you are doing.” Or “Debbie you will want to shut down that beauty shop you have had for 10 years.”

Nobody wants to be told that what he or she is doing is wrong or undignified.

Remember that this business is 90% attitude and 10% skill. You can make them feel so good by having the right demeanor. Be warm and smile but not overly familiar. Have the attitude they want what you have, but be appropriate in how you give it.

Home Meetings

For some Home Business Receptions is a fast way to grow and is time efficient. If you prefer the online webinar approach than use it.

However for some areas of the USA as well as some countries of the world, a presentation by you or someone in your support line will be very effective. We use and show the same tools that are available in your back office. It is the same presentation that you see online, and may include a power point.

I will get into more detail about this in how to present the opportunity. Let’s do that now.

Step Five: Your Presentation, Online & Offline

Congratulations, you now accomplished a major step in the steps to success, you have your prospect looking at your presentation!

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It might have taken some real effort to get people here, but this step is not so hard to master. That is because everything you present is already created. When we Present, there are only two ways to do it. Offline and Online.

Offline: means person to person or in-group setting, or a live event.

Online: means making the presentation through the Internet by emailing a link of our webinar to a prospect, and a phone call follow up. In cold market advertising via Ad's you probably won't have a large phone follow up to do.

Both are important and both are needed in building locally where you live and around the world.

Let's start with the Online Presentation



The Presentation System consists of: (1) The Teaser film and Webinar.

The Teaser presents a lifestyle that most people do not have, but want. When that peaks their interest they click to enter the Webinar that presents the Three Trends happening right now. (1) Network Marketing (2) Wellness Industry and (3) Social Media.

At the end of the Webinar it gives your prospect a compelling reason to join. Your prospect will want to cash in on all 3 of these trends, and will love the fact you have a System! It's like a having a Franchise, nothing to create, every needed tool is there!

As I mentioned earlier, it is an easier way to Present because all you have to do is use the script in Step 4 and email your prospect the link to the Teaser/Webinar film.

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After that, let your prospect know you will call him or her back in 30 minutes. That's it!!

Remember it's critical to call your prospect back while the information is fresh in mind. The reasons to join you will be at its highest peak and you must follow up a.s.a.p. to answer any questions he or she will have.

What you may be surprised to see your prospect filling out the secured order form at the end of the presentation and coming in as a Diamond under you!

Keep in mind that in the beginning you will want to start contacting at least 6-10 prospects on your "A" List as soon as possible.

You want to start duplicating with those new leaders who joined you, which means they need to present the opportunity to their prospects.

Remember in the webinar video and the power point we show the income potential of duplicating six members' four levels deep, and as a result of that, a residual income of almost \$20,000 dollars a month is created!

That is just duplicating six people four levels deep!

My question to you is: When do you want to get at that income level? Next year? This year? Or maybe in 90 days?

It does not take long if you create urgency in yourself and your team. You have to get them doing what you did. That is (1) Make their list and (2) Email the presentation to their prospects.

Remember: Massive action gets Massive results! The leader sets the speed for his team. They will run no harder than you run. So hit the floor running and get four levels deep with your first 6 committed leaders!



90-Day Massive Action Plan

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Not everyone you sponsor will have the passion and burning desire for success like you. In the beginning you do not know who your generals or power leaders will be. Time will tell. But what you have to do is keep sponsoring until you do know. I sponsored 72 people in 2 years. That's an average of 3 a month. I did that without the system you now have. I finally identified my 3 generals and I focused my time on their teams.

How do you know or identify a committed leader? They will be calling you sometimes daily just to share what is happening. They will be sponsoring and creating product volume. They will be moving up in rank. They will need your help sometimes in presenting or introducing you to a new leader who joined your team.

On average, everyone that begins will be sponsoring at least 3 new members a month after they have enrolled their first 6.

You can sponsor more, but have at least 3 new members a month.

The reason why you keep sponsoring after your six is you are looking ultimately to create 3 Teams under you and be a Platinum International Diamond!

The other reason why you sponsor an average of 3 new members a month is you want to be in the Power Pool!

4Life Research takes 3% of their world monthly volume and pays it out in the pool. 2% is paid out in money and 1% is for 5 Star Vacation retreats that you and other leaders can earn.

So beside the money you earn from your new team, you get paid a share out of that pool. That is so important in the beginning, because it get your leaders into some fast money.

So Remember: When people ask you what do you need to do to be a success in 4Life?

The answer is: Get in the Power Pool. Stay in the Power Pool, and teach your people to do the same.



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90-Day Massive Action Plan 1st Month in your 90-Day Plan

What you want to accomplish through your presentations the first 30 days is identify six



leaders who want this as bad as you do! And get them to Do just what you did; that is get their 6 leaders by emailing their link to their Teaser & Webinar. So at the end of 30 days you are a solid qualified Diamond!

2Nd Month in your 90-Day Plan

You will enroll a minimum of 3 new members, but you will also help your 6 leaders with the thirty-six leaders they sponsored.

It's not that hard to do. You just work with your six leaders and they will tell you where they need help.

The best news is that the System will do much of the supporting. Let's look at some of what that support is.

(1) Leaders will receive regular weekly training emails that will have parts of this book in them. We do this because sometimes they just don't read books!

(2) They will also be supported by live webinars and conference calls.

(3) There are training videos also in the back office to guide them, as well as The Quick Guide For Success, and this book.

(4) They also have auto responders with pre-designed messages that follow up their prospects who have seen the Teaser Webinar but perhaps did not finish the presentation, or did not join. It will entice them back to view it again.

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(5) Their branded Facebook & Twitter pages will have new information daily. It is maintained for them by IMT.

(6) You will also have up line support that has a vested interest in your success!

So after your 2nd Month if everyone presents to their prospects (6) by emailing their link and following up, you now have 237 members in your Team! Congratulations, you are now an International Diamond! Your income could exceed over \$10,000 in your second month!

3rd Month the 90-day Finish

This is the month that you finish out creating your 90-day story!

What do you do? The same thing you did last month. You work with your six leaders who have the bulk of your members under them, and you still sponsor 3 new members with your Teaser/Webinar System.

So now you help your six that have the bulk of your organization under them sponsor 6 members each with through the system. You will now have 1,296 members on your 4th Level! You now are a \$20,000 month earner!



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Keep in mind these figures are based on mostly 100LP order per person. But the reality is much bigger because many that join in your 3rd month will come in with the Diamond Pack promo, which is 400LP. That is 4 times greater than just 100LP!

But what if the numbers don't duplicate so perfectly? Sometimes they don't. But if it was just half of what you just saw, I guess you would just have to live with \$10,000 dollars your 3rd month in the business! But I truly believe the numbers can be that great for leaders who work the System correctly. I also believe those numbers can be greater than just \$20,000! What determines it is a man or woman with a burning desire!

But if a person wants to work it very part time, the potential income will be slower since their activity is. Just don't expect a large reward for limited performance. If your goal is to make an extra \$1000-\$2000 a month and that is all you want, then the system will help you achieve that.

What is even just as exciting about our business plan is the retention of product orders. This opportunity is not just about fast growth. It's also about stabilizing what we grow. You will find that members and leaders stay with 4Life because of 3 reasons. (1) The products work (2) The products are free when someone has 4 members on their 2nd level (3) With the system it is easy to make serious money!



Up-line Support

You can also ask your support line for help. Your support line is your sponsor or anyone above him that has a monetary interest in your success.

Make sure that you have the contact information for at least three of your up line members so you can reach them when you need help.

For that reason you need to have 3-way call on your phone service. Introducing part of your support team to your new prospect heightens confidence that he or she will get team support. Your sponsor or other support leaders can share their excitement to your prospect, affirming that this opportunity is as good as it looks and share what is happening in their business.

Another communication tool to have is Skype. You can web talk live for free if you have your leaders download it. The download is free. You can also make crystal clear phone calls internationally at a small charge.

Now it's time to look at another way to present this Opportunity:

Offline Presentation

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Offline Presentations can be one on one's.

That is you meeting to share with someone the 4Life opportunity. It can be anywhere. A coffee shop, restaurant, gym or at someone's home, it can be in many places.

Or it can be in a meeting room at a hotel or any room in a public building.

The advantage of meeting together is the human connectedness. The disadvantage of depending "solely upon it" is what we mentioned earlier, time constraints and distance.

Home Meetings



But let's assume you live in an area where the circumstances for a home meeting are very good. The Invitation to prospects need not be formal. It can be fun and should be! Invite a handful of friends over for pizza or burgers or whatever food your culture enjoys and let each of them know while they chew a presentation of how to achieve financial independence through Social Media will be given.

Remember people do not want to feel like they are being herded together like cows. They like special treatment don't you? So if they think there is going to be a big crowd invited, that special touch will be missed. That's why it's best to schedule 4 events the same day in each week. That way it's not too many people at your home presentation.

Let them know that they are not obligated to buy anything, but you feel this will be very useful to them.

The first step whether it's in a home or a hotel the presentation is the same. The focus is opportunity. You want to show them how they can make money using IMT's System and 4Lifes product line, while experiencing the joy of great health!

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Most of all the tools you will need to use are all in your back office. They are:

- (1) Transfer Factor DVD. You can download it. (8 Min. long)
- (2) Power Point: You can download it as well.
- (3) Teaser/Webinar. Download it, or if you have Wi-Fi and a projector you can present it the same way a prospect would see it when you emailed a link.
- (4) Have some products on display.
- (5) Have applications available so people can sign up.
- (6) Have a white board and a stand so you can use it to write any information or graphs or illustrations helpful for teaching. In the event you do not have a projector for your laptop, you will need to do your presentation in writing. Just use the information on the Power Point to guide you.
- (7) Have copies to “Guide to Financial Freedom” available for purchase.
- (8) Have some copies of “Your First Year in Network Marketing” so people can purchase one and start reading.

If you just use the tools it will guide the meeting. A meeting should last no more than one hour. 20% of your time will be used to show the Transfer factor DVD. 80% of your time should be used to talk about the Three Trends (1) Network Marketing and (2) The Wellness Industry (3) Social Media. Use the Teaser/Webinar since it does the presentation. You should also have some of those books on hand (mentioned in the webinar) so as you talk about the trends you can hold them up for others to see. 3rd party documentation is useful. You can show the Power Point after the Webinar or parts of it to answer questions interested ones have.



At the end of the presentation the Webinar will have given your prospects a compelling reason to join. The Social Media package that is free when someone joins from the webinar is that compelling reason! Let them understand that they can build Online by

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doing what was said above in the “Online Presentation.” They do not have to have a meeting in their home if they are not comfortable with that approach.

However, if using business receptions in the home is acceptable to your friends than kick it off with massive action like was shown above in the 90-Day Plan of action. It would be more work but just as rewarding. Here it is:

90-Day Plan of Action

First Month: Identify 6 people who want financial freedom as bad as you do! You can call them and email them a link. Or you can meet one on one, or invite over to your house for a business reception, or heck just call it a “chicken wings party” with a presentation of how to get financially free through Social Media in these hard times.”

Once you have your six aboard, bust it for your first 30 days. Since your six are inexperienced, they need to see you present the opportunity until they have the confidence they can do it.

Even if you are new it does not matter. Because everything in the System, the scripts, the how to videos, the Teaser-Webinar prospecting film and the Power Point are like getting in a new car and all you have to do is turn it on and go!

You can show your 6 leaders how easy it is to do since we have the tools. In fact you can show them 4 times your first month in the business. All they have to do is get their friends or acquaintances over to their house at a designated day and time.

So every day through the week including Saturday’s you are at someone’s house doing a presentation. We do this for four consecutive weeks. So when you tell Bob every Monday night that you will be at his house at 7:00PM for the next 4 Mondays, Bob can plan to get all his warm contacts to one of those 4 home events.

The same is true for Victoria on the next four Tuesdays, Michelle on the next four Wednesdays, and the other three leaders who will have four presentations Thursday through Saturday! Sundays you can enjoy with your family!



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What you accomplished is momentum. And any of the 6 people's leaders who have joined, will bring people to these meetings.

But most importantly you have duplicated yourself. Now all six leaders know how to present, and some of their leaders do too that came back with prospects!

Keep in mind this commitment is for 6 evenings your first month. Now you have a great residual income and you can cut back to 5 days a week in your second month.

What happens in your second month and third month is the same as what we showed earlier. Or even faster! Because some will follow this model, and at the same time use the Online Presentation and email their Webinar to people far from where they live, even to contacts in other countries!

Refer to the 90-day example above. The potential financial yield is the same.

Products At Home Meetings

You can have some sample products at a home meeting. "Energy" is fantastic to have people drink before the meeting. The product name is "Energy Go Sticks". Why? Because some will come to the meeting tired. It will fire them up and give them the Energy to Pay Attention to the presentation.

Women will be interested in the Enummi skin care products.

If your wife wants women to try them, by all means do it! Even Riovida in shot glasses is a great "taste" product and TF Chewables.

Hotel or Public Meeting Rooms



When you present in a Hotel or public meeting room you need to have:

- (1) Computer and Projector
- (2) Transfer Factor DVD: down load from back office.
- (3) Power Point: download from back office.

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- (4) Teaser/Webinar: Download or Wi-Fi
- (5) Product on display
- (6) Applications for prospects to sign up
- (7) White Board
- (8) Books: “Guide to Financial Freedom” and “Your First Year in Network Marketing.”

If you just use the tools it will guide the meeting. A meeting should last no more than one hour. 20% of your time will be used to show the Transfer factor DVD. 80% of your time should be used to talk about Network Marketing, 4Life Research, and the Opportunity Webinar DVD and Power Point.



Also important: Any product testimonies or business success stories have anyone come to the front of the meeting room and share. It doesn't have to be a big check story. Even small numbers for people who just joined is impressive!

Keep in mind what people are looking for in your presentation. The questions in their head will be Five Questions if they have no experience in Network Marketing or Four questions if they do. They are:

- (1) What is Network Marketing?
- (2) What is the product?
- (3) Does it work?
- (4) Is anyone here successful at it?
- (5) Can I get help if I join?

If you fail to answer these questions in your presentation, you have failed in your presentation. They will not join with you.

Perspective

What is better? Is it online or the offline presentations? Neither, because they are different! One is high tech, the other high touch. It's the blend we want to achieve as a 21st Century Network Marketer. This is what IMT believes in, and the other missing link is “mentoring” and is just as valuable!

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If you want people to stay with you, then you must show them you are a leader that has their interests in mind. You must teach them that they must be as you are a mentor. Only then can you be free and only then will your Presentation had any meaning.

Step 6: Follow Up

If you asked me what is one of the biggest reasons why people fail in Network Marketing, I would say their lack of following up with people they have prospected.

If you asked me why would they not follow up if they went through the trouble of prospecting them? My answer would be the big “R”! They fear rejection! And in order to avoid pain and a seared ego they come up with reasons why they avoid following up with someone they prospected, like: “Well if they were interested they would have called ME!” Or “I will follow up later, they need time to think”. Or “I don’t have time to follow up with my prospect because I am too busy prospecting others.”

So they buy into the often-quoted idiom that “if you throw enough sand against the wall something will stick”. Sometimes it does, but not enough over the time spent prospecting. So they blame the company they were once passionate about promoting and look for another, or they just quit and say, “Network Marketing doesn’t work!”

What the prospector didn’t realize is that he or she doesn’t work. This business of building an organization that will last for decades and bring huge residual wealth is a fantasy if you do not follow up with people you prospect.

I remember back in 1992 I was looking for a new company to join. Back then USA Today (American newspaper) would have many prospectors for MLM or Network Marketing companies advertising. I answered about 70+ Ad’s just to see if there were any serious prospectors out there that were passionate about their products and company, and if so I would listen to their presentation. Do you know what? No one called! I did leave my address for any materials they might want to mail to me, and I did get several packages but no one followed up.



Finally a year later I did answer an Ad in the same newspaper about a company I was interested in. I did receive a package with an application already filled out with my

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sponsor's information in it. I waited to see if she would call, she never did. I waited two weeks, and she never called.

So, I picked up the phone and called the company and asked who their top producer was, and I called him. I enrolled under him and for many years he earned over \$20,000 a month from my team!

Now think about this: Look what it cost that woman who did not follow up! She could have been earning \$20,000 a month for many years! Yes she could have been my sponsor, but she chose not to follow up, what a big financial mistake!

And she probably was one of those that say's "Network Marketing doesn't work!" But the truth was, she doesn't work.

Remember this: When you follow up with people you are telling them I am interested in you! What kind of sponsor would you then be? A caring one!

However the reverse would be true if you did not follow up, and the message you would be sending is: "I don't care about you!"

So now you know why people you prospected don't call you. They are waiting to see if you will be a caring sponsor. If you cannot follow up with them, how can you mentor or grow them? You cannot, and they know it.

So how soon should you follow up with a prospect? That answer to that question is answered differently depending on "how" you prospected them. Was the prospecting online or offline? Let's look at the common choice: Online

Online Prospecting The 30-Minute Follow-Up

When you call a prospect and they agree to your invitation to look at your webinar. Ask them "when" would they be able to view it? Note: It is always best for them to view it at the time of the invitation. So at the time that you asked them to view your webinar, ask them if they would be able to do it NOW!

Remember the script in the Step 4 Invitation? All you have to do is ask them if they would have the time to view it now? And if they say they can, then call them back 30 minutes later.

Never use pressure or be pushy. They won't like it. Just stay positive, and don't sound hungry for a sale. Remember: You want to come across as a caring sponsor. So you have their interest in mind.

If they say they cannot see it right then, then politely ask "when" and set an appointment to call back. Preferably within 24 hours.

If you wait beyond that time it's like trying to eat a meal after its been on the table for a week! How appetizing is that? So while the information is intellectually and visually

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fresh, you need to answer any questions and enroll them into the system as your new leader! Again, as mentioned before, don't be surprised if when you call back that they are already filling out the secure ordering form.

Objections or Questions

When you call back if your prospect has any objections or questions welcome them, because it only means they are thinking, and have interest, but have some doubts.

Here are some common questions or objections:

(1) Is this a pyramid? Answer: "Could you please explain what you mean by a pyramid?" If they start describing something that is a scam than you can say: "Oh no, we are not that, in fact you saw in the webinar the credentials of 4Life, how it was listed in the INC 500 and the owners were featured on Good Morning America for their charity to poor children in our country. Like any business we give a product and a service in exchange for money. Doesn't that sound like a credible business opportunity?"

(2) How much of an investment is it? Answer: "You can begin in this opportunity as low as \$150 dollars and get your business kit and two of our leading products Riovida and Transfer Factor Plus. Or begin as a Diamond and get a mix of our best 15 products and the Diamond benefits of deeper pay volume. But the other great benefit is our Social Media & Presentation System that is FREE by just joining! Just that is worth several thousands of dollars and is exclusive to IMT Members, and again it is FREE!"

(3) I'm not a sales person! Answer: "I'm not either! But this is not sales, we just share information and allow people to make a decision. Think about it, have you ever promoted a book, a movie, and a restaurant?"

Sure you have! We all promote things that we like; that's all we do here, except we get paid well for doing it. When did a book publishing company or theater or restaurant give you a check for promoting them?

These are just some examples. However if they ask you anything you can't answer, just tell them you need to get the answer and you will get back to them a.s.a.p.!

You will find that most questions or fears will be dismantled through the Webinar Presentation.

Now that they have made the



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decision to join you and chose you as their mentor, your work isn't over, for now you must follow through.

(4) Do I have to quit my job? Answer: No, and we would not want you too, yet. That's one of the great things about this business. It gives you the security of another income while you build your business. Think about it, if you are a man that takes care of the family financially and you earn say \$50,000 dollars a year but quit your job while you are just getting started in 4Life, it may take some time to replace that income. How would your wife feel about this opportunity? Not so good!

However if you make \$50,000 dollars a year and now you are earning \$2000-\$3000 dollars a month how does your wife feel about this opportunity? She loves it!

If you want to get out of your job I understand, because I was there myself. However if you have dependents or a family to care for, I would not do it until your 4Life income matches your own income from your job. Make it match for 2-3 months and then you can quit and become a full time Network Marketing professional! You then will have no limits on income or lifestyle!

However if you are single or have a supporting spouse or partner and the circumstances to start fulltime are there, go for it! If you follow the system you will accelerate your success even quicker!



(5) I am busy; I don't have any time! Answer: "Well then you will love this, because this business is for busy people with little time. We have a System, and part of that is what you saw in that Webinar Presentation. All you have to do is email it to your prospects and let them see this opportunity. You don't have to be an expert in presenting. You can share with others simply by emailing it to them! It presented for me did it not? All you have to do is share or email the link to your Webinar Presentation and the system will present! You will need to follow up but the time it takes is very short. Think about it, is it worth spending a little time in diversifying your income for something that will pay you huge residuals and possibly give you all the time you want to do the things you love?"

Step 7: Follow Through

This is where the foundation of your organization is laid. And as the foundation of a house must be dug and prepared in order to support all the weight from the materials that make up a house, you too must "dig deep", because what you are building is like a skyscraper, but for you it's your own dream scraper.

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Could you imagine digging a foundation only a few feet deep to support a 50-floor building? It would just collapse! The same thing will happen if you do not follow through after you bring people into this business.

The good news is, it does not take a lot of time, because of all the support and training that comes from the IMT Back Office and the webinars. But that doesn't mean you can just put your business on autopilot. Here are steps you need to take to lay a successful organizational foundation:

(1) Make sure you have read and put into action the Quick Guide to Success.

(2) Have 3-way call on your phone, and introduce your new leader to some in your up-line or support line. If they have been in for a while they can share their success story that will excite your new leader and fire that leader up to get started making that prospect list.

(3) Make sure your new leader knows his or her 4life ID Number and understands they can use it to sponsor new members and use their ID number to check real time volume reports at www.4life.com This is vital to understand what is going on in his or her down-line team. It's easy to do. Just have your 4Life ID number with you, and go to: www.my4life.com click on new member login. You need to also make sure they he or she has there password to the IMT Back Office a.s.a.p.! You want to get them digging deep and learning about this business.



(4) Follow up with them and make sure they are getting their website profile set up. They will want to find some pictures to use and write a profile about themselves. The profile doesn't have to be very long, and your leader can add or change it anytime.

(5) Make sure they have their Facebook and Twitter page personalized. They will get this from our IMT office.

(6) After they have their website and Facebook and Twitter pages set up, it's time to Make That Prospect List. Encourage your new leader to start right away!

(7) Apply all the Steps: Follow up with them and make sure they are applying all the steps in this chapter. If they read nothing else in this book then this chapter, it will get them off to a successful fast start!

(8) Call them daily. Not to see if they are working hard, or if they made you any money. Remember, this is not about you; it's about your leader! We are servant leaders not their masters. If they allow us to mentor them, then always teach them these principles. They

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are selfless principles, and the result is your team will follow you wherever you go because they know you care about them.

So when you call them daily you are just touching base with them and seeing if they need anything. That's it, just a quick call that has "their interest" in mind, not yours.

I remember when I was new in Network Marketing my uncaring up line called me and asked "have you made me any money today?" I resented the question and fired back "no and I am not going too!" and I slammed the phone down. I think he got the message.

Remember this: people don't care how much you know until they know how much you care! It goes a long way, and pays incredible residuals for decades of time!

I remember also back then a leader called me and was complaining that he got his check from the company and it was only \$200 dollars! I was surprised and I said to him: "I have two questions: Are you taking the product? He said "no". Are you helping your people you signed up? He said "no". Then I said: "well 4Life is paying you too much!"

So you guessed what the next question to ask your new leader is:

(9) Are you using the products every day? We cannot do this business and not take the products. We would be promoting a lie then would we not?

I remember when I was in Korea and I was having lunch with 8 leaders who just joined. All they wanted to talk about was the compensation plan not the product. They did not want to know anything about the product!

So I said "before we get into discussion about the features of our compensation plan, I am going to pass this bottle of Transfer Factor Plus around, and I want you to take 2 capsules each and then let's talk about money."

So my friends, when your leader receives his product, encourage him or her to start using the product. Why not tell them to open a bottle of Riovida and pull out a wine glass and take a sip! Get your spouse or partner to do the same, and children too if you have them. Children love the Riovida Burst gels and the TF Chewable's and Riovida.



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Remember: Though we promote the opportunity it is based on product efficacy. Without these incredible life-changing products we have no residual income! And thank God so many of our TF Targeted products are patented.

(10) Celebrate their Success. When they start sponsoring people and qualify for the Power Pool having enrolled their first three leaders commend them sincerely! Call them up and tell them how proud and honored you are to have them on the team and that you have no doubt they will be at Platinum International Diamond!

Remember: Praise and encouragement ignite passion, and it becomes a fuel to use to take them to the next level of growth.

So remember: Before you go Up, you have to go Down! That is dig your foundation deep with these truths and now you are ready for massive growth!

Remember also that most of the expense and time of any building is in the foundation itself. Once that is complete it shoots up very quickly. So get this foundation laid and then you will experience serious growth momentum that will pay you back big returns!



Step 8: Your Commitment: Burn Your Ships!

In the year 1519 Hernan Cortez set sail with 11 ships from Spain to invade Mexico with 600 men. They had a daunting task; and that was to conquer the Aztec Empire that had been in existence for 6 centuries and had a population at its peak of 15 Million! Now you do the math, divide 600 men into 15 Million and imagine the odds of winning!

For Cortez to win he had to get his 600 men “Committed” and he used wealth and fame as the motivator. The Aztec Empire was legendary for their treasures and gold! Several invading armies for 6 centuries tried to conquer and get those treasures, and none of them could, they all failed!

For Cortez to conquer the odds were not in his favor, but the answer was easy. It was all or nothing! A Complete and Total Commitment. Here’s how Cortez got the commitment from the rest of his men. He took away the option of failure. It was conquer and be heroes and enjoy the spoils of victory...or DIE! When Cortez and his men arrived on the shores of the Yucatan he rallied the men for one final pep talk before leading his men into battle, and then uttered three words that changed the course of Aztec history: “Burn the Ships”.

His men in horror watched the ships go up in smoke and any “Plan B” was now gone! Cortez told his men “if we are going home, we are going home in their ships!” Yes they either conquer or die! And they did Conqueror! How was it possible? Because they removed any “options” out of their brains! They had to make this work, and they found a way to do it!

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“You INC”



So let's bring this down to you my friend. For you to succeed you must burn your ships too by “removing any options” you think you have. In 2011 remember the “Occupied Wall street” crowd that became a world movement of protest from small towns to major cities around the world. People who were frustrated about corporate greed and holding graduate degrees for which there were no jobs. They protested what we know to be true, that you cannot put your financial future in the hands of a company anymore. So burn those ships of false belief and become who you were meant to be and do!

This choice is about you becoming a self-made man or self-made woman. Self-made meaning is developing independence from the traditional 9-5 job to You INC! You are now the CEO of your business! Congratulations this is Your Independence Day! Write down the date you joined IMT and 4Life and every year let's celebrate your Independence Day!

What you will experience in 4Life is that the wealth you create will give you everything you wanted for your hard work. You can put that wealth into secure investments that will multiply that wealth 10 fold! So everything you accomplish in IMT and 4Life and the investments you make will give you a life of total prosperity!

Educational System

To get your 4Life business on the fast track our educational system is invaluable. To be a success you must go to your back office frequently view the videos and read any new materials that come out. You should download this book so you have it on your laptop or iPad to read. Know this material well, because it comes from 30 years of my experience in the Network Marketing industry.

The reason why we have this System online is to move information and education rapidly.

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Remember this: It is easier to grow fast than it is to grow it slow! We want quick growth and yet we want solid growth. Our Education System does just that! It keeps the retention high, and as a result your volume will grow weekly and monthly.

Features of the Educational System

1. Features of the Educational System include:
2. Presentation Webinar that you will use to prospect people with.
3. Power Point and a Script that you will use for any online or offline meetings you conduct.
4. Transfer Factor video for meeting presentations. Please do not put this video on YouTube or in a website or anywhere where it can be viewed online. It's just to be used for presentations you make.
5. Training Videos from Jeff Altgilbers and Pete Candelario who are certified trainers for John Maxwell and are a part of John Maxwell's Team. There will also be training videos of various leaders in our team, and we hope to see one from you when you become a Mentor and grow your business to success!
6. This book "Your Guide to Financial Freedom" is the heart of our Educational System. From time to time we will add content or revise it. We will always let you know so you can re-download an up to date publication. We will also print this book into paper back for those that prefer it that way.



7. Quick Guide to Success that is a 5-10 minute read to get new leaders off to a quick start.
8. Your Facebook pages will have a daily news feed of anything happening in 4Life or IMT or Social Media.
9. Your Personal Website that has all the same features and content that all leaders have.
10. Your Back Office or Command Center will have all resources mentioned above and yet much more! You will have pre-proven Social Media Ad's that you can use in Facebook or Linked-In or Google+ and so many other Social platforms.

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11. You can take a proven producing Ad and go to Facebook and advertise in just your area, or regionally or globally. Just imagine when hundreds if not thousands in your group are doing this regularly around the world! You will have a global business!
12. You can also download or order our Tri-fold brochure that you can hand out to anyone you meet when you are in public. It will discuss the 3 Trends like the Webinar does and show the opportunity. When you order it online through Vista Print you can have your web address to your Webinar and your name and contact information printed on it.
13. You can also order your business cards in your back office through Vista Print, with your Webinar address and all your contact information, and any message you want to include.
14. You will also have Your Business Plan form to plan your dream in reality. Fill it out, and always make sure your leaders do.
15. You will also see in the back office Live Online Webinar Mentoring session schedules. Make sure you make those, and if you miss them they will be posted the next day in your back office.

Events: Online and Offline

Remember this: To be successful you will need to build your business around events. When one event is finished, promote the next event. It is the lifeblood of this business!

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Online Events

Online events will help you build your commitment in this business. They consist of Live Webinar Mentoring Sessions where various leaders including Jeff Altgilbers and Pete Candelario and other great leaders will mentor you.

Also IMT Team calls, where all leaders join will be very motivating to all your leaders.

You can also have your own webinars or conference calls with your down-line leaders. You will want to reach maturity through our educational system and join the ranks of mentors in IMT. If you grow, and share that growth with your team, all will grow!

Offline Events

Offline Events such as meetings we do around the United States or Canada and internationally will be posted in the back office and in our news feed. You will also receive an email of an event that is planned in your area, State or Country so you can bring your leaders to it.

Though we love our pajama online business, we love to get together and plan physical events that inspire and motivate all of us and create a brotherhood of mentors that will impact this world in a very positive way!

Our Meeting events fall into three categories: (1) International (2) Regional (3) Local

Let's briefly look at them.

International: These events will be posted on your website feed, and in email to let you know of events hosted by 4Life or IMT. Because of the power of our System combined with Social Media this gives you a great opportunity to build in foreign countries where your business can grow! When I started with 4Life I did not know anyone outside of the United States. But because people in my group did, they shipped products and started consumer groups and distributors in several countries. I get paid out of 51 countries today that do several millions of dollars every month.



Regional: When we grow in regional areas of the US or Canada or any country for that matter, we will have Regional Events to draw in a 200-300 miles radius. These events will have various speakers in IMT who are International Diamonds or above. The subjects they will lecture on will help you become successful and reach summits that you haven't reached yet. We will have

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recognition ceremonies to recognize leaders at the rank level they have achieved in 4Life and their Mentor Rank in IMT. These events are great to bring your leaders too, and new prospects. They will love the synergy and the energy of these events.



Local: When you have 50 people that will support a local meeting, than by all means do so. You can have them monthly, bi-weekly or weekly. In the beginning it may be monthly until you have a large enough team. If you are the Team leader you have to decide how often, but talk to your leaders about it so all have a share in the event and charge a fee to all who attend, except guests. The leader who invited the guest can do that. For example: If the room cost is a \$150 and you have 50 attending the cost per person is three dollars each. You should have a table at the entrance or outside the entrance of the room with a sign in book. It's meant to be fun, so make it fun! You can play upbeat positive music while people enter and wait for the meeting to begin. Have water in the back of the room and welcome everyone with a warm smile.

Since most of what we do is online, why have any meetings? The answer is: People like to connect! I remember when the DVD player first came out; they said that would be the end of movie theaters. Well that did not happen! Today there are movie theaters anywhere you go! And why? It is because people like to share events together. Let me ask you, have you ever been to a concert of one of your favorite bands? I am sure you have, but if you have their CD why not stay home and listen to it instead of the hassle of travel, traffic and time? Again it's the need to connect, and connect with other like-minded people to experience something you love together! It's the same in Network Marketing.

Feeding the Mind

To reinforce and strengthen your Commitment you will need to feed your mind on books or audio books that will empower you! Turn your car into a University on wheels! Start with the ones we suggest and start your day with one. I can remember when I was broke and I was getting started in 4Life I started my day with my greatest mentor at the time Anthony Robbins. I listened to his cassettes "Unlimited Power" and I took notes on what it meant to me. It had a big impact on my growth, and daily education will help empower your Commitment so you achieve all the success you want from IMT and 4Life! Remember: Leaders are Readers. That includes audio books 😊

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Feeding the Heart

As important as knowledge is, it is useless without a heart behind it. Emotions empower Knowledge, but knowledge can ignite emotions. They are powerful when they unite as one!



But emotions can be positive or negative. Like a car you have to steer them so you can perform daily at your best. Always remember that you are in control, and you do not have to be at the mercy of external forces.

Here are some practical suggestions to keep you positive and motivated.

(1) Turn off the news. Do you ever get good news on TV or in the newspapers? Never! And so much of it is propaganda and little truth. I'm not saying be ignorant about world events. You can wisely choose discreet media sources. But don't give it much of your time. So much of it is negative.

(2) Read books, or listen to audio books you can find in Amazon (any book source is fine) about Emotional health and attitude building.

(3) Start your day with some exercise. It can be an hour in the gym, or just getting outside your home and going for a 30-minute brisk walk. The body's health has a direct influence on the mind and on emotions. When you exercise daily you will see your mind and emotions become very positive!

Along with that, avoid junk food! What you feed the body affects how you think and how you feel. Eat healthy, and make sure you use 4Lifes products. You need to be able to share with enthusiasm what you like about our products.

Just imagine how this will impact your business when you start your day with exercise and a healthy diet!

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If you think this takes too much time to do this, because you need to build your Business, believe me it doesn't take as much time as you think.

Take 30 minutes to exercise and 15-20 minutes for breakfast with your family or spouse. Use another 30 minutes to read our educational materials, or a recommended book, so you are on track for the day. You can do this in the mornings or evenings if you have a job. Just do it before you begin prospecting and presenting the opportunity to others. It will give you the edge you need, and bring great results in your business!



(4) Make sure your friends are positive. After you spend time with one, ask yourself how you feel? Does he or she lift you up, or do you feel a little down? You need to be around those who will be encouraging to you and who love to laugh and smile! Its ok to be with a friend that is going through a trial to help them through it, that's part of what friendship is about. But if they are always in the crisis mode, going from crisis to crisis, than it can infect your internal motivation and kill your performance in this business. It is better to distance yourself from that type of a relationship.

You should include in your inner circle, friends that share the same values, goals and have a positive nature.

When working with new leaders that are prone to be negative, just be patient and help them to get started. Encourage them to do what I am suggesting now. Have them turn off depressing influences, whether it's the news, music or movies they watch. And have them replace those with positive influences that will help them grow. Tell them about the books you are reading, and what's impacting your life.

To be successful you have to be highly motivated! That's why I am writing you these suggestions. If we don't manage our emotions and state of mind, others will do it for us, and it will not turn out well for us.

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We need to also watch what we think about because it becomes our words. Watch our words, because it will form our attitudes. Watch our attitudes for it will form our character.

Emotional Priorities

I remember the saying once said: “A man travels the world over in search of what he needs and returns home to find it.”



Always remember your “Why”. The reasons why you chose to do this business. For many it was to give your family a better life, a better home and your children better schools. So every day that you possibly can, give your family that love and time they and you need. No matter how busy you are, take some time for that emotional motivation, because it will put wheels on your business.

Another priority is spiritual needs. Taking time to pray to God and consider his word will have a big impact on your life and your business and your family.

Why do I talk about this? You have to feed not just the mind, but the heart too. This gives you that Commitment to become all you can be in 4Life and IMT. Do it with passion!

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Step 9: Going Up, Going Down

Now that you have 8 steps of leadership training in play and in mind, now it's time to realize this: Your limitations.

You can't be all things and do all things; you will need help.

Remember this: Don't isolate yourself and your team, and don't work alone. Be teachable, and always have the attitude that what you have learned has taught you that you have much more to learn. Here is an example of what you will go through if you really want to be an achiever.

4 Phases of Leadership Growth

(1) "I don't know what I need to know. If I don't know, than I don't grow." It takes humility to admit we have a lot to learn. When we get rid of pride and allow ourselves to be taught, at that moment we begin our leadership journey. If we later choose not to learn our growth has ended. Humility is a quality from God. If he has it shouldn't we? It's invaluable because it keeps us always learning and thus always growing.

(2) "I know what I don't know."

When we realize "I know what I don't know" we are in a position to learn and grow our potential and grow our leadership. We study books that grow our leadership and we look for models that have done well. These models and mentors add fuel to our daily roles in influencing our team and helping our team become strong.

But if you lack strength now and have just begun to learn, understand this is a process not an event! Borrow strength from your mentors and your up-line or support line.

Your support line and mentors want you to grow and become great! If you do not have a success story yet, borrow their story! Tell the story. Don't make yourself the issue! If you are just getting started take yourself out of the equation and use your support line. The only thing your prospects want to know is this: "is anyone making money in this, and will I get support and guidance."

(3) "I Grow and Know and it starts to Show"



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Your growth will be like investing in the stock market every day. At first it doesn't look like you have that much. But after consistent investments over a period of years you suddenly realize you are rich! And in this case leadership rich!

People will be interested in your leadership. You have become an influence on others that is magnetic! Prospects will listen to you just out of curiosity because you are very convincing! You will lead offline and online. You can use webinars to connect to your leaders around the world. At this stage of your growth you are in a position to grow others!

(4) "I Go because of what I Know"

Your ability to lead is automatic. You are mastering leadership at its highest peak. If you are not a Gold or a Platinum International Diamond you soon will be! The beauty of this growth stage is it affects all areas of your life. The quality of your life has improved tremendously. That includes your family life or your relationship with someone your dating. It also affects your leadership in your religion or your community. Your income now is growing as well, and now you have choices available to you that you never had before, like: Buying the house of your dreams, and your dream car. Or living somewhere you dreamed about, but never could afford it before. Now you can! And why? Because you undertook the disciplines necessary to grow as a leader and as a mentor to others! Enjoy the reward!

You Go Up

Remember that when you are just starting you are in Phase one of personal leadership growth. That's when you need to go UP. That is, go to your Up line or support line to get direction and help.

Even if your sponsor is just as new as you are, it doesn't matter because there are several leaders above you that you can connect with, and will have an interest in mentoring and helping you.



Always respect your up-line and never be demanding. Keep in mind they are volunteers too. Always edify them, and speak well of them to your down line team members. If you do not edify your mentors your leaders will not edify you! They will imitate what you do as do children their parents.

When you have a bad day, don't call your down line and dump negative feelings on them. Negativity is cancer to the health of your team! If it is a problem your up-line can help with, call them.

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Discuss your Business plan with your sponsor and anyone in your up-line that can give you advice. Use the back office chart so you and your adviser can visually see how you are building, and what your overall strategy is.

When you have new leaders join you, have your up-line do a 3-way call with you and welcome them in. You can do that more than one, and let them meet different up-line Leaders.

Get together with your mentor or up-line sponsor monthly to review your growth. Some of the questions he or she will ask are: How much volume have you increased in the month? How many new members have joined your team? Have any leaders moved up in Rank? How close are you to a new Rank position?



Keep in mind this is not an interrogation; this is like a mechanic looking under the hood of your car to see how things are going.

At the end of every month you can look to see how close you are to a new rank or re-qualifying for your current rank. Never be negligent in this, because you could lose a lot of money by not paying attention.

To help you with this always pull a Rank Report from your 4Life back office at the end of every month. It will tell you exactly what you need to achieve a new rank, or qualify for your existing one.

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Your up-line may also want to review with you your goals for the new month and make suggestions that will help you with your goals.

You Go Down

Remember this: This business is not about you; it's about your team!

If your team can feel that attitude from you, they will do anything for you. They will believe you have their best interests in mind. If you want to keep them devoted and loyal to you, you have to become more than a business partner.

At times they will feel down. That's a time you need to show some comfort to them. I have played the role of: pastor, marriage counselor, personal coach, and financial advisor and many more roles in the years of mentoring leaders. It won me the respect and loyalty of my team, and it will for you.



But in no way would I suggest to pry into your leader's life. I am just saying when they need someone to talk to, by all means be there for them!

What I suggested above in what an up-line would do, you must do. Again, it's not an interrogation, but a service of love to help those precious leaders who volunteered to join you.

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Keep in mind that word “volunteer” because they are not employees, and thank God they are not. You have none of the downside that businesses have for having employees. No wages to be paid, no taxes or insurance to be paid.

Before I got into Network Marketing I was a business owner with 40 employees. When I went to my first Network Marketing meeting there were thousands of people in the room! I saw and heard the stories of rodeo cowboys and farmers making between \$20,000-\$50,000 dollars a month! A light went on when I understood that they did all this without employees, and did it with a volunteer army! These volunteers created wealth, not expense. They created joy not anxiety. They built equity as if it was their own business, and yet it was! It was just that their businesses were interconnected! So it epitomizes the very meaning of TEAM: T=Together E=Everyone A=Achieves M=More.

So treat your success line or down line (as most call it) with gratitude and deep respect. Edify them and sing their praises on stage, on your webinars or conference calls and in your Blog's. They are building your financial empire, and they are doing it with a smile so always treat them as Kings and Queens but especially as family and friends.

Step 10: Duplicate

This is the last step to financial Mastery and its called “duplication”. That word means to “copy”. You have heard it said, “There is only one of me” when people get so overwhelmed at a project. But in our business, all we do is duplicate ourselves into other people. What we duplicate is the 10 steps of Financial Mastery and our leadership trainings. Get your leaders to know this book and read it daily. If they put it into action they will be Platinum's in 4Life and be financially independent.

Have them first read “The Quick Guide to Success” and get started. Then have them read this book. Also have them include the suggested books listed in yours and there's IMT personal website.

Make sure they attend the live Mentoring Webinars that will help them grow. There will be different Webinars for each level of growth to keep them moving and growing.

Every step of the 10 Steps is logical, and has common sense and is in sequence to one another.

Every leader in your group should be: (1) Doing the same things (2) Saying the same things (3) Presenting the same way outlined in these steps. If they do, you will start making money quickly. If they do it long enough you will be wealthy, and they will too!



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The Basics

Remember: What creates momentum is monotony. Doing the same basics over and over, day in, and day out. Sometimes that may seem boring, but it is what makes the System work and gives your business dynamic growth.

Karate Kid

Do you remember the movie Karate Kid? Do you remember when the boy was so excited that the Grand Master had agreed to teach him Karate at his home?

Do you remember when the boy came for his first lesson, what it was that the Grand Master taught him? Wax on, Wax off! That was it. He showed him some cars that he wanted waxed, and buffed. Then he left him to the job. The boy felt used and taken advantage of, and he was angry because he came to learn Karate not wax cars!

Well if you saw the movie you know what happened next. The wax on, wax off moves were basic moves that Karate are built on. The boy won a Karate championship because of mastering these basic's.

The same will be true for you if you Master the 10 Basic steps in this book.

Teach it to your leaders and get them to teach it to their leaders.

We have all heard the expression "don't reinvent the wheel." That expression is very true here. Apply all the steps in this book and connect to all our leadership education.



Your ability to be successful will depend on how much of this you apply. Remember, "Work harder on yourself than you do your team." If you will be willing to grow yourself by applying what you learn, your team will want to be just like you! They will act out your growth, your leadership, and thus you have truly duplicated yourself!

To Your Success,



International Mentors Team