

Keys to Your Success

Millionaires

are they

Explorers, Pioneers, Leaders, or Seekers?

Timing is an important part of any opportunity. Provided that the products and marketing system of the organization are sound, timing combined with effort applied determines the degree of success. Consider the following chart:

0 to 6 months	6 to 24 months	2 to 5 years	5 + years
SUB-GROUND LEVEL	GROUND LEVEL	MAJOR ENTRY	LIMITED
A few enter.	More enter, but still a select group.	Many people are now entering. Plenty of leaders early, a few more "bandwagons" later.	Almost everybody has heard about it.

SUB-GROUND LEVEL OPPORTUNITY

- The explorers. These are brave and creative people who are not afraid to face the unknown. Usually these people are also highly motivated and intelligent.

GROUND LEVEL OPPORTUNITY

- The pioneers. Courageous and innovative, the pioneer is similar to the explorer in all respects, he just didn't appear on the scene as early

MAJOR ENTRY OPPORTUNITY

- The leaders. Resourceful and talented, these people can see what the explorers and pioneers have done, believe in them, and lend them strong support.

LIMITED OPPORTUNITY

- The opportunity seekers. These people want a better way of life, but for whatever reason, don't have the inner faith or confidence to help pave the way like an explorer or pioneer. Since the explorers, pioneers, and leaders have been reaping the profit for some time now, there is less available for the opportunity seeker. Nevertheless, the hard and diligent worker can still make the best of an opportunity.

Note: There are still a few pioneers and leaders that will come in after the ground level opportunity has passed, but these are the exceptions.

HOW DOES THIS APPLY TO NETWORK MARKETING?

The explorer reaps the most profit. It usually takes about 12-18 months to build an organization 5 levels deep. Thus, the explorer had his tentacles out there when the eaves of people start coming in, and so his organization attracts all these people and reaps the largest profits. Most of the millionaires come from the explorers group. A few pioneers and even some leaders also make it, but usually have to work harder than the explorer did because he or she got the quality leaders!

MARKETING PLAN

Requirements	Position	Personal Volume	Bonus on Distributors	Bonus on Organizers	Bonus on Managers
<ul style="list-style-type: none"> • \$40.00 fee 	Distributor	25%			
<ul style="list-style-type: none"> • \$300 retail volume in one day or • \$500 retail volume in one month 	Organizer	25% + 5% (Total of 30%)	5% on all retail sales volume of directly sponsored Distributors		
<ul style="list-style-type: none"> • \$4000 retail volume in one month • 3 directly sponsored Organizers • completion of Manager's training 	Manager	25% + 10% (Total of 35%)	10% on all retail sales of directly sponsored Distributors	5% on all organizational volume of directly sponsored Organizers	
<ul style="list-style-type: none"> • \$15,000 retail volume in one month OR \$10,000 retail volume in two consecutive months • 3 directly sponsored Managers • completion of General Manager's training 	General Manager	25% + 20% (Total of 45%)	20% on all retail sales of directly sponsored Distributors	15% on all personal and organizational group volume of directly sponsored Organizers	10% on all organizational volume and personal volume of directly sponsored Managers