

M.O.M

AN INTRODUCTION

DEAR FRIEND,

Season's Greeting to you. You may be a...

Doctor – Engineer – Industrialist – Manager – Executive – Govt. Servant – Business man – Teacher – Lawyer – Unemployed youth – Housewife – Retired person – Social worker – Consultant or – a student.

You may be knowing us or may be not. If you happen to know us and our organization, we are thankful.

Whether we know each other or not, you, me and everyone who live in this country have some common needs.

What are they?

To get a GOOD EDUCATION – A GOOD INCOME – A COMFORTABLE LIFE AND A HAPPY FAMILY.

Do you have such dreams in your life? Or do you want something more? Perhaps you need more success in your life?

But are you willing to learn and earn your success? Are you concerned about this nation?

Do you want to achieve a recognized status in your life?

Can you spare a few hours a week for your personal development? Do you think you are born to win?

Do you have dreams to give the luxuries of life to your family members? Are you waiting for the nation to do something for you?

Or are you waiting to do something for the nation? Millions of people want to be successful in their lives. Are you one of them?

Are you also one of those millions of people who want to do something for – YOUR FAMILY
YOUR SOCIETY YOUR
NATION?

Perhaps, you can spend a few minutes with us to know how to achieve SUCCESS – KNOWLEDGE – STATUS and PROSPERITY in your life.

Can you take the opportunity of meeting us in the seminar because....

WE BELIEVE THAT A FEW COMMITTED AND SINCERE CITIZENS CAN CHANGE THE DESTINY OF THIS NATION BY ACHIEVING PROSPERITY IN THEIR LIVES.

DEAR FRIEND,

WE WELCOME YOU WITH PROFOUND FAITH.



**“TODAY CAN BE THE FIRST DAY
FOR THE REST OF YOUR LIFE”**

\$ U C C E \$ \$

MANUAL FROM M.O.M



Today in our society every family wants to develop their educational, economic and social status to achieve happiness, harmony, peace and success.

IS IT POSSIBLE FOR EVERY INDIAN FAMILY TO ACHIEVE THIS?

There are millions of industries, thousands of colleges and schools, hundreds of universities, countless scientists, educationists, management specialists, professionals, and world class Knowledge Managers and yet we are still considered as “a developing nation”.

Our human development index is pitifully at a very low level.

The role of government becomes ambiguous between private and public partnership.

IS INDIA...
A POOR NATION WITH RICH PEOPLE?
OR
A RICH NATION WITH POOR PEOPLE?

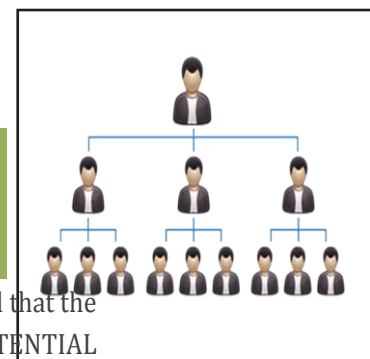


A country cannot be considered as a strong nation if it has weak and poor people with inadequate knowledge.

M.O.M has its objective in fulfilling the dreams of that ordinary individual citizen to become rich, healthy and wealthy because we know an average middle-income family can achieve a paradigm shift in their economic status with ten million rupees.

M.O.M has created this project with meticulous efforts to see that every individual person who becomes the EDUCATIONAL BUSINESS CONSULTANT (EBC) should achieve this ten million rupees in an average period of five years!

A FEW FAITHFUL AND COMMITTED CITIZENS
CAN CHANGE THE
DESTINY OF THIS NATION.



By virtue of the experience gained during the last two decades M.O.M has understood that the greatest problem our nation is facing is UNDER UTILISATION OF THE TALENTS, POTENTIAL AND ENERGY OF EDUCATED MEN AND WOMEN.

Every young man women nurtures dreams to achieve educational, social and economic status in their life.

These men and women, predominantly from middle-income group family shelve their dreams during the course of their education and end up taking pecuniary jobs for survival, thereby putting an end to their dreams for success.

DURING THE LAST 70 YEARS, INDEPENDENT INDIA HAS CREATED MILLIONS OF UNDEREMPLOYED, INEMPLOYED AND UNEMPLOYABLE EDUCATED CITIZENS.

Till today, most of the career opportunities have been in the nature of employment in private sector.

BUT, THERE HAS BEEN A SUSTAINABLE INTEREST AMONG THE YOUTH TO BE ENTREPRENEURS AND SELF-EMPLOYED ALSO.

Our Economic Conditions, Government policies, Banking rules and regulations, Social Stigmas, Family Expectations, Educational Leadership, Role Modeling, Mentoring and Empowerment system are not playing conducive roles.

Four deterrent factors are consistently playing a negative role in the minds of budding entrepreneurs.

1. NON-AVAILABILITY OF SEED CAPITAL.
2. NO FACILITY TO INCUBATE CREATIVE IDEAS AND OPPORTUNITIES.
3. UNMET ASPIRATIONS BY PARENTS AND SUPPORTERS.
4. LACK OF GUIDANCE, TRAINING AND EDUCATIONAL SYSTEMS

LEADERSHIP EDUCATION AND DEVELOPMENT OF ENTREPRENEURSHIP

M.O.M, by virtue of its Research and Experience has identified a time tested international concept that has revolutionized and re-engineered the economic status of middle-income group families worldwide.

According to the latest information more than one million families from average income group in India have undertaken these entrepreneurial opportunities as part of their livelihood and have successfully transformed their economic status.

To be precise, India has produced ten-lakh millionaires through this concept, which feat is unparalleled in the economic history of the nation.

M.O.M HAS ALWAYS BELIEVED THAT YOUNG EDUCATED MEN AND WOMEN OF OUR NATION HAVE TREMENDOUS POTENTIAL BUT LACK OPPORTUNITIES.

OUR ASSOCIATION WITH THOUSANDS OF EDUCATED YOUTH, FROM VARIOUS COLLEGES AND SCHOOLS, HAVE ONLY PROVED THAT GIVEN THE OPPORTUNITY, GUIDANCE AND MENTORING, MAJORITY OF THE YOUTH ARE PREPARED TO BECOME SUCCESSFUL ENTREPRENEURS.

WE WOULD LIKE TO PRESENT THIS OPPORTUNITY TO EVERY YOUNG MAN AND WOMEN WHOM WE THINK SHOULD BE THE



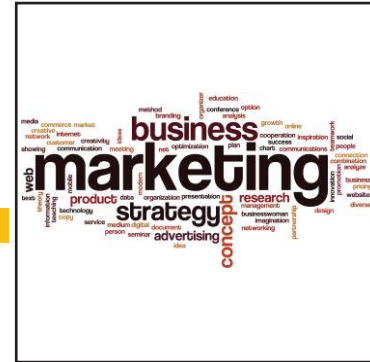
1. Identify potential youth and give them an opportunity to become successful entrepreneurs.
2. Give them total support in terms of education, training and development.
3. Help them to reach higher economic status in a reasonable span of time.
4. Make them understand that to become a successful entrepreneur, he/she does not require major investment but only TIME, ENERGY AND COMMITMENT.
5. Give them the confidence that they can.



- * **REALISE THEIR DREAMS**
- * **CAN BECOME A BUSINESS LEADERS**
- * **ACHIEVE MONEY, STATUS AND PROSPERITY**
- * **BECOME A LEADER IN THE SOCIETY**
- * **DEVELOP THIS NATION TO BECOME WORLD CLASS**
- * **BE A TRENDSETTER FOR THE FUTURE GENERATIONS**

M.O.M APPLIES USER FRIENDLY TECHNOLOGY

- * Resources easily accessible to the disadvantaged.
- * Resources inexpensive - within financial range of any economic group.
- * Resources have historical precedent of our nation.
- * Uses traditional knowledge as a base through advanced technology.
- * It is consistent with the local consumption.
- * The end - benefit will be consumed by the local people.



M.O.M APPLIES USER FRIENDLY TECHNOLOGY

- * Building self-confidence.
- * Improving the quality of their lives.
- * Promoting National Integration.
- * Assisting in removing constraints.
- * Encouraging people to identify themselves.
- * Promoting openness.
- * Promoting harmony between people.
- * Reducing dependencies.
- * Increasing the joy of life.
- * Beautifying life and environment.
- * Providing mental and emotional satisfaction.
- * Being aesthetically pleasant.
- * Encouraging creativity and thinking skills.
- * Demystifying knowledge.
- * Minimizing burdensome employment.
- * Projecting design and implementation that involves creative participation of the people concerned.



SOCIAL OBJECTIVES OF M.O.M

- * To supplement government effort so as to offer the common families choices and alternative.
- * To be the eyes and ears of the people at the local level.
- * To adopt simple, innovative, flexible and inexpensive means with its limited resources to reach a larger number with less overheads and with greater community participation.
- * To activate the delivery system and to make it effective at the local level and to respond to the felt needs of the common public.
- * To disseminate information.
- * To make communities as self-reliant as possible.
- * To show how individual families and indigenous could be used.
- * To demonstrate that human resources, skills and local knowledge, grossly underutilized at present, could be used for their own development.
- * To demystify technology and bring it in a friendly form to the common man.
- * To train a cadre of grassroot public service entrepreneurs who believe in professionalizing volunteerism.
- * To mobilize financial resources from within the community with a view to mankind communities stand on their own feet.
- * To mobilize and organize people and generate awareness to demand quality services to impose a community system of accountability on the performance of local functionaries.
- * Programmes for women and children in rural areas.
- * Innovative methods and low-cost alternatives in elementary, primary and middle school education for children, adult education and non-formal informal education.
- * Rural housing, improvements of rural slums.
- * Environmental and ecological improvement.
- * Promotion and encouragement of traditional media for dissemination of information.



WELCOME TO M.O.M

Congratulation!

You have made a great choice.

First of all, you are not alone as you begin your business.

You will have the assistance of your leaders as well as others within your line of network. And you will be able to utilize the full resources of M.O.M.



GETTING STARTED

- * You are going to build the foundation for a M.O.M network business plan. It is based on two fundamental concepts, Leadership and Friendship.
- * You will be providing your down line with top-quality personal service.
- * By sponsoring new Educational Business Consultant, you are multiplying your efforts. You help others build their business and in turn you receive income based on network expansion. Always remember the Leadership/-Friendship combination – it's the blueprint for business growth.
- * You are starting in the same way that every other Educational Business Consultant has started. You are being led and you are also leading EBCs.
- * You may also find that reading motivational or educational books, listening to motivational or information tapes, and attending motivational or training meetings will assist you in building your business.
- * With M.O.M, there are no targets, territories, or large initial expenditures. You put a lot of time and energy into your M.O.M business as much as you want and can. Whether you do it part-time or full-time it is truly your own business.
- * When reading the success manual you'll learn that success is definitely possible with M.O.M. There is of course money to be made, but only through sincere, committed and hard work.
- * Leadership is the cornerstone of every M.O.M businessman. By regularly servicing a network of customers, you can earn good income, become familiar with the network system and lay the foundation for

SUCCESS STARTS WITH COMMITMENT

- * You have taken advantage of a unique opportunity from your M.O.M town and operate your very own business. You will have complete management control, but experienced leaders will support you in your line of network.
- * Your business Zone can be of any size from very small to very large. It depends on you. Whatever fits in best with your financial needs, lifestyle and your plans for the future is what your success can become.
- * You don't require a large financial investment. In fact, M.O.M is a no-investment business and your growth is supported by your expanding network customer base.
- * No special skills are required to begin with. All you need is the commitment to perform step-by-step tasks as outlined in this M.O.M success manual. The greater your commitment, attention and time, the greater your chances for success. You will receive constant assistance and guidance from your line of leadership and M.O.M as you learn how to implement the M.O.M business plan.



SPONSORING NEW EDUCATIONAL BUSINESS CONSULTANT

- * The method of expanding your business is by sponsoring new EDUCATIONAL BUSINESS CONSULTANTS and training them in turn to sponsor new Educational Business Consultants. As your network grows it will increase your income accordingly.
- * The best way to begin bringing others into the business is to make a list of family friends, colleagues and others who might like to know about the M.O.M. Keep adding to the list each week as new people come to your mind who might make effective EDUCATIONAL BUSINESS CONSULTANTS.
- * The secret to success in our networking business is to present the M.O.M business plan to new individuals on a regular basis. Consistent showing of the plan will not only increase your chances of success, but will also help you become more familiar with the plan itself, which allows for a confident presentation and delivery in front of others.
- * Make a goal to call people from your list every day. Do not be afraid that worst can happen if they say "no". Some people may say "no", but many will also say "Yes" I'll like to learn more." You will not know who they are until you ask them.
- * A good way to approach them is to say, "I have just started as M.O.M Business and I would like to show you this business can help you earn extra money."



PREPARING TO PRESENT THE VIYAAN TRUST BUSINESS PLAN

Before actually making your first presentation to prospects, you might want to observe a few plan presentations with your leader or your line of network. If that is not possible, perhaps your leader can make the presentation for you. Either way, you will feel more comfortable if you can see the advantage of how these presentations are being made.



When you are ready to make the first presentation on your own, it is a good idea to practice with your leader beforehand and let the leader offer advice.

It is very important to dress in a professional business manner during your meetings. People will judge you by the way you look, so make certain your clothing is consistent with that of a well-organized, confident and successful business person. If you take pride in the way you dress, you will naturally feel more self-assured during your presentations.

Next, double-check your presentation supplies and materials to be certain that they will be there when you need them. Some of these might include a white board for drawing the plan, and a writing instrument.

Arrive at the scheduled location on time and try to set up in an area, which will have few distractions (if possible). You have to command as much of your prospects attention as possible as you take them through the details of the plan.



Be enthusiastic during your presentations of the VIYAAV TRUST business plan. Remember that you are offering a potential business opportunity which will be successful for hundreds of people around the country. Follow the basic guidelines but add to it, based on your experiences and your personal presentation style.

LISTED BELOW ARE SOME ADDITIONAL IDEAS THAT YOU MAY FIND USEFUL

- * Personalize your presentation.
- * Explain your reasons for doing business in VIYAAN TRUST.
- * Share your own goals with your prospects.
- * Establish your prospects' goals.
- * Listen carefully so that you can explain how other can help themselves to achieve their goals.
- * Respond to all questions as fully and honestly as you can.
- * If you are not sure about an answer to a question, check with your leader.
- * Do not treat questions as a threat to your status.
- * Build credibility by being open and honest.
- * Use this manual at every opportunity to enhance your prospects.

If your prospects want to think it over, simply follow up with a telephone call or a personal visit within 48 hours. Ask if they have any further questions and be prepared to answer them. If they are interested, or want to sign up by filling out the application, meet immediately to conclude the formalities.

M.O.M CONGRATULATES AND WELCOMES YOU

By choosing M.O.M, either as a supplemental business, or a new career, you have shown yourself to be a leader.

Someone who isn't happy with mediocrity and the status quo... someone who knows there is a better way.

You've just discovered it.

Congratulations and welcome.

You've joined an industry with over 10 million distributors in India who will do in the neighborhood of 5 billion dollars this year.

As predicted more than a decade ago — networking has truly emerged as the new paradigm of personal and business development.

The purpose of this Business Development Manual (BDM) is to get you started in the easiest, most effective manner possible.

You'll avoid some of the common pitfalls and discover something that will accelerate your journey to success in M.O.M.

This "Getting Started" training ideally should be done with your sponsor. This meeting will help your sponsor understand what you hope to achieve in your business, and provide you the chance to develop a close working relationship with your sponsor. Please take your business seriously.

Just because you haven't invested hundreds of thousands of rupees into your business doesn't mean that you can't earn an income greater than that of many of the top entrepreneurs in this country.

If you run your business like a hobby — you'll get a hobby income.



Run it like a business and you'll earn a big business income.

Don't talk to anyone about your new business yet!

The time for that will come soon.

However, your sponsor is committed to helping you with your first presentations.

It's better if you don't try to explain your new business until after you have some training and help from your sponsorship line.

For now, just write the name and phone number of anyone you want to talk to in the space provided in this Business Development Manual (BDM).

There are several things necessary for success in network marketing.

But of greater interest are some of the things people think they need—but actually don't.

Here are some of the things you may believe are necessary for your success — but actually prevent you from reaching it:



The 5 things you don't need to be successful in M.O.M Business

1. Credentials or Degrees

Thousands of people have been successful in networking without the benefit of college degrees and the like.

Since networking is so unlike other businesses, the rules are different here. It's quite possible, actually quite common, to build a large successful organization without having any credentials or degrees.

An argument could almost be made against having diplomas in this business, for people may feel that because their sponsor has an advanced business degree — they need one too.

This is unduplicatable and entirely unnecessary.

If you or your sponsor has a degree, great. It's just not necessary for success in network marketing.



2. Approval

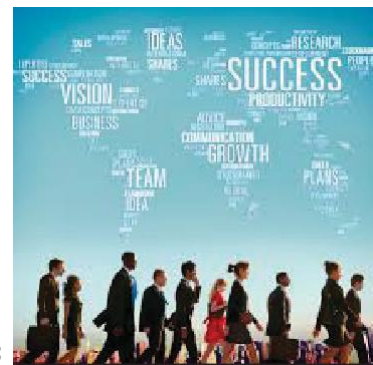
Of anyone, except yourself. Sometimes even your spouse may not approve of your network marketing business.

This is actually a frequent initial response, but we've seen thousands of people who have built huge businesses without the help of their spouse.

Of course, after that, the spouse usually comes on board enthusiastically and things really take off.

One of the hardest facts of business to face is that not everybody is ready for success, or is as enlightened as you.

Don't be at all surprised to find that some of your closest friends and family members will ridicule you; not join your organization and/or even listen to a presentation; question your sanity; ask why someone with a "real" job would "mess around with one of those multi-level deals"; or all of the above. It's best to give these "well-meaning" smile, thank them for their input and get away from them as quickly as possible.



3. Friends & Family in Your Network

Now please don't misunderstand; if you get them in your group, great! We know families with three generations in their networking business and it's a beautiful thing to behold.

Other times, the hardest presentation you ever give might be to a family member or best friend.

Sometimes you just can't be a prophet in your own hometown.

Direct selling is full of individuals who have built networks in the thousands without having a single member of their family, or so-called best friends, in their group. I know, because I'm one of them.

4. Cheap Advice

Oftentimes a new distributor will get involved with network marketing and get all kinds of well-meaning advice from friends who have never built a networking business.

If you want to know how to fly airplanes, you must get advice from an expert pilot.

If you want to build a network, look at your sponsorship line and find someone who has already built a large network.

Those are the people to seek out for advice.

5. Perfection

The perfect company, product line, or compensation plan hasn't been invented yet. Like every-thing in nature, it must evolve.

Your job is to look at the whole picture—and if the pluses outweigh the minuses—get started.

If you sit around waiting for perfection—you'll be waiting forever.

Don't make the mistake many novices make which is to think that they can't do anything until they have tried every single product, read every scrap of literature and completely understood every minute detail of the compensation plan.

The important thing is to get started and learn as you go. Having said that:

Here are 3 things you do need to be successful in Network Marketing

1. Desire

A desire to really do this and get out of the Rat Race forever.

If you really understand this business and have a true desire to help yourself and others—you're already 90% there.

Most people are happy with the way things are.

People who desire better are the ones who change the world.

2. Enthusiasm

We can't begin to tell you how many times I have seen brand new distributors—with no training, no experience and no in-depth knowledge—go out and build a network of twenty or thirty people their first month. They don't do this with skill, knowledge or technique—they just muscle it through with sheer, unadulterated enthusiasm.

Approach this adventure with the excitement it deserves; don't attempt it—jump in, roll up your sleeves, make up your mind and just do it!



3. Action

If you're waiting for the perfect plan — the perfect plan is to take action. You have to get started.

Will you make mistakes? Of course you will! But, we're not brain surgeons here; nobody's going to die.

Mistakes are part of the learning process and strengthen you for the long term.

Knowledge without action is only a potential for Power.

You've got the knowledge you need... you've shown your wisdom by becoming a networker. Now — let's get started!



M.O.M NETWORK BUSINESS SYSTEM

Normally business system believes that customers are the kings, which is more in theory than in practice.

M.O.M NETWORK BUSINESS SYSTEM has truly created an environment to establish the supremacy of the customer not only as a CONSUMER, PURCHASER, AND BUYER but also as a

BUSINESS AMBASSADOR,

CATALYST,

DEVELOPER, RESOURCE

MOBILISER, ASSOCIATE,

And last but not least as a PARTNER IN PROGRESS.



Under this system the customer becomes part of the business system.

This system has made the producer to reach the customer without many intermediaries so that the cost to the company and cost to the customer becomes admissibly affordable.

And in turn, the surplus value, which is generated due to the absence of intermediaries, is shared among the customers, because the customer becomes part of the business promotion.



M.O.M has adopted this business method and has brought a series of and life style products to be promoted by the customers who are going defined by us as



M.O.M APPLIES

- * Local Knowledge
- * Local Maintenance
- * Local Implementation
- * Local Supplies
- * Local Infrastructure
- * Local Decisionmaking
- * Local Opportunity
- * Local Technology
- * Local Administration



COMMITMENT FORM

I _____, make the following commitments to myself in order to build a successful M.O.M Business and ensure a secure future.

I will:

- devote at least 10 to 15 hours a week to my business,
- Spend daily Self-development time, and
- look upon my first 6 months as a learning experience.

I will build my business for at least one year, and then I will evaluate it accordingly.

I recognize that the people I sponsor are my responsibility.

My first responsibility is to become successful myself, and then duplicate this with my people.

I will faithfully follow the system so my efforts can be duplicated.

Signed: _____ Date _____

Witnessed By: _____ Date _____

Make a copy of this page and give it to your sponsor.

PLANNING

- * Prepare a To-do list every day.
- * Create a list of people whom you have to meet.
- * Prepare check list of daily affirmation.
- * Have daily plan, weekly plan and monthly plan.
- * Connect your thought and decision making into action plan.



- * Prepare a system of regularity.
- * Stretch your working time according to your maximum energy level.
- * Be systematic in your planning.
- * Use automation like cell phones, computers, email, fax appropriately.

YOUR HOME CAN BE YOUR SMALL OFFICE

- * Create small office with a Table and few chairs in your house.
- * Arrange the files and other useful administrative system on the table properly.
- * Display some motivational posters around you.
- * Have some formal meetings with your family members.
- * Hang a small white board and write important appointments and reminders on the board.
- * Spend some time in your table in a professional manner.



DO IT NOW!

(If You Have Not Already)

This is a list of things you should have already done by this point. Please check it to make sure you've completed all of these things.

1. Place your first order

You must use the products or services personally so you can get excited about them. How much should you order? Somewhere between what you need—and where you're nervous.

I say this only halfway in jest.

You see, we've found that "just what you need" is not enough.

You'll need some inventory for reselling to new distributors, samples for temporarily out-of-stock items and personal marketing.

You certainly don't want to have a garage or warehouse full of product.

But do make sure you have enough product on hand to build your business.

2. Schedule your "Getting Started" training with your sponsor

Ideally, this should take place within 48 hours of the time you sponsor in. Schedule between two and four hours for this training and follow along in this booklet.

Long distance, this can be done by phone.

3. Buy a Daily Planner or Appointment Book

Bring this to your "Getting Started" training meeting.



4. Begin your Prospect List

Remember, don't talk to anyone about your business yet. Do that only after you have finished the Get Started Training. For now, begin writing down the name and phone number of anyone you think of on your list.

5. Sign the Commitment Form on the next page

Success does not come overnight; it takes work. We ask that you make a one-year commitment to your business. Accept the fact that there is a training period. Just like any job or occupation — network marketing takes training. It does not take years or cost thousands of dollars, but you do need to learn some new things. Of course, you will “earn as you learn,” but it's still a good idea to consider your first six months a learning experience. For the average networker, working your business only 10 to 15 hours a week, a one-year commitment is a realistic approach. We believe that if you follow our duplicatable system for that time — you will be so pleased with the results that you will be networking for the rest of your life!



GETSTARTED TRAINING

10 STEPS TO SUCCESS

1. Set your goals.
2. Schedule your appointment book.
3. Learn the basic company procedures.
4. Order your business cards.
5. Open a business checking account or get a separate credit card for your business.
6. Purchase the business-building materials you will need to get started.
7. Study the core qualities of a network marketing leader.
8. Complete your prospect list of at least 100 names.
9. Get at least 10 “pre-approach” packs in circulation.
10. Schedule your first presentations.



10 STEPS TO SUCCESS

1. Set Your Goals

You must decide what you want to do with your networking business. Are you just interested in getting your products for free? Are you looking to make a few hundred rupees to cover your car payment? Or do you want to develop complete financial freedom? To reach your goals, you must first determine what they are — then set a timetable to reach them.



Write them down

Goals are a dream with a deadline.

That means they must be written down.

You also want to make sure they are specific and measurable.

I believe the average person, following a system, can achieve financial independence in this business during a 2 to 5 year time period.

Think about what you want to do right away; then think about what you'd like your 2 to 5 year plan to be.

Dream build with your spouse and your sponsor.

Reawaken those wants and desires you used to have — but probably got lost somewhere along the way.

Sometimes we get so busy in the bustle of everyday living that we lose sight of our dreams. It's important that you discover your "burn" — the burning desire that will keep you focused and motivated during the early development stages of your networking career.

Then fill out the goal form on page 17.

2. Schedule Your Appointment Book

This is a business of your word and a business of appointments.

To build effectively, you must plan your work and schedule your time in the manner that best suits building your business.

You're already using all twenty-four hours of every day already.

To change your life — and what you're getting out of it — you must change the way you're using your twenty-four hours.

You must carve out at least seven to ten hours a week — exclusively for building your business.

Work closely with your sponsor to determine how to schedule your seven to ten hours for the first few weeks of your business.

Find out the dates of all upcoming functions for the next ninety days so you can schedule your work and other obligations around them.

Also, learn the dates of any annual conventions and conferences - these are major events, critical to your success, and you want to make sure you're at these.

3. Learn the Basic Company Procedures

To be independent, and proactively build your business — you must be able to operate without your sponsor's assistance for day-to-day minor matters as soon as possible.

That means learning some of the basic company procedures as soon as you can.

These include:

- * how to order products.
- * how to fill out distributor applications, order forms and requests.
- * how to transfer volume.

Set aside a few hours quiet time (Sunday evenings are ideal for most people) to read your entire distributor kit.



**MINDSET IS
WHAT
SEPARATES THE
BEST FROM THE
REST.**



Learn which sections to go to for specific information and familiarize yourself with the forms. Study the rules and regulations and learn the code of ethics.

4. Order Your Business Cards

If you're in business, people expect you to have a business card. Check with your sponsor for the style of card you need and where to order it.

5. Open a Business Checking Account

To run your business in an organized fashion, you must have a separate checking account. This should be used exclusively for your business. It's vital for good record keeping and it will really help you out at tax time.

6. Purchase the Business-Building Materials You Need to Get Started

Check with your sponsor to see which particular tools you need to get started right. If your company does not have a specific system to follow, I would recommend the following items:

- * Pre-Approach Packs
- * Sets of "Get Started" training materials
- * Sets of your "Company Materials" pack
- * Several sets of your "follow-up" pack

7. Learn the Core Qualities of a Network Marketing Leader

Qualities

There are nine key qualities that all top network marketing leaders possess. Some, or even many of these, you have already put into action. To be a leader—and set an example that others can duplicate—you must learn the remaining ones.

To practice all nine core qualities means you've made and honored a commitment to "our company."

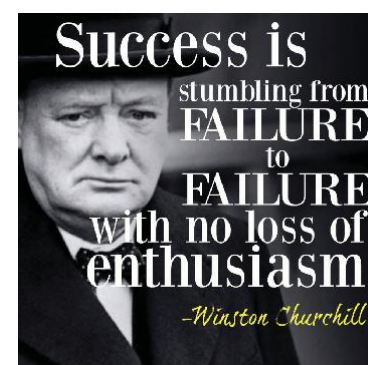
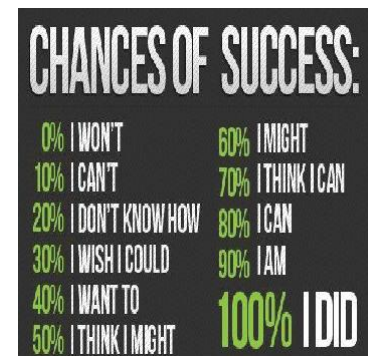
To develop your business, you must identify and work with the people in your organization who are willing to make this same commitment.

Let's take a look at these core qualities:

- **Use All of the Products**

To "go core" means that if your company has a product—you would never buy a competing product for any reason.

Other brand product purchase takes money out of your business and puts it in someone else's. This kind of practice will put you out of business quickly.



A core person never buys “Other brand,” regardless of sales, convenience or any other reason. It’s simply bad business.

You must use all of your company’s products that apply to you and be able to talk knowledgeably and enthusiastically about them — to effectively build your business.

• **Develop A Consumer Group**

Your business is driven by the volume produced by sales to the end consumer. A great deal of those sales will be to distributors who “buy from their own store” and use the products themselves.

But there are many other people who will benefit from your products or services — but are not interested in building a business at this time.

These people will become your consumer group.

It’s critical that you develop this consumer group.

This is good business, because you: service the people who aren’t distributors, but need your product or service; earn retail income; develop consistent income you can count on from regular customers; and, build personal group volume, which can keep you qualified to earn many other lucrative bonuses and incentives.

It’s a good goal when you’re just starting out to develop a base of at least ten retail customers.

NOTE: Please don’t go out trying to sell products retail first — then attempt to sneak the business in the back door.

Present the whole program — business and products — and let the prospect decide.

Get your retail customers, from the people who choose not to participate in the business.

• **Make Regular Presentations**

Like every business, network marketing requires consistently taking action steps.

One of the most important of these, is making regular presentations. Realistically, you need to be making 1 or 2 presentations a day when you start your business (working 10 to 15 hours a week).

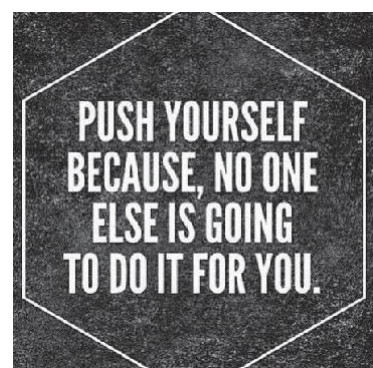
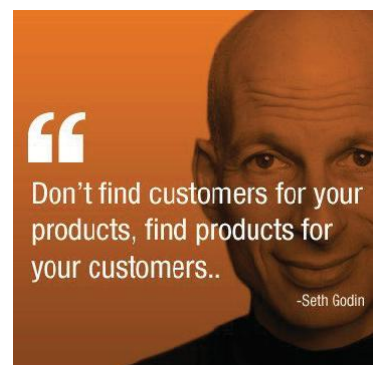
As your business grows, you will want to increase this number.

When you reach what we consider “fulltime” in this business (about 35 to 50 hours a week), you will want to be making 3 to 5 presentations a day.

Of course, not all these presentations will be new prospects that you want to sponsor personally.

Many of them will be presentations you are conducting for your people as you train them and build depth.

You must consistently make presentations if you want to grow your business.



Don't be misled into thinking you're growing your business with "busy work" (reading manuals, going to seminars, filling out forms, etc.). These things are important, but they are support functions to the real business — which is making presentations to prospects.

- **Attend Everything**

Functions are the glue that holds your business together. Attending them helps you grow your business, gives you crucial training and keeps you focused. In your regional area you will have the chance to attend opportunity showcases, product workshops and rallies. If these are 2 to 3 hours driving distance, you will want to attend. There will be other events, such as conventions and leadership conferences which are held annually. These are major, often life-changing events and you'll want to schedule your vacation time around them — so you never miss one.



- **Spend Daily Self-Development Time**

If you've discovered the truth, it is this: your business will grow only as fast as you do. Initially, you need recruiting and training skills. Later, you need time management and organizational skills. Ultimately, however, you will need leadership, communication and empowerment abilities. To develop others, you must first develop yourself.

It's important that you spend daily self-development time. For most people, this is best done in the morning, before you start your day. You might meditate, exercise, and listen to inspirational tapes, read — anything that helps you grow your mind, body and soul. Set aside this time and stick to it. Invest in books and training materials that help you develop. Don't end your day by watching the late news then going to sleep. Make sure the last input you receive before going to bed is positive — even if it's just reading one paragraph in an inspirational book.



- **Be Teachable**

If you want to build your business in the fastest manner possible — you must be teachable and willing to be coached. You will find network marketing is quite different from traditional businesses. Things that work great in sales, simply do not work well in network marketing. Your sponsorship line has learned the methods, strategies and techniques that work best in your business. They will work with you and teach you everything they know without charging you a penny. Your sponsor is the repository of all the experience of many generations of distributors — all the way to the company. Learn from them.

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."
Colin Powell

- Become Accountable

We must set a standard of integrity much higher than the corporate world.

Network marketing is a business of relationships — and relationships operate on trust.

To earn and maintain that trust — you must be accountable.

We can never tell a lie to our distributors or customers and be accountable. Accountability also means that when we write checks, they're good; when we promise to work with someone, we follow through; and when we commit to attend an event, we're there — on time.

- **Edify the Organization**

Savvy distributors learn that they must edify their sponsorship line.

When you point out the success and accomplishments of your sponsors — it makes those sponsors more effective when they come to work with both your prospects and distributors. Many times you will find it difficult to be a prophet in your hometown.

Sometimes your friends and relatives aren't yet ready to accept that a powerful, positive concept can come from you.

By edifying your sponsorship line — then bringing your prospects to them, you'll have support to hold you over until you develop some initial success and credibility.

Likewise, your sponsorship line can help you when you're working with your new distributors.

- **Follow the System**

Leaders understand that "lone rangers" can be successful initially — but will not enjoy long term success.

For residual income — and walk-way security, you must follow a step-by-step duplicatable system.

This means that everyone in your organization uses the same pre-approach pack, the same company materials pack, employs the same training procedures and follows a standardized presentation.

This way, the method you use to bring in new people is the same method they bring in their new people.

You are completely duplicatable.

Regardless of someone's previous job experience, their education level or confidence level — they can do the business exactly the same way you did. Your sponsorship line has learned what works and what doesn't.

They have created the system based upon that experience.

Follow the system and you have the resources of the entire sponsorship line working for you. If you change the system — you lose the benefits of having all those resources at your disposal.

Also, when you change the system — substituting a different tape, changing the presentation, etc. — you send a message to your people that it's OK to change the system.



Your first level people change the system a little, so their first level people change the system a little, and so it goes down to the group.

By the third level, there is no system—so you have no security, no potential for walk-away, residual income.

Always follow the system! Go

Core!

These nine core qualities are what separates network marketing leaders from the people who drop by the wayside and never reach long-term success in the business.

Practicing all the core qualities isn't easy — it's not supposed to be.

But you must practice them all if you're truly interested in building a network where others can achieve the same success as you.

"Going core" means doing all nine actions, not just the ones you like. It also takes a substantial investment in yourself.

But you will discover that the people who invest in going core reach dramatically higher levels of success than those who don't.

As a leader committed to empowering others—you have a responsibility to go core yourself, and create that culture in your organization.

8. Complete Your Prospect list of at Least 100 Names This is

one of the most important steps.

Do not skip it and do not do it halfway.

Just start writing down the names of everyone you know.

Don't try to prejudge: "Well, he makes a lot of money; he won't be interested," "She's not a sales type; she wouldn't look at this," etc. A mistake like that can cost you tens of thousands of dollars down the road.

So do not prejudge, just get down the names.

On your list of 100 there will be 1 or 2 top executives, 3 or 4 midrange executives and 30 to 40 people who will want to use the products as a consumer—and we don't know who's who—and it's never who you think it is.

Begin with the memory joggers list.

Then look through the business cards you've collected. Go through your address book and your holiday card list.

Finally, skim through the yellow pages and scan the occupations as a reminder.

Start with accountants, barbers and contractors, and go to x-ray technicians and zoologists.

Don't make the classic mistake of thinking of 5 or 6 people who you think will be interested and stopping there.

You will certainly be disappointed.

Make sure you get down at least 100 names so we can let people sort themselves into the right categories.



9. Get at Least 10 “Pre-Approach” Packs in Circulation

This is when your planning ends and your actual business-building begins. Now you’ll begin to discover who’s just a suspect and who’s really a prospect for your business. A qualifying question and the pre-approach pack will help you through the sorting process.

A pre-approach pack is a pack of material for conducting the initial screening of your prospects.

This will determine whether you move forward to making an actual presentation.

Here’s how it works:

Look at your names list and pick out the most ambitious, busy, successful people on it. These are the people you’ll want to approach first. The first step is a qualifying question to see if they are “looking.” Some examples are:

- * “Have you ever thought about opening your own business?”
- * “Do you like your job? Do you get paid what you’re really worth?”
- * “Have you ever thought about developing a second income?”

People who seem satisfied with their present job and earnings are probably not candidates for becoming business-builders at this time. Remember, we’re looking for people who are looking. If they’re not looking—skip the pre-approach and presentation steps and see if they would be interested in becoming a product customer.

Here’s the important part: Never prejudice for your prospect.

Don’t assume that they won’t be interested in the business because they have a high income or a “good” job.

It’s impossible to know who is looking for a new career.

Many times it’s the people with the high-paying status jobs that are the most unhappy or dissatisfied.

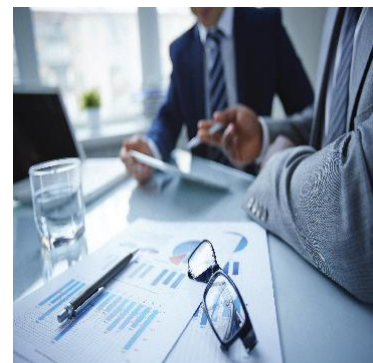
So start by asking some qualifying questions with the intent of giving out a pre-approach pack foremost in your mind.

To grow exponentially, you must keep 10 pre-approach packs in constant circulation. Once you get a positive response to one of your qualifying questions, let them know you have an opportunity that might meet their needs.

Offer to lend them some information so they can determine if it would be right for them.

Give the pre-approach pack.

NOTE: You will have much more compliance with people reviewing the materials and a better response if you distribute them with a sense of urgency.



Always follow the system!

Let your prospects know that you are moving very rapidly and ask for their commitment to review the materials within 48 hours.

If they tell you that they won't be able to get to them for three days — let them know you'll bring them back at that time and that you'll be circulating them to others in the meantime.

And don't just say this, mean it. Pre-approach packs can only work for you when they're out with prospects.

Keep them in constant circulation.

Follow up with your prospects within 48 hours as you promised.

Simply ask your prospect: "Does this look like something you'd like to explore further?"

Their answer will fall into one of three possible categories.

Category One:

"That looks very interesting for you, but I don't think I'd be interested..." These are

people who simply didn't catch the vision.

They've seen nothing of the business to excite them. Don't try to sell or pressure them.

Accept that they may not be ready for the business just now and see if they would be interested in using your products or services.

Category Two:

These are sadly misinformed people who, even sadder, don't know they are misinformed. They've got their minds made up and don't want to be confused with the facts. ur prospects.

This will determine whether you move forward to making an actual presentation.

Category Three:

"Wow! What's the name of your company? What are the products? How does that work?"

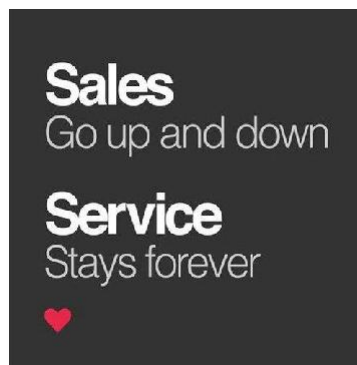
This is the individual you're looking for.

They're intrigued by the possibilities, but need more information.

This is your opening to move to Step Two—giving them a presentation. If it can be done right then and there — do it.

If not, schedule a specific time to do this.

This is the sole reason for the pre-approach pack: to get you appointments with qualified prospects and prevent you from making appointments to unqualified prospects.



10. Schedule Your First Presentations

It's very possible that your sponsor may offer to conduct a home meeting for you to make the presentations to your initial prospects.

Or they may be conducting hotel meetings that you can bring your people to. They may also help you with 2-on-1 presentations with some of your people. Schedule your first couple of weeks' presentations with your sponsor and write them in your planner.

Note: In cases of rapid organizational growth — your sponsor may not yet be qualified to make a presentation.

If so, that's OK go further up the sponsorship line and you will find someone to help you.

This is a critical part of your training.

As you watch and listen to your sponsorship line make your initial presentations (taking good notes, I hope) — you will be learning how it's done.

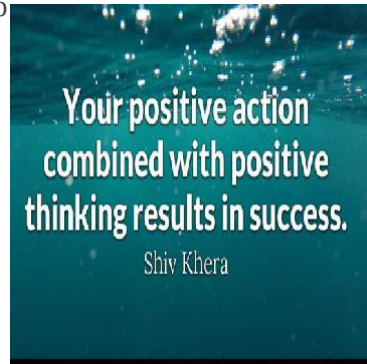
The sooner you learn to conduct a presentation yourself — the sooner you're on your way to independence.

You can then duplicate this process with your people.

By following this system, you will be building secure lines with the potential for walk-away, residual income.

THE KEY BEHAVIOUR TRAITS TO BECOME SUCCESSFUL IN M.O.M

- * Optimal team behavior.
- * Thinking style.
- * Emotional intelligence.
- * Thinking skills.
- * Judgment skills.
- * Temperament.
- * Social skills.
- * Leadership drive.
- * Capacity for accepting guidance.
- * Personal emotional maturity / anger levels.
- * Need for interaction with others.
- * Leadership style.
- * Use of different situational leadership style.
- * Levels and types of political behavior.
- * Motivations for work.
- * The ability to get into leadership positions.
- * Better quality judgment than any relevant peer group.
- * A capacity for survival.
- * Ability to select effective down lines.
- * Ability to inspire ordinary people to perform above par; inspiring follower – ship.
- * Making a profound enduring difference to the organization.
- * A profound sense of decency with moral fiber.



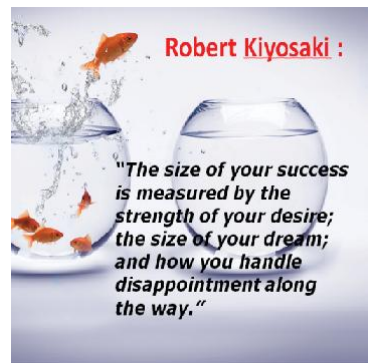
UNDERSTANDING THE PRINCIPLES OF SUCCESS IN M.O.M

- * Sometime people are born rich.
- * Some achieve richness by working very hard.
- * For someone richness is trusted upon them.
- * M.O.M is an opportunity of the 2nd type.
- * Success in M.O.M will come to you only when you are ready to meet the opportunity offered by M.O.M.
- * The beginning of success in M.O.M is your desire to achieve in life.
- * Success in M.O.M is not a shortcut. It is progressive and should be achieved step by step by following M.O.M system.
- * M.O.M is an opportunity for you to be an independent entrepreneur and you should control your own destiny.
- * You should show the right plan in the right way, to the right people at the right time for the right reasons.
- * Success is a journey, not a destination.
- * If you have a luck, in M.O.M, it means Labouring Under correct knowledge.
- * Don't think that, becoming an entrepreneur is an accident influenced by others. It is an opportunity knocking your door.
- * Successful journey in M.O.M will not be comfortable for you initially, but assume progress, you can see more comfort zones.
- * M.O.M opportunity should be a choice, not a chance.



DREAM AND DESIRE

- * As an individual citizen of India what is your Dream.
- * Can you really achieve your dream with what you are doing now
- * Why you should have a quality dream – wish – desire – ambition – goal in your life.
- * You get motivation only when you dream.
- * When you work for others you are building other's dream. When you work for yourself you build your dream.
- * You should have a dream for which you should be interested to work, struggle and fight.
- * Always keep dreaming and keep it focused and goal oriented.
- * Till now, you must be dreaming according to your present life style and income.
- * With M.O.M you can dream higher and greater.



EMPOWER

WHAT ARE YOUR DREAMS YOU WANT TO ACHIEVE WITH M.O.M

education

Money

Personality

Oppportunity to grow **W**

health and prosperity **E**

ntrepreneurship

Recognition

Marketing is no longer about the stuff that you make, but about the stories you tell.

SETH GODIN

WHAT ELSE ARE YOU DREAMING?

- * Many people like your friends, relatives, family members, your neighbours.
- * May think you are mad and not thinking properly.
- * Don't worry about others criticism.
- * Your dream is your personal goal.
- * Fulfill the goal by making your dream true.
- * M.O.M will make all your dreams real, true and achievable.

WORK WITH PERSISTENCE AND COMMITMENT

- * Nothing in the world can take the place of persistence. Talent will not.
- Nothing is more common than unsuccessful men with talent and skills. Genius will not.
- The world is full of educated derelicts.
- Persistence and determination alone are important.
- * Forget all buts and ifs. You should be either part of a solution with M.O.M or part of problem with your existing life.
- * There are only two ways not to make money in M.O.M, the first one is not to start and the other one is to quit.
- * Never mistake activity for productivity. If you don't start you cannot finish.
- * If you think there is someone, to blame for your failure, look in the mirror first.
- * You can make money or you can make excuse. You cannot make them both at the same time.
- * Winners never quit – quitters never win
- * The question is not whether the M.O.M works, It is whether you work in M.O.M
- * In the midst of difficulty, lies opportunity.

THE BALANCED DYNAMICS OF LEADERSHIP CREATIVITY

- * Rounded and Balanced and sees all sides of the strategic picture.
- * Objective rather than subjective – Takes objectively optimal balanced decisions.
- * Capable of dispassion yet biased in what they believe.
- * While remaining humane, they take decisions in the best interest of the business.
- * Sees the bigger picture and then condenses it.
- * Self-confidently best suited to take decisions, with humility and self-questioning, able to draw the strategic picture for all those around him to understand and join in.
- * Emotionally mature and naïve.
- * Understands the human aspects but sees clearly what is important and ignore the rest.
- * Wise and clever.
- * Use the whole range of intelligence and emotional maturity rather than IQ alone.
- * Both an individual and a team player.

“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.”

Colin Powell

“Just keep moving forward and don't give a shit about what anybody thinks. Do what you have to do, for you.”

- Johnny Depp

“Good companies will meet needs; great companies will create markets.”

Philip Kotler
#kotler #toolshero

toolshero

- * Having served management team as a good team player, as a leader their individuality is the premium that makes the difference.
- * Enough character to impose and enough personality to impress.
- * While endowed with the gravitas of character, they have enough ephemeral personality to persuade those who need the more super-difficult touch.

BUSINESS DEVELOPMENT SKILLS FOR M.O.M ENTREPRENEURS

- * The vital role of down line frontline Independent M.O.M entrepreneur.
- * What is selling?
- * Telling is not selling.
- * Why people will buy from M.O.M.
- * Developing your own sales plan.
- * Finding new Frontline Independent M.O.M Entrepreneur.
- * Why new Frontline Independent VIYAAN INDIYA Entrepreneur are so important.
- * The impression.
- * Understanding Independent M.O.M Entrepreneur needs.
- * Presenting your sales case.
- * How to answer the prospective Frontline Independent M.O.M Entrepreneur objections.
- * The different kinds of objections and strategies for dealing with them.
- * How to close the sale and secure the business.
- * Your personal plans for future.
- * Your responsibilities to the Independent M.O.M Entrepreneur and to the company.
- * Defining the sales proposals.

POSITIVE ATTITUDE

- * Your attitude is very important for your success.
 - * M.O.M is a world class programme for a positive attitude people.
 - * If you think that your life is very hard and you cannot change your future, change your attitude first.
 - * Life is 99% Attitude and 1% Aptitude (your work)
 - * In M.O.M business you learn something every day, and thereby grow everyday.
 - * A positive attitude will give you good friends around you.
- We all want to have positive attitude in mind, but sometimes we find it difficult to practice it.
- * For positive people, tough times don't last.
 - * First Attitude, next Aptitude, and then Altitude.
 - * You can have good attitude and also have bad attitude. The choice is yours.
 - * M.O.M makes you to look forward, not backward.
 - * Attitude of helping others will make you to get help from others.
 - * Anybody can light the room when it is dark.
 - * Positive mind helps you to understand, new opportunities for growth.

“
PRICE IS
WHAT YOU PAY.
VALUE IS
WHAT
YOU GET
”
WARREN BUFFETT

**Build.
Destroy.
Rebuild.**

**I've mastered
the art of
bouncing back.**

**Now to master
the art of not
having to.**

**I prefer
to earn it.
It makes me
appreciate
it more.**

* Never find fault with others, because 'To err is human, we should always see good things in others and help them to grow with those good things.'

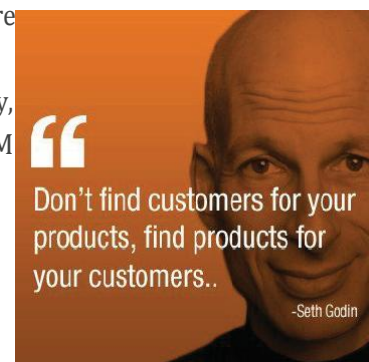
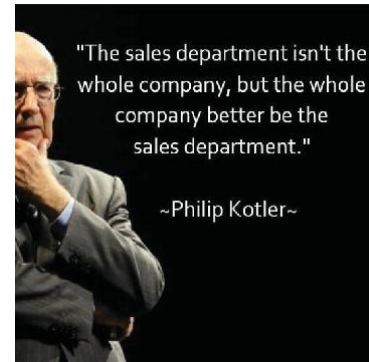
* M.O.M gives you many good systems to understand your own strengths and weakness.

HOW TO WORK WITH M.O.M

- * Everybody wants to go to heaven, but nobody wants to die.
- * Experience is a good teacher.
- * Introducing a good thing to others is a natural phenomena.
- * M.O.M business is not selling product alone. It is also giving income generation opportunity to others.
- * M.O.M system is an internationally renowned system, helping millions of people to become successful in life.
- * Select 250 known people in your life.
- * Be proud as a social entrepreneur in M.O.M.
- * When you receive your first income, go and share this information with all the 250 people.
- * When you receive the 2nd profit go and share this information with all the people whom you know.
- * Go and share your ambition with others.
- * Teach others under your leadership about M.O.M business system.

PROSPECTING

- * A warm list is group of individual from your present and past whom you well enough that were you to pick up the telephone and call them, they would recognize you once heard your name.
- * The direction of the 21st century is to build on warm market relationships as opposed to the philosophy of 'throwing mud on the well' and hoping some sticks.
- * The larger you build your warm list, the more solidly you will establish your M.O.M Entrepreneurial career.
- * Make sure that new Independent Social Entrepreneurial are trained on how to use triggering devices in order to help them recall at least 2000 friends and acquaintances.
- * Remember not to yield to the arguments and rationalizations new Independent Social Entrepreneurs use in order to avoid approaching their warm markets.
- * If you let doubts stand in the way of launching your Entrepreneurial career, you are guaranteed to fail, but if you go forward and persevere, you will succeed.
- * Move past your comfort zone and offer everyone on your warm list this opportunity, especially those you feel are already too successful to consider doing M.O.M Entrepreneurial career.
- * Professionals have a natural tendency to refuse to openly acknowledge their participation in M.O.M, but this refusal can negatively impact their Entrepreneurial career because their doubts and insecurities can be sensed by both prospects and Independent Social Entrepreneurs.



* If you can't let your Frontline at work about your involvement in M.O.M Entrepreneurial career, be sure during in-home presentations, to show that you are proud and enthusiastic about the industry and M.O.M Entrepreneurial career.

* Never qualify your prospects: To decide in advance that one person is too important to be approached, or another is too inadequate to succeed, is economic suicide.

* If your professional career has a potential conflict of interest that hampers recruiting efforts, you can either.

1. Prospect through life styling, that is, by approaching people through the normal course of your life, letting them know, without mentioning your Entrepreneurial career that you would like to get together with them when it is appropriate.

2. Sponsor someone who knows your Entrepreneurial career associates and can ethically approach those people.

* You may want to consider prioritizing your list by saying 'target marketing', where you share a personal background with certain groups from your warm or lukewarm market.

* Always allow your new Independent Social Entrepreneurs the courtesy of talking to their closest friends and family without the presence of their support on the line.

* Three way calling is most-effective after the presentation - not before. Or you may prefer to have the prospect make a direct call to your leader.

* Use a card filing system to track your prospects.

* Call all the people on your prospect card every 6 months until they either sign up or die.

* Beginning with the warm market is best because approaching friends and relatives is much easier than approaching strangers.

* Attitude is more important than ability in M.O.M Entrepreneurial career.

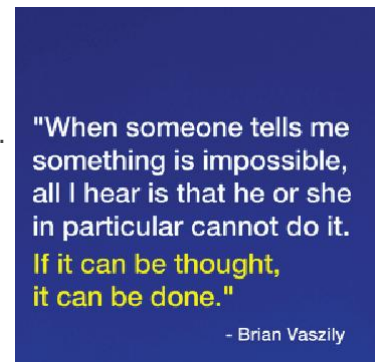
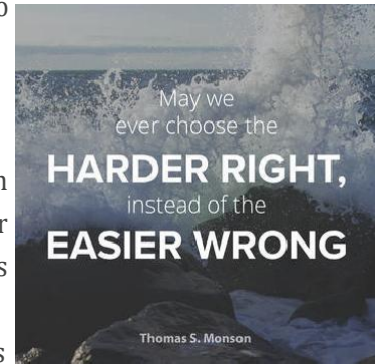
* During your recruiting efforts, think of yourself as an educator more than as an Independent Social Entrepreneurial.

* Until the presentation, your intent is to stimulate the curiosity of your prospects, not satisfy it.

* When prospects object to an enthusiastic conversation, don't argue with them. Simply file their card and call them again in six months.

* Remember the SW rule: Some Will, Some Won't, So What, because someone else is waiting.

* Focus your first 90 days in VIYAAN INDIYA Entrepreneurial career, on "Relationship marketing" - that is, reaching out to those closest to you to extend the invitation to create an Entrepreneurial career partnership intended to enhance the quality of your lives.



MOVEMENT OF MOTHERS

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Today you have to run faster to stay in place.

Philip Kotler

Work hard and don't allow anyone to make you feel bad for your success.

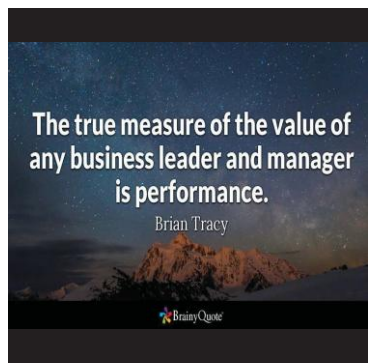
INSTAGRAM - THEGOODQUOTE

SUCCESS
» belongs to
THOSE WHO
DARE
to achieve it.

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IDENTIFYING RIGHT PEOPLE AT THE RIGHT TIME FOR M.O.M

- * Don't be misled by false expectations. Success in M.O.M Entrepreneurial career takes hard work and persistence.
- * There is no one whom we could not present this M.O.M| Entrepreneurial career opportunity as a chance for success, but be cautious to distinguish between the facts that, while everyone can, not everyone will.
- * Along with references to the oversized cheeks, Independent Social Entrepreneurs will also want to discuss the amount of effort required to succeed in M.O.M Entrepreneurial career.
- * M.O.M Entrepreneurial we are about the hard work required to succeed, the less attrition we will have and the more respect we will build for the M.O.M Entrepreneurial career.
- * M.O.M Entrepreneurial career is the great equalizer in which blue collar workers are allowed to compete financially with professionals and CEOs.
- * With respect to the time it takes to do this Entrepreneurial career, set realistic goals based on real achievement of leaders.
- * Part time effort will virtually never produce full time results.
- * There is nothing wrong in telling people the uppermost possibilities in M.O.M Entrepreneurial career, but there is no need to exaggerate because the truth remarkable by itself.
- * There is no better way to get started in this Entrepreneurial career, than to just do it. Set up your first home meeting and begin.
- * In M.O.M Entrepreneurial career, retirement means that we can ease up dramatically, no longer needing to spend our lives prospecting in order to achieve wealth and independence, while still finding an appropriate means of sustaining our support to those who depend on our accessibility.
- * Think of M.O.M not only as an independent Entrepreneurial career, but also as a vehicle to help you do the things in life that really.
- * Simply defined, M.O.M Entrepreneurial career is the word of month distribution of products for which independent Social Entrepreneurial who are responsible for those orders are compensated through various levels in their organization.
- * M.O.M Entrepreneurial career is all about lot of people using and sharing a little of products.
- * Once you have built a team in M.O.M Entrepreneurial career, your focus should be on dedicating on dedicating yourself to teach that team the art of networking.



* M.O.M Entrepreneurial career is much more lucrative than most franchisees, yet is only a fraction of investment with no infrastructure, no employees, and no time spent away from home.

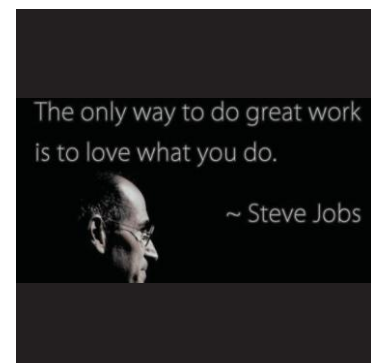
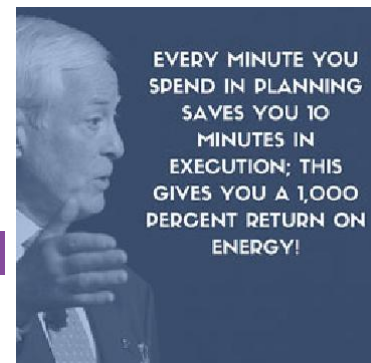
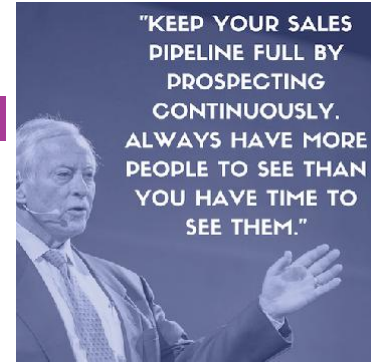
* False expectation can literally ruin would be great Independent Social Entrepreneurs and destroy the credibility of the M.O.M Entrepreneurial career.

MAINTAIN YOUR INDIVIDUAL SUCCESS DIARY

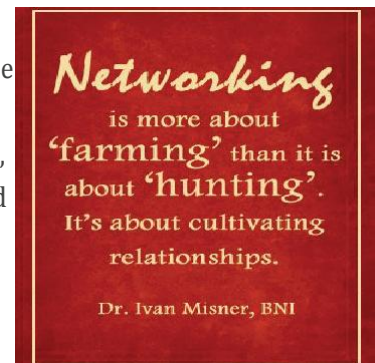
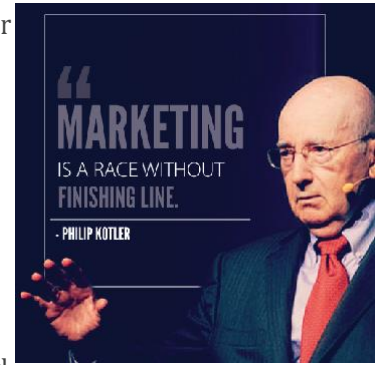
- * Keep always a good diary with you all the time.
- * Beautiful and creative ideas will come to you suddenly - record them immediately in your diary
- * Note down questions, ideas, reminders in your diary.
- * Store your office details like visiting cards and invitations in your diary.
- * Write your planning schedule in your diary and follow it up regularly.
- * Keep all the important phone nos. of your team, leaders and other important nos. in your diary very carefully.
- * Transfer those no. to the phone book of your cell phone.
- * Keep your diary in the executive bag or brief case.
- * Make sure, wherever you go, even to restaurants or unimportant meetings, to carry your diary with you.
- * Write some motivational quotes in your diary.
- * Write the milestones and success stories in your diary.
- * Whenever you are discouraged, open your diary and read it.
- * Your diary is your success journey.

BUILD YOUR TEAM AND YOUR ORGANISATION

- * M.O.M is unlike other regular and traditional business. It is a business of helping others to grow.
- * You are helping to improve other peoples' life.
- * Our success depends upon how many people we have helped.
- * There are many times you will be wondering how to help others directly. M.O.M gives you that opportunity to help others by giving them a M.O.M opportunity to build their lives.
- * Once you start helping other people, to understand M.O.M opportunity and its system and methodologies, more and more people will be coming under leadership.
- * You will be having a very big team under your leadership and an organization which you have created to be supported by you.
- * You, along with your team, have to organize and participate in individual interactions, group counselling, M.O.M meetings, conventions and seminars.
- * You have to understand that, M.O.M is a world class entrepreneurial opportunity in direct marketing in creating Network of relationship and build a successful entrepreneurial career by helping others and helping others and helping others.



- * Managing an organization is a time-wasting practice that does for others what they should be doing for themselves, thereby creating codependency.
- * Supporting the members of your group means being for them when they call to ask for guidance, moral support, or request that you talk to one of their serious prospects.
- * Managing organizations for our families and friends often cause the very people we love most to fail.
- * Practicing a management mode is counterproductive for both being managed and those doing the managing.
- * We are empowered far less by heredity, luck, and circumstances, than our vision of what we believe is truly possible for ourselves.
- * Don't be offended - be joyous - when new recruits finish their training and go to work without calling you every day and asking you to do everything for them.
- * In M.O.M Entrepreneurial career, everyone has the ability to do great things, but those who lean on their uplines for everything are usually the ones who fail.
- * What makes M.O.M Entrepreneurial careers so much grander than traditional opportunities is the fact that here you are compensated ethically and generously for your productivity.
- * If you become frustrated because your lines are not successful, teach them to visualize the end result and direct most of your energy toward those who do.
- * Because M.O.M Entrepreneurial career is an Entrepreneurial career of duplication, your people will do what you do. If you manage your frontline, so will they; if you spend most of your time prospecting and recruiting, so will them.
- * Baby - sitting a front line is not an effective way to build an Entrepreneurial career.
- * Don't make the mistake that results in nearly 50% of the failures in M.O.M Entrepreneurial career, building your front line for the first few months, then stopping to manage your people.
- * Set your sights on the goal, consistently, meet the steps outlined in M.O.M Entrepreneurial career plan, and don't make excuses - whatever it takes, just do it.
- * Promotional volume - that is, money spent on products, samples and multiple kits - is initially a means of helping Independent Social Entrepreneurs meet volume requirements for qualification.
- * Real volume - that is, products or services ordered by satisfied customers and Independent Social Entrepreneurs - is what ultimately creates passive residual income and is the essence of what makes network marketing a viable ongoing Entrepreneurial career.
- * Your M.O.M Entrepreneurial career can survive without promotional volume, but failure to create real volume, by not acquiring legitimate customers or not using all your own products, can lead to the collapse of your entire.



STOP DOUBTING YOURSELF, WORK HARD, AND MAKE IT HAPPEN.

- * M.O.M Entrepreneurial career is of building Independent Social Entrepreneurs building their own frontlines and teaching their people to duplicate the process.
- * If each M.O.M Independent Social Entrepreneur builds his own frontline, following the advice, "Go wide fast," the depth will take care of itself, and the cream will always rise to the top.
- * Be there for your front line to render moral support, coaching and assistance in closing their prospects, but don't try to do for them what they must do for themselves.
- * Success comes to people with leadership skills, a sound vision, enthusiasm, and the willingness to put forth the effort to build an organization and find others who will do the same.

FOLLOW YOUR UP LINE LEADER

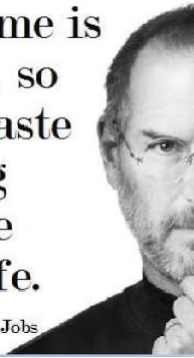
- * Talk to your leader about his success story in M.O.M.
- * Share his experience with your team member also
- * Ask about the dreams of your leader
- * Understand how he had overcome the various difficulties when he was a new distributor.
- * Find out the various reasons based on which, he was consistently and continuously built M.O.M
- * Learn how he handled objections.
- * Ask him about the various negativity and pitfalls in this entrepreneurial opportunity.
- * Spend enough time with your leaders and duplicate his methodologies.
- * Sometime, your leader can be your role model, mentor and guide also.
- * Motivate your leaders also and show your enthusiasm.
- * Be always, mutually advantageous with your leaders.

PROFESSIONAL LIFE WITH PERSONAL LIFE

- * Manage professional timings vis a vis personal timings.
- * Your family is equally important like your entrepreneurial career.
- * M.O.M entrepreneurial career gives you leverage to spend quality time with your family also.
- * If you are doing M.O.M in part time, then you have 3 responsibilities.
 1. Managing your full time work
 2. Managing your part-time entrepreneurial career time in M.O.M.
 3. Managing your family.
- * Everybody are gifted the equal time of 24 hours.
- * You have to take initiatives to divide your timings between your family life and entrepreneurial career.
- * Sometimes, entrepreneurial timings takes more time because of its intensiveness and extensiveness. You may be also travelling to lot of places.
- * Keep communicating to your family about your whereabouts.
- * Keep your schedule intact, so that you meet the essential requirements of your family like children's education and family events.
- * It is your responsibility to see that both are given due respect without compromising each other.

Your time is limited, so don't waste it living someone else's life.

~ Steve Jobs



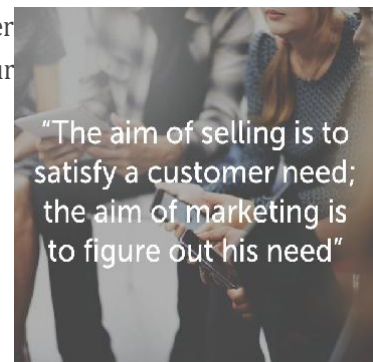
**BELIEF +
WORK ETHIC =
RESULTS!**

LEADERSHIP INSTITUTE



"The aim of marketing is to reduce the need for selling"

- * M.O.M Entrepreneurial career requires an upbeat, enthusiastic person who will in turn attract others seeking their own well-being.
- * The disappointment about those who fail to show up at Entrepreneurial career Opportunity meetings or, worse, those who quit, can be alleviated by putting your energy into approaching a greater number of new prospects.
- * Don't waste your energy supporting those who resist you, just think 'next' and move on.
- * Work with people who show an interest and will keep your spirits up.
- * If you feel like quitting from M.O.M, call your leaders for support and encouragement.
- * Share your enthusiasm, never your negativity, with your front line.
- * In order for professionals to be successful in M.O.M Entrepreneurial career, they must be willing to use their reputations and credibility towards building their Entrepreneurial career. Denying their commitment to their warm markets will only set themselves up for failure.
- * These are the reasons to be proud and optimistic about sharing our Entrepreneurial career with others.
- * We have the only entrepreneurial home Entrepreneurial career with no upside limits and no serious downside risks.
- * Total time freedom goes in hand with the wealth and prosperity we achieve.
- * By working diligently in the beginning, we can ultimately have a stress-free life.
- * Recognition and travel await all those who are successful in building the M.O.M Entrepreneurial career.
- * In M.O.M Entrepreneurial career, recognition is derived from things in life truly matter, such as helping people make their lives work.
 1. If you attempt to recruit others while in a state of depression, your efforts will be futile.
 2. You alone have control over your attitude. If you exercise that control, adjusting your attitude from the inside, then your outward behavior will naturally follow.
- * Change your attitude and eliminate depression, we encourage you to
 1. Avoid watching useless television programmers.
 2. Read uplifting books.
 3. Listen to inspirational tapes and CDs of M.O.M.
 4. Only speak and think to yourself in a positive, uplifting manner.
 5. Recall positive emotional experiences from the past.
 6. Focus on the future, not on past disappointments that limit possibilities.
 7. Set goals and use affirmations to reach those goals on a regular basis. Striving to visualize ourselves, as we want to be, is the first step towards change and growth.
 8. Avoid negative people or at least negotiate with them to avoid acting negatively around you.
- * Don't ever give up on your goals.



LEADERSHIP QUALITIES REQUIRED FOR M.O.M

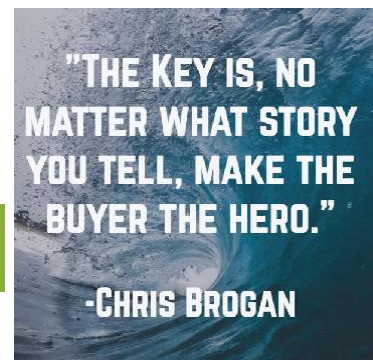
- * Mental ability.
- * Physical strength.
- * Intuition.
- * A Serenesoul.
- * A good physique and pleasing physiognomy.
- * Paradigmatic thinking.
- * Self –belief.
- * Communication ability.
- * Strategic analysis.
- * Team motivation.
- * Financial and business analysis.
- * People selection.
- * Balance and judgment
- * An independent spirit with good judgment.
- * Special signs of leadership such as a person exuding dignity, easy manners, self-respect and respect for others.
- * Good relationships with other social entrepreneur leaders.
- * Willingness and keenness to learn new things about anything relating to the M.O.M.
- * A well oriented private life.
- * Attractiveness, everybody wants to be his or her friends.

TREAT M.O.M AS A BUSINESS

- * Your attitude towards M.O.M Entrepreneurial career is very important.
- * Do not treat M.O.M Entrepreneurial career as a deal or a scheme or an obligation.
- * Small thinking, little expectations, narrow mindedness will give you, only small success in M.O.M.
- * The more serious you are, the more committed you are, the more extra work, the more effectiveness, the more entrepreneurial career like approach will give you more success in M.O.M.
- * 75% of people who don't make success is because they don't think M.O.M is a powerful Entrepreneurial career opportunity.
- * Don't be misguided by people who have failed
- * M.O.M entrepreneurial career is an independent opportunity given to you. You are the deciding authority of your success and failure
- * You are the 1st and the last man to decide about your future.
- * Treat M.O.M Entrepreneurial career as your own entrepreneurial career.

TREAT M.O.M BUSINESS OPPORTUNITY LIKE A 100% BUSINESS

- * Be proud to say others that you are doing M.O.M Entrepreneurial career.
- * Be proud to say others that you are going to become rich because of M.O.M.



- * Be proud to say others that you are doing M.O.M Entrepreneurial career.
- * Be proud to say others that you are going to become rich because of M.O.M.
- * Be proud to say others that your lifestyle is changing because of M.O.M Entrepreneurial career opportunity.
- * Be proud to say others, that you are able to change the lives of many people for better because of M.O.M entrepreneurial career opportunity
- * Be proud to say others, that because of M.O.M Entrepreneurial career opportunity you have helped your family, your society, your nation.
- * Be proud to say others, WHAT'S LIFE WITHOUT M.O.M.

BUSINESS DEVELOPMENT SKILLS FOR M.O.M

- * Understanding the five golden rules of communication.
- * What we sell and what our distributor expects.
- * The sequential planned sale.
- * Preparation and planning
- * Pre-approach work
- * Criteria for purchasing
- * Making an effective presentation
- * Building agreement and reinforcing needs.
- * Effective closing.
- * Building long term good distributor relationship
- * Setting targets and achieving them
- * Identifying marketing mix and selling.
- * Trouble shooting
- * Positive behavioral techniques.
- * Delegating individual action plan
- * The qualities of success.
- * The role and function of entrepreneur
- * Making the change of being an entrepreneur.

BUSINESS DEVELOPMENT SKILLS FOR M.O.M DISTRIBUTORS

- * Managerial attitudes.
- * Leadership dimensions.
- * Team leadership.
- * Delegation and work allocation.
- * Techniques of motivations
- * Managing time and self-organization
- * Patterns of communication.
- * Training and developing frontline independent M.O.M entrepreneur
- * Controlling the operation.
- * Self-development techniques.
- * Creating the right appointments
- * Assessing and appraising frontline independent M.O.M entrepreneur.

“Never Depend on Single Income. Make Investment to Create a Second Source.”

- Warren Buffett



“You don't have to be great to start, but you have to start to be great.”

Zig Ziglar



Sales
Go up and down

Service
Stays forever



- * The different leadership styles.
- * Understanding M.O.M entrepreneurial career.
- * Potential and performance programming.
- * Problem solving
- * The strategy workshop
- * Amway leadership grid.

MANAGERIAL TRAITS TO BECOME TOP M.O.M LEADER

GROUP A

- 001 – Supporting M.O.M Top Management
- 002 – Total Quality Management
- 03 – Business Process
- 04 – Feedback consulting – Supporting self-directed teams
- 005 – Designing Reward System
- 006 – Performance Appraisals System
- 007 – Human Potential Management
- 08 – Understanding the M.O.M Corporate Culture

Group B

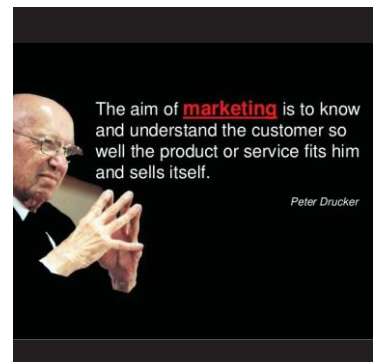
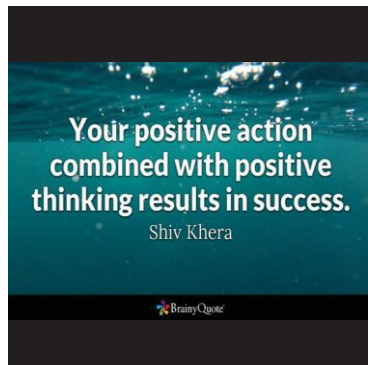
- 09 – Tough Minded Management
- 10 – Managing Non Performing INDEPENDENT M.O.M ENTREPRENEURS
- 11 – Emotional Participation
- 012 – 80:20 Formula
- 013 – Problem Solving / Stress Management
- 014 – Understanding Human Personality

Group C

- 015 – Role Analysis and Responsibility
- 016 – Team Building – Goal Setting
- 017 – Quality of Worklife – Creativity & Innovativeness
- 018 – Assertiveness
- 19 – Personal Success Skills
- 20 – Managing Personal Life and Professional Life
- 021 – Economics of Behaviours
- 22 – Attitude Re-engineering

Group D

- 23 – Conducting Training and Counselling for Independent M.O.M Entrepreneurs
- 24 – Negotiating Skills
- 25 – Managing INDEPENDENT M.O.M ENTREPRENEURS
- 26 – Managing Difficult INDEPENDENT M.O.M ENTREPRENEURS
- 027 – Effective and Advance Selling Skills
- 028 – Practical Public Relations
- 029 – Selling Insurance and Other Service Related Products
- 030 – Relationship Management



- 31 – Closing Tactics
- 32 – Amway Brand Management 033
- Collective Bargaining

Group E

- 34 – Coaching and Counselling
- 35 – Management of Culture of Different Parts of the Company
- 36 – Transforming Ordinary INDEPENDENT M.O.MENTREPRE- NEURs into a Successful Leader
- 37 – Integrating Technology into Working 038– Ensuring the Training Effectiveness
- 039 – How to Setup and Manage Independent Meetings

IGNORING REJECTION IN M.O.M BUSINESS

- * Failure in M.O.M often results from individual's problem only.
- * The M.O.M New Independent Social Entrepreneur's argumentative approach in recruiting fronting leaders who have already made it obvious that the timing is not right in their lives.
- * The mistaken belief that the goal is to overcome objections, sign up people at all cost, then drag them across the finish line through motivation and management systems.
- * If warm or cold market prospects are approached properly, they will only reject your offer, if your timing is not right, in which case you want to gently bank off and re approach them every six months.
- * Rejection is not your ally, not your adversary, and if handled properly, it will expedite your recruiting activities and actually set you up for a positive outcome.
- * Don't talk about M.O.M Entrepreneurial career with friends or relatives until after you have made a commitment and have been trained.
- * As you begin talking to prospects about M.O.M, you have the choice of creating one of two mind-sets.
- * You can strive to be well received by those you approach by setting yourself up for a friendly callback.
- * You can try to avoid the pain of rejection by saying nothing doing nothing, being nothing.
- * Persistence, coupled with absolute belief, can never be defeated.
- * When you are not getting the support that you desire from family and friends, begin first by focusing on your own attitude and changes in their behavior will naturally follow.
- * Once you are trained by M.O.M, begin immediately by picking up the phone and calling the people on your list.
- * Don't let "call reluctance" and the fear of rejection stop you before you start on your adventure in network marketing.
- * Rely on the credibility of your leaders.
- * Remember, you are in M.O.M Entrepreneurial career for yourself, but you are never in Entrepreneurial career by yourself.
- * As their sponsor, prospects look to you as their mentor and leader.
- * If you are feeling low self-esteem, read, study, listen to tapes, attend motivational seminars conducted by M.O.M, and do all that you can to continue working on your personal growth.

Marketing is no longer about the stuff that you make, but about the stories you tell.

SETH GODIN

CONFIDENCE

"If you fight hard, know who you are, and are proud of who you are, you've got a good chance of winning."

W. Lincoln Hawkins
AT&T Bell Laboratories

Don't worry about failures, worry about the chances you miss when you don't even try.

- Jack Canfield

- * As you grow personally, so will your M.O.M Entrepreneurial career and as your Entrepreneurial career, will you.
- * Building too slowly is discouraging, and often results in people focusing on those who rejected the opportunity rather than on those who accepted an invitation to look at the Entrepreneurial career.
- * The growth of your M.O.M Entrepreneurial career will be indirect proportion to the numbers of the numbers of people you are prospecting on a regular, daily basis.
- * M.O.M Entrepreneurial career is a number game after the first 90 days of warm marketing. It becomes an Entrepreneurial career once Independent Social Entrepreneurs begin interacting with their sponsors to build their organizations.
- * Rejection is not to be taken personally, but merely as an indication that the timing is not right in people's lives.
- * Persevere with every ounce of enthusiasm in order to give yourself the necessary excitement to do M.O.M Entrepreneurial career in the right way.
- * Prospecting small numbers makes the act of rejection bigger than life; prospecting large number focuses your attention on those who said yes.
- * Don't make the mistake of presenting too narrow a focus, that is, by promoting a single product or just one division of the Company. Create wide appeal by stressing leveraged income and time freedom based on generating orders of commonly used products and services.
- * When retailing offer the front lines, the opportunity to redirect their spending on commonly used products they are already using.

POSSIBLE REASONS FOR FAILURE IN M.O.M BUSINESS

- * No written goals- you do not know what you want to achieve in your life
- * No directions- you do not know, where to go and how to go
- * No vision- you don't have any inspiration and purpose in your life
- * No dreams – you have no interest in your life
- * No commitment- you are not serious about your life, and you are mentally, physically and consciously lazy.
- * No consistency – you don't want to continue and would like to quit within 100 days of M.O.M business.
- * Selfishness- Don't want to work hard and want to earn without working and by making only others to work.
- * Not doing business on a daily basis
- * Being jealous about other's earning.
- * Blames others and finds fault with the company.
- * Unrealistic expectations by putting little effort and expecting more returns.
- * Too impatient – want to make fast money – big money without putting necessary effort and time.
- * Complaining too much about small issues like an immature person.
- * Easily influenced by negative comments by others friends, relatives and other family members.
- * Not able to be optimistic because of natural inhibitions.
- * Always giving many excuses.

SET SOME GOALS
THEN SMASH
RIGHT THROUGH
THEM

POSTFILMDESIGN.COM

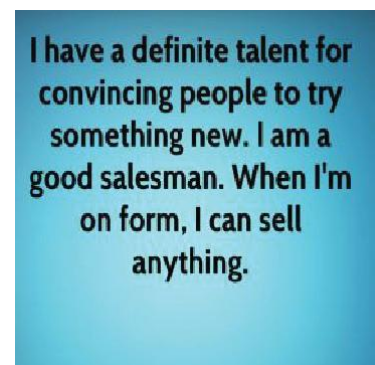
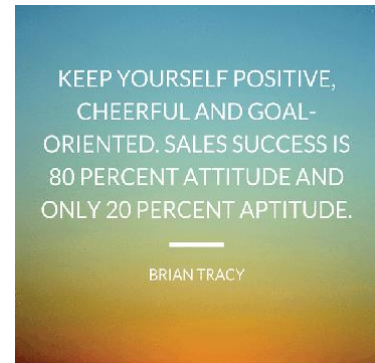
Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.

nestmille.com

Philip Kotler

**"CONSUMERS
DO NOT BUY
PRODUCTS.
THEY BUY
PRODUCT
BENEFITS."**

- * Being egoistic and think that we know everything.
- * Keeps switching to other business opportunities without any consistency.
- * Planning to create more leaders under you without you being a leader.
- * Being unorganized with unnecessary documents and moving with wrong people.
- * Not able to keep proper records about the transactions in business, finance, expenses, schedules, events, programmes etc.
- * Only interested in personal profit.
- * Don't care about company's image and values, customers' needs and wants and expectation and fulfillment of the downlines.
- * Lack of knowledge about M.O.M business opportunity and its systems and its methodology.
- * Spend more time in private, not being available for your team members, leaders and organizational demands.
- * Not communicating properly.
- * Fail to create agreements and appointments.
- * Don't have the responsibility to explain why.
- * Not following up the prospects according to their timings and convenience.
- * Gets discouraged by small problems and inconveniences and serious fluctuations in enthusiasm levels.
- * Talking bad about other companies and competitors.
- * Don't have self-esteem.
- * Not wearing proper dress.
- * Not having proper image.
- * Distributing unprofessional printing materials and other publicity materials.
- * Poor knowledge about the M.O.M products and therefore representing as a poor example to others about the benefits and advantages of the products.
- * Don't know how to handle complaints of your team.
- * Do not know how to praise others and achievements.
- * Spending too much times with negative people and therefore losing your valuable time.
- * Passing of sensitive information to others without any time sensitivity.
- * Expecting too much perfection from others.
- * Not following up day to day and latest information about the company's development.
- * Physically unfit and therefore lacks energy.
- * Believing in rumors.
- * Not checking the facts and figures.
- * Not interested to be the best.
- * Unwilling to take personal responsibility in promoting your own team development.
- * Lack of leadership capacity, therefore not able to manage people according to their capacity.
- * Lack of winning attitude.
- * Lack of personal effectiveness.
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FREQUENTLY ASKED QUESTIONS BY THE EXISTING AND THE PROSPECTIVE M.O.M DISTRIBUTORS

1. THERE are many Network marketing companies in India. WHAT is the specialty of M.O.M and WHY I should choose M.O.M?
2. WHAT is the History of M.O.M – WHAT are the various achievements of M.O.M?
3. HOW many distributors are already doing business in M.O.M?
4. HOW many products are there in M.O.M?
5. PEOPLE say that, M.O.M has created many rich people and millionaires. How many people are there like this?
6. ARE all the distributors doing successful business in M.O.M? WHAT percentage are successful?
7. IF I DO business sincerely, systematically, step by step, WHAT will be my average income per month?
8. WHAT type of products are being sold in M.O.M? CAN I choose a product of my choice?
9. ARE you having standard product?
10. DOES M.O.M manufacture any products of its own?
11. WHAT is the difference of buying products from M.O.M and buying from other companies?
12. CAN I buy the product directly from your showroom?
13. WHAT method I should adopt to purchase from M.O.M showroom?
14. How much time will it take for the product to be delivered to me?
15. WHAT do you mean by income planning in M.O.M? How the company pays the income on a monthly basis continuously?
16. IF I am doing business, in M.O.M, IF I do not know how to do business, will M.O.M train me to know the business methods?
17. WE were told that, M.O.M leaders will lead us to become successful. How they will train me and guide me and WHAT should I do?
18. IS it possible to become successful in M.O.M without the support of M.O.M?
19. CAN I exchange my products or return my products if I am not satisfied?
20. WILL there be special training to sell products like Insurance and other service related products?
21. WHY the prices of the product sold in M.O.M are slightly higher than the prices sold in other traditional showrooms?
22. THERE is a general assumption that, doing business in India is difficult. Will it also be difficult to do business in M.O.M?
23. WE were told in the Business Meeting that this is not a traditional business? Then what is the difference between M.O.M business and traditional business?
24. WE were told that M.O.M is a Multinational company? WHAT is Multi-National?
25. WE were told that, generally in India it is difficult to be successful in direct marketing because of competition, customer's opinion and Government's interference. Will I have that kind of problem in INDIA?

Your most unhappy customers are your **greatest** source of learning

Bill Gates

“Just keep moving forward and don't give a shit about what anybody thinks. Do what you have to do, for you.”

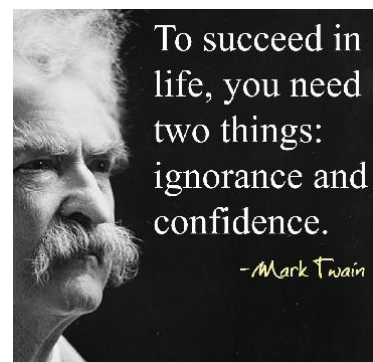
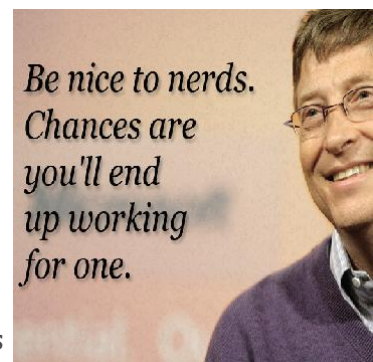
- Johnny Depp
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Coaching is the universal language of change and learning.

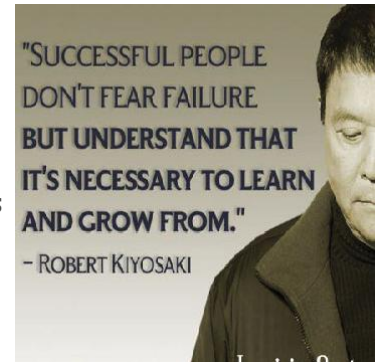
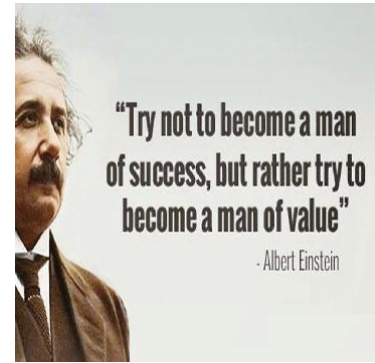
CNN

26. WHAT do you mean by Business Meetings, Conventions and Business Leadership Seminar? Will I be invited?
27. WHEN I want to purchase product in M.O.M, should I pay in Cash/Cheque or DD.
28. WHAT type of training support is provided by M.O.M?
29. Do you provide training even for the new distributors?
30. WILL there be new products in M.O.M? WHAT type of products are in the planning?
31. WHERE are M.O.M showrooms in India?
32. CAN I purchase M.O.M products from any showroom?
33. I am living in a small village. CAN I also get support from M.O.M?
34. What are the different levels of achievement? How soon I CAN become a successful distributor.
35. WHAT type of leadership I should provide to my frontline?
36. Is it necessary that, all the downlines should work sincerely for me to become successful in M.O.M?
37. WHAT are the tax formalities?
38. DOES the products offered by M.O.M adhere to respective standards prescribed by the ISL, QUALITY and Government?
39. GENERALLY People say, direct marketing companies does not last. WHAT is the vision and future plan of M.O.M?
40. If I am not satisfied with products and services CAN I return it back and get reimbursed. What are norms?
41. WHAT are the additional benefits and motivational tools for achievers provided by M.O.M?
42. WHY people quit M.O.M?
43. WHAT is the difference between Conventional marketing and direct Marketing?
44. IS it necessary to participate in Business Meetings and other meetings?
45. GENERALLY, I have heard a lot of people quitting direct marketing business WHAT is the reason?
46. What is the difference between traditional marketing, direct marketing, multi-level marketing and referral marketing?
47. IS M.O.M recognized by Govt. and other authorities?
48. WHAT type of training material is provided by M.O.M?
49. CAN I view M.O.M WEBSITE?
50. HOW to register for distributorship?
51. WHAT is the social objective of M.O.M? WHAT are the social activities done by M.O.M?
52. HOW many people have been benefited through social activities of M.O.M?
53. HOW business volume is calculated?
54. WHY M.O.M is not giving advertisement? Can i advertise me in M.O.M business?
55. CAN I print my visiting card and literatures to promote M.O.M business?
56. IF i am not well educated CAN I become successful?
57. I have only very few contacts – CAN I be successful in M.O.M?
58. I am in Govt. service CAN i do M.O.M business?
59. I have no business experience. Can i succeed in M.O.M?

Ability
is what you are capable of doing.
Motivation
determines what you do.
Attitude
determines how well you do it.



60. CAN I put my family members in M.O.M?
61. Why there is a negative opinion among people about MLM and Network marketing in INDIA?
62. IF I have to do part time business in M.O.M, how many hours I should devote?
63. TO what type of people should I talk about M.O.M?
64. WHAT type of people are not suitable to do M.O.M business?
65. WHAT type of objections generally I have to face?
66. WHAT type of qualities are required to become successful in M.O.M?
67. HOW frequently should I meet my leaders?
68. CAN I introduce M.O.M distributors in any part of the country?
69. CAN I do M.O.M business from my house?
70. WHAT will be my average expense to do M.O.M business?
71. I heard that M.O.M has created more rich people. Can I meet and get suggestions from them?
72. WHO is the owner and promoter of M.O.M?
73. IF I don't have enough money to start M.O.M what should I do?
74. IF I'm an independent distributor, what are the rules applicable to me?
75. WHAT can I say about a company's insurance products?
76. IS there any associations for direct selling companies in India?
77. Which is more important: sponsoring or selling?
78. IS M.O.M registered in all the states?
79. Where can I get full knowledge about direct marketing?
80. How many companies are there in India like M.O.M?
81. APPROXIMATELY TELY how many people must be doing Direct Marketing Business in India?
82. UNDER what condition, I will become a disqualified person in M.O.M?
83. CAN I do business in my own name or with partnership or start in a company's name?
84. HOW frequently I have to visit the ADC office?
85. CAN I become a full time independent distributor in M.O.M?
86. CAN I come out from my present job and take M.O.M business as a full time business opportunity?
87. WHEN people lack faith and trust, how to motivate them?
88. CAN I nominate my kins to receive my incentive continuously even after me?
89. CAN I become distributor in one place and do another business in other part of the country?
90. CAN I do Direct Marketing in more than one business?
91. CAN MY spouse and I do different business?
92. CAN I meet the owner or Managing Director of M.O.M?
93. IF I really, want to become success in M.O.M very fast, what additional steps I have to take.
94. HOW M.O.M Business to the development of the Nation by increasing the Per Capita income and helping individual families to achieve financial freedom?
95. WHAT special qualities I should develop to be successful in M.O.M?



96. IS M.O.M having special marketing plan?
97. IF my leader is not supporting me. HOW can I develop?
98. HOW frequently there will be a get together of distributors from different places?
99. WHAT is the development plan in M.O.M?
100. Is it possible for me to achieve better than my leaders?

CAN YOU DO SOMETHING FOR YOURSELF. FOR YOUR FAMILY, FOR YOUR SOCIETY, FOR YOUR NATION.

M.O.M VISION MISSION STATEMENT

Business, in our country is not merely an activity for individual profit. In the Indian milieu, a business person is the custodian of the vital interest of the vital interests of society.

Mahatma Gandhi articulated this view in his inimitable way. He called on business leaders to consider themselves trustees of the society's wealth. Given this background, the concept of social partnership comes naturally to us.

We know that this is the ideal. Reality is somewhat different. Therefore, business must redefine its location in our social fabric. Because a revolution of galloping aspirations and rising consciousness is sweeping our planet. Because an island of prosperity is unsustainable in an ocean of poverty. Because profits cannot rise by keeping prices abnormally high. Because business no longer thrive if it remains insensitive to the needs of the society. This has begun to dawn powerfully as the old world yields to the new, as Newton gave way to Einstein, as the Industrial age is overwhelmed by the knowledge age.

The spirit of "take" permeated the old world.
The spirit of "partake" favors the ethos of the new world.

In the old world, society was divided into the haves and the have-nots. One class produces surplus value, and another appropriates it. This paradigm has changed dramatically. In the new world, partnership is the cornerstone of business ethos.

Successful people do less:

EXTRAMARKETING.COM

1. Complaining
2. Blaming
3. Arguing
4. Bragging
5. Resenting
6. Yelling
7. Interrupting
8. Taking
9. Judging
10. Lying

Successful people are not gifted; they just work hard, then succeed on purpose.

Work hard and don't allow anyone to make you feel bad for your success.

INSTAGRAM - THEGOODQUOTE

Philanthropy was the cornerstone of the old world.
Sustainable development, human dignity and business ethics are the philosophy of the new world.

In the old world, kindness manifested itself as charity.
In the new world, empowerment is the enlightened approach.
Earlier, the accent was on building schools; hospitals and homes for the indigent.

Now, education, health, shelter and needs of the needs of the physically challenged are recognized as basic human rights.

These are fundamental changes.
Economic prosperity, environmental quality and social equity have become integral to the business society interface in the new world order.

Responsible companies now present triple bottom lines in their annual reports- financial, environmental and social.

Financial investors increasingly take a negative view of socially irresponsible organizations and shy away from 'sin stocks'.

Of course, this is not enough.
Even now, society and business are viewed as two distinct activities trying to engage each other. That is a far cry from true and vibrant partnership. Therefore, much more needs to be done.
Business and NGOs still relate to each in a confrontational mode. They must change.

Business organizations must place corporate under greater scrutiny especially in their use of natural resources and human rights abuses. This is as it should be.

Business must now frown upon it.
Similarly, they must also change their mindset.
Society as a whole will be benefited if they work in the true spirit of cooperation.

**Successful people
build each other up.
They motivate, inspire,
and push each other.
Unsuccessful people
just hate, blame, and
complain.**

There is a **big
difference**
between
"CAN'T"
and
**"IT JUST ISN'T A
HIGH PRIORITY"**



**THIS PROJECT IS DEDICATED TO THE YOUTH THE
FUTURE OF OUR COUNTRY
TO SHARE A NEW TOMORROW THROUGH
THEIR QUEST FOR LEADERSHIP &
ENTREPRENEURSHIP**

Never was the time in the history of India, there was so much need to understand, evaluate and harness the human resource as today.

What this great nation will henceforth depend on is not the material resources or political stability but on our ability to create a climate where individuals can draw upon their infinite capacity and contribute to the prosperity of the self and the nation.

**CAN YOU TAKE THE RIGHT DECISION YOUR
ENVIRONMENT NEEDS TODAY AND
PRESERVE IT FOR THE DAYS TO COME?
WE ARE CALLING ALL THOSE CITIZENS WHO
WOULD CARE FOR THE COUNTRY TODAY,
TOMORROW AND FOREVER.**

