

“THE PRICE OF THE PROMISE”

Let me tell you a story... Mark Yarnell, minister in a small town in Texas, was headed for bankruptcy and just about to lose his car and home. He looked for a way out and discovered Network Marketing. Luckily, he had a wise sponsor. The sponsor gave Mark **“THE PROMISE”**, **“THIS BUSINESS CAN SET YOU FREE FINANCIALLY IN ONE TO THREE YEARS.”** But he also gave him **“THE PRICE”**, **“TO SUCCEED, YOU WILL HAVE TO FACE AND CONQUER 4 MAJOR ENEMIES.”**

Mark said, **“It’s a deal.”**

He then invited 200 friends over to his house to watch a video. 80 said **“No, not interested.”**

Mark had encountered **ENEMY #1: Rejection.**

He thought, **“No problem. My sponsor warned me about that. I’ve got 120 people still coming over.”**

Guess what? 50 didn’t show up. He had just met **ENEMY #2: Deception.**

Mark thought, **“No problem, my sponsor warned me about that. I’ve got 70 people who watched the tape.”** Guess what? 57 said, **“Not interested.”** He had just encountered

ENEMY #3: Discouragement.

Undaunted, Mark thought, **“No problem. 13 people signed up.”**

Guess what? 12 of them dropped out of the business shortly thereafter.

ENEMY #4: Attrition;

This left mark with just one serious associate. To this day, that **SINGLE** distributor earns Mark over **\$50,000** per month!

You may have heard of Bill Britt, one of the most successful distributors in Amway. Some years ago, 20/20 did a feature story on Amway. They spent 19 minutes interviewing whiners and complainers – several distributors who had failed and showed their garages that were full of products that they couldn’t sell.

During the last minute of the show, Mr. Britt was interviewed in front of his palatial home. He was asked, **“Mr. Britt, this business has obviously worked for you. What’s your secret?”**

He replied, **“There is no secret. I simply showed the plan to 1200 hundred people. About 900 said, ‘No,’ and only about 300 signed up. Out of those 300, only 85 did ANYTHING at all. Out of those 85 only 35 were serious, and out of those 35, 11 of them made me a millionaire!”** Like Mark Yarnell, Bill Britt worked through the numbers.

Jason Boreyko, now President of New Vision, told this story recently... When he was a distributor in Matol, he signed up 50 people. He heard a lot of **“No’s”** on the way to those 50. Jason took one man, who he knew would be terrific in the business, to lunch to tell him about the business and the man said, **“No.”** Jason took the man to lunch again the next month and told him the updates. Once again the man said, **“No.”** Jason sent him some more information and took him to lunch again the next month. And again the man said,

“No.” That went on for six months. The seventh month, something had changed for the man, and he said, “Yes.” That man made Jason over one million dollars. Jason also worked through his numbers.

According to Richard Poe in “Wave Three”, while starting Amway, Rich Devos and Jay Van Andel, America’s eleventh richest people, recruited 500 people. 495 dropped out. The five that didn’t quit built Amway. All \$7 Billion of Amway’s business was built under those 5 people. Jay and Rich had to work through their numbers. There are many similar stories.

Here’s the lesson:

Your success is directly related to the degree to which you are willing to work through YOUR numbers to find others like yourself who are committed to succeed. Mark Yarnell’s odds were 1 out of 200. Bill Britt’s were 11 out of 1200. Jason Boreyko’s odds were 1 out of 50. Would you be willing to go through 200 people to find the 1 person who will make you \$50,000 a month? Or go through 200 people to become a millionaire? Or hear uncounted “No’s” to sign up 50 people to find a million dollar person? I hope you will...It’s easier when you know the odds up front.

But here’s the catch...You have your own set of odds and you won’t know what they are until AFTER YOU’VE SUCCEEDED! So, if you’ve gone through 50 or 100 people and you haven’t found your ONE serious person yet, you can either give up and assume the business doesn’t work, or recognize that you are just working through your OWN numbers and will one day tell YOUR STORY!

It’s your choice.

THE END

