

Market America Seminar

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When people say they have a problem with herbs and things that come from plants, ask them if they are aware that Aspirin come from white willow bark, or that digitalis comes from foxglove. Many drugs are derived from plants.

The Basic Five

1. **Attitude & Knowledge**
2. **Goals and Goal Setting**
3. **Retailing**
4. **Recruiting and Sponsoring**
5. **Follow up and ABC Pattern**

1. Attitude

- Attitude is everything!
- Learn to have the attitude that you are the best at what you do.
- People will sense your fear(s).
- How you develop attitude
 - Develop your “Why” – Why would you do this? Why...
 1. Journal every day. Get a journal and divide it into two. In the front, list the things you hate/dislike about your daily life. Get angry about the things in your life that you hate/dislike. Use this to motivate you to do something about it! In the back, list the things you wish you had – “I can’t wait until...” Again, use this to motivate you to do something about it!
 - Treat your business like a profession.
 1. Treat it like a million dollar business.
 2. Consistency is the key.
 - Commitment – The bigger the commitment, the bigger the reward.
 - Do whatever it takes!!!
 - Don’t care so much about what other people think. Do what is right for you!!!
 - Posture yourself as someone successful, but DO NOT HAVE EGO!!!
 - Watch what you say. Get rid of “hopefully..., I wish..., must be nice.
 - You want people to want what you have.
 - Stand out! How do people see you?
 - Be excellent! Be fantastic!
- The Positive Mental Attitude (PMA) Challenge:
 - i. When someone asks you how you are doing, your answer must be better than “good,” or “very good.” Say, “Great, Fantastic, Couldn’t be better...”
- Don’t blame anyone else for where you are. You are where you are because of you and you will be where you will be because of you. Your future is entirely up to you.
- Everything happens for a reason. When resistance, or challenge comes into your life, ask yourself, what can I learn from this, and also understand that the challenges in our lives help us to become stronger.
- You get what you think about most.

- Be careful who you hang around with. Who is your circle of influence? Your income is the average of the 10 people you are around the most. Your circle of influence should be people who have what you want, and who you can learn from.
- Improve yourself.
 - i. Seminars – one a month
 - ii. Tapes and CD's – two a week
 - iii. Career Manual – library – a chapter a week
 - iv. Association with positive people
- Choose to succeed or choose to fail.
- Sell tickets to events – minimum of 3 for every event.
 - i. During the recruiting process.
 - ii. At the sign up appointment.
 - iii. By calling your stable, and waiting, distributors
 - 100% of the people you bring to the seminar come. Either bring your guests, or ask to ride with them.

2. Goals

- Develop a goal statement
 - i. What you want.
 - ii. When you want it.
 - iii. What you will give to ever come it.
 - iv. A detailed plan to get there.
 - v. Write out each of these (i.-iv.) and read it out loud with passion and conviction at least twice a day.
 - What is your life like? What do you want it to be like? When do you get up? Where do you travel to, and who do you travel with? These are the kind of things that should be in your journal.
 - DREAM BIG!!! Visualize it regularly. Put pictures up all around your house and in your car. What do you want and when do you want it?
- Goals are dreams with a deadline.
- Write your goal statement like it is a novel.
- Don't think "I can't."
- Use future, present tense – be specific.
 - It is January 1, 2007 and I just paid cash for the house of my dreams with five bedrooms, three bathrooms, a den...
 - Be realistic → What is that??? There is no such thing! Dream big!!! If you could be anywhere, at any time, and with anyone you wanted to be with, what would that look like?
- By achieving the monthly goal, every month, you automatically achieve the yearly goal. Break your goals down into smaller steps. How do you eat an elephant? One bite at a time.

3. Retail

- ✓ Use and share the products.
- ✓ Transfer buy.
- ✓ Tell stories.
- ✓ Specialize in a store.
- ✓ Use Merchandizing Tools & Techniques.

- ✓ Preferred customer program
- Check out Glamour magazine – this month on page 183
- Customer service is everything! Give excellent customer service! When someone orders off your website, within 24 hours, call and tell them that they just placed an order from your Market America web portal and you were just calling to see if they got exactly what they wanted. See if they needed any help with anything. Also inform them that the more they buy from your portal, the more they will receive in discounts.
- Show your products.
- Know your products.
 - ✚ Isotonics – Means the same pressure as the pressure in your body and therefore is something that the stomach recognizes as the same as your body pressure and passes it directly through the stomach and into the small intestine where it will be absorbed at 90-95%! Is that awesome, or what!
 - i. These are to be taken on an empty stomach before anything is put in the mouth (toothpaste, water, or anything else). When you put anything into the body that is not isotonic, the stomach valve shuts down for 40 minutes to 8 hours. Put a level cap full (the small cap that screws onto the isotonics bottle) into the measuring cup that came on top of the isotonics bottle. Fill it with filtered, or distilled water, to the white line and stir. Repeat this for each capful you are taking. When you drink the isotonics cocktail, there will be sediment in the bottom. Do not add water to the sediment and drink it as it will change the formula and your cocktail will no longer be an isotonic. The sediment is a filler to help mix your cocktail and is not something you drink.
 - ii. A pill is absorbed at 0-33%. Centrum is absorbed at 0%.

1. <u>GNC</u>	<u>OURS</u>
OPC-1 (Grape Seed Extract)	OPC-3
30mg @ 10% absorption	125g isotonics @ 95%
= 3 mg being absorbed	= 118 mg being absorbed
\$27/month	\$23/month
 - iii. You cannot take too much isotonics. They are water soluble. The vitamins that are not water soluble are A,D,E, & K. These will build up in the body and become toxic if taken in too high of dose. About the worst you will see is taking too much Vitamin C = diarrhea.
 - iv. A normal cell has eight electrons around it. Anything metabolic will remove one of the electrons which, in turn, will cause a free radical. When a cell is missing an electron, it will steal an electron from another cell close by, and then that one will steal an electron from another, and so on. This starts a domino effect. This speeds up the aging process. OPC-3 fills in the holes from the missing electrons and stops free radical and the aging process. OPC-3 does not heal the body. It helps the body to function the way it is supposed to. The body's job is to always go towards a state of normal = homeostasis.
 - v. What happens to the flow of water through a pipe that is rusted? The flow is diminished. This is the same with clogged arteries. Normal blood flow is decreased.
 - vi. When free radicals destroy the nucleus of a cell, two things happen:
 1. The cell slows down reproduction.
 2. The cell increases in reproduction.

- a. Both of these result in cancer!
- b. One puff of a cigarette = 10 to the 27 power of free radicals.

✚ OPC's

- i. Removes the free radicals
- ii. Allows the body to heal itself
- iii. Is not high in sugar content. The sugar is a non-glycemic sugar and does not affect the blood sugar. One dose is equivalent to about the same amount of sugar in 2 grapes.

✚ Probiotic

- i. Take with food. Having the right mixture is not important. You can add to juice if you want to.
- ii. Good for irritable bowel syndrome.
- iii. Good for any gut problems.
- iv. Probiotic replaces the good bacteria. This is good to take when taking antibiotics as antibiotics destroy both good and bad bacteria. Bacteria transfer nutrients into the blood. We all have tons of bacteria in our bodies.

✚ B12 with Folic Acid (B complete = B complex)

- i. Good for females capable of getting pregnant. Research shows that about 90% of neural tube defects could be avoided if the mom was taking a B complex before conception. Most neural tube defects occur at the time of conception. All women capable of getting pregnant should be on this product!!!
- ii. Good for hangovers.
- iii. Good for anyone under stress.

✚ Calcium

- i. In order for calcium to be absorbed:
 - 1. It needs acid to break it down.
 - 2. It needs magnesium to get it onto the blood stream.
 - 3. It needs Vitamin D3 to get it into the blood stream.

Our calcium is already broken down and does not need acid.

A normal serving size is one capful 2 times a day - once in the morning and once in the evening. During the day, calcium comes out of the bones and therefore needs to be replaced. During the evening, calcium is put back into the bones and should be taken for storage for the next day. Calcium in the evening will also help to relax muscles and therefore help you to sleep better. There are two purposes of your skeletal system, structure, and function.

- ii. Tums is not a source of calcium available for the body to absorb. Tums is an antacid so the calcium does not get broken down. When an antacid is taken, the body recognizes the absence of acid (increased pH) in the stomach (a normal process) and produces more. The more Tums taken, the more acid produced. Acid secreting cells = heartburn, and long term heartburn = ulcers. Read the label – this is a warning on the label. In the absence of acid, the calcium is coated with water and cannot be absorbed. Also, Tums has no magnesium or Vitamin D3, which are necessary for absorption.

✚ Aloe

- i. Heartburn is not a problem with too much acid in the stomach, it is a problem with the stomach lining.
- ii. Aloe helps to reline the stomach and the gut.
- iii. The regular and the apple/cranberry work better than the strawberry/kiwi.
- iv. Take 2 bottles as directed until gone.

✚ Greens

- i. These are supplements are not meant to replace vegetables.
- ii. Normal is 9 servings of vegetables a day.
- iii. These are high in antioxidants and will help to give you energy.

✚ Glucosatin

- i. This helps to reverse and help with the breakdown of cartilage. (Generalized osteoarthritis, better known as degenerative joint disease) This is due to repetitive trauma, or wear and tear on joints.
- ii. Good for stiff or achy joints.
- iii. Pain relief in 1-2 days.
- iv. Should be taken for no less than 4 months. An active person should take it at least 8 months out of a year.
- v. Watch out for glucosamine sulfate with chondroitin sulfate. Chondroitin works great on horses, but not on humans! The molecule is too big for the human body to break down. It binds with glucosamine sulfate and therefore the glucosamine cannot be absorbed. It is a way to charge a higher price for a product and you will absorb less of the good stuff.

✚ CoQ10

- i. CoQ10 helps with conversion of ATP within the mitochondria cells. ATP is the source of energy for your cells. This increases your metabolism.
- ii. The activity within the first 15 minutes of your day will determine your metabolism for the day. If you get up immediately when your alarm goes off and do some kind of a workout for at least 15 minutes, it will set the pace for your metabolism for the day. If you just lay in bed when your alarm goes off, that will be the pace for your metabolism for the day.
- iii. When you skip meals, it puts your body into a “starvation mode” and the body will steal energy from the muscles. Since muscle burns fat, the more muscle is used for energy, the less fat you will burn. This will be a decrease in weight loss.
- iv. CoQ10 is excellent for conditions of the heart, especially congestive heart failure. It will strengthen the heart.
- v. CoQ10 is an antioxidant and is good for energy.
- vi. Karl Folkers, M.D. cured heart disease in 1991 with CoQ10 and had his license taken away for doing so.
- vii. When you stop producing cholesterol, you stop producing CoQ10. So, if you are going to take cholesterol lowering drugs, supplement CoQ10.

4. Prospecting and Recruiting

- ASK FOR REFERRALS!
- All about attitude!
- When someone asks, “How much are you making?” It is because of something you said that made them ask that question. You must treat it like a business. If you are asked this question, reply with, “You know what, if you would have told me a year ago that I would be where I am today, I wouldn’t have believed that. I have been in business for ___

- months and I am already in the black. Most businesses starting up are not in the black until about three years.
- Attitude comes before the money. It's not what you say, it's how you say it.
 - What is it? The answer to this will be different to each person. This is where your prospecting skills come in. People love to talk about themselves, so ask a lot of questions about them before this question comes up. Get to know them first. If they ask you a question about you, answer only what they asked you and quickly return it with another question about them. When they are telling you about them, really listen to them. Be interested! After you have found out what you can about the person, and their current situation, you will better know how to help them. For example, let's say you have talked to a person who has told you they do not like their job, and they are always tired and run down. You could answer the question, "What is it?" with, "I own a nutrition counseling firm and it just so happens that I am interviewing people right now. I don't know if you would be the right person for this, but if you leave me a card, I will get back to you if the position is still open." Use attitude and posture. Talk as if you were the owner of a million dollar corporation. You are, you know!
 - Practice! With a "No." think "Thank you" and reflect to see if you did something wrong. A no is a no so don't keep trying to sell them. Say "Thank you" and move on!
 - I don't have the time.
 - Exactly! I know exactly how you feel. That is where I was when I found this business. I was in the middle of a nasty move with my office, my life was in total chaos, and I had no time. That is exactly why you need to do this business. If you don't change anything about your current situation, you are going to end up with the same result – you will always be too busy.
 - I don't have the money.
 - Exactly! I know exactly how you feel. When I found this business I was spiraling downhill fast. I was in business for __ years as a chiropractor and have yet to see any profit from I need it. I knew that if I didn't change something fast, I was going to get the same result, which was taking me in the direction of bankrupt! That is exactly why you need to do this.
 - Is this Multimarketing?
 - What's that? *That's where you have to go out and recruit a bunch of people and the lower down you are in levels, the less you get paid.* We don't get paid for recruiting and we don't get paid less the lower the levels are.
 - Is this one of those pyramids?
 - What's that? *That's where the person at the top makes all the money and the person at the bottom can never make as much as the people above them.* Oh, you mean like a job? *What do you mean?* Well, in the corporate world, you have the boss, or the president at the top, then the vice president and so forth on down to the workers that really do all of the work. Who gets paid the most in that structure? And besides, did you know pyramids are illegal?
 - I can't sell.
 - Then you will really love this business. I hate selling too. I do management.
 - Can't you just show me this over the phone?
 - "Just as soon as I am done giving you a haircut over the phone! Seriously, I am very limited in what I can show you over the phone as it makes it much harder to explain things without being able to draw or diagram things out for you so you can understand it." If the person is located where you are not able to get to them, you can do a presentation by going to the Market America website and

having them do the same on their end and you walk them through the presentation created on the website.

- Are you making any money?
 - Are you making any money? At the rate my business is growing, I will be making some very serious money in the next couple of years.
- People never make any money in those things.
 - Oh, you mean network marketing? Did you know that network marketing is the number one business for making money outside of the large corporations like Microsoft? Donald Trump even said himself that if he had to do anything else, it would be network marketing.
- I want to see the studies
 - Send them to the internet.
- I'm not interested.
 - Reply with, "That means I am not interested as I am looking for people who are interested. Thank you for your time."
- Start prospecting and stop recruiting. Take your time.
- Teach people to recruit you.
 - "Hey, you look familiar to me. Do I know you from somewhere?" "I don't know, I work at _____ and I go to church at _____." You just found out where they work and that they go to church. "You work at _____? You must really like it there? No? Well, how long have you been there? Just keep asking questions and find out what you can. When you find out something you can work with then say something like, "It is really interesting that I ran into you because I am currently looking to expand my business. I have a nutritional consulting firm (or whatever portion of the business you chose to specialize in). I don't know if you are the right person for what I am looking for but if you leave me your card, I will give you a call to set up an interview."
- Get out of your house and meet people.
- Do not look desperate!
- Don't let the "No's" bother you. Move on. "No" just means not now!
- How to do interviews:
 - Talk to lots of people. Resistance only makes you stronger.
 - Always get their name and phone number.
 - Follow up within 48-72 hours. Book the appointment!!!
 - F.O.R.M. - Feel, Felt, Found
 - I know exactly how you feel, I felt that way too, but what I found was ...
 - When they ask you a question, just answer what they ask and then get back to them.
 - Three things people talk about:
 - 1) What's happening.
 - 2) How rotten things are. (Complain)
 - 3) The way they wish things were. (Wish)
 - If they say no, they are not rejecting you. Do not take "no" as a rejection. They are just not ready for what you have to show them.
 - Learn how to show the plan.
 - You will get out of this business exactly what you put into it.
 - Don't worry about being perfect.

- Show enthusiasm. (theos = God within)

5. Follow up

- ALWAYS book a follow up. They don't know what the next step is and if they are not given a next step, it will probably get lost along the wayside.

SUCCESS IS THE JOURNEY – NOT THE DESTINATION

ENJOY THE JOURNEY!

