

Success in Ten Steps by Michael Dlouhy
(Chapter Topics compiled by Bob and Anna Bassett)

- 1) Bottom Fishing For Heavy Hitters
 - a) Companies make money from their reps. Leads
 - b) Heavy hitters lie, have greed and ego
 - c) Bad training – friends and family, etc. Friends and Family
 - d) Low retention rates
 - e) It has to be teamwork and duplication

- 2) Look Deep Into My Eyes
 - a) 90% of businesses fail in first year
 - b) 90% of the rest fail in the second year. Startups 1% Success Rate
 - c) Warm market does not want you to succeed.
 - d) Misery loves company. Friends and Family
 - e) Your Why is important. And your reasons. Good Questions p 27 to 29

- 3) A Big Research Surprise
 - a) Build relationships, spiderwebs
 - b) Heart decisions, not head decisions

- 4) Get Down and Dirty in MLM
 - a) Not a numbers game – a relationship game
 - b) Direct Marketers play the numbers.
 - c) Residual income – house building example
 - d) Praise for Tom Big Al Schreiter
 - e) Look for people looking for you.

- 5) The Only Thing That Matters
 - a) McDonald’s example – people must want what you have
 - b) COLORS Colors
 - c) Not a sales business. Train and mentor people for retention

- 6) Prospects Are Like A Box of Chocolates
 - a) Charles Schulz
 - b) Big Al Quiz Quiz p58
 - c) Find a mentor

- 7) Your MLM Business From Soup to Nuts
 - a) Why mlm
 - b) No fun failing
 - c) Don’t buy leads. Leads
 - d) The STS, MFF system

- 8) Paydirt! Get and Keep Your People
 - a) Ways to attract and keep people
 - b) Answer “So what?”

- 9) How to Evaluate an Opportunity (like the five pillars)
 - a) Average of 2.7 people
 - b) Pay plans to avoid
 - c) No selling or hype
 - d) Join a company two to five years after opening. Startups
 - e) Don’t fall in love with a product or company
 - f) Reproducible system for success

- 10) Focus Until Your Eyes Cross
 - a) Avoid multiple streams of outgo Multiple Streams

- 11) Proof That It’s Not Your Fault