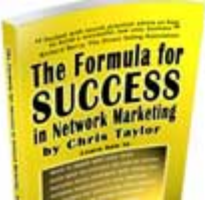


Email not displaying correctly? View it in your browser.



The Formula for Success in Network Marketing

Monthly hints and tips for your business from

Chris Taylor



You asked for it - so here it is!

There is no doubt that Chris Taylor's book "The Formula for Success in Network Marketing" has got the industry talking like no other. In the feedback we get from our customers in this industry, we know that few books have gone into the practical detail that Chris has done, speaking as he is from the standpoint of somebody who has and is putting it all into practice on a daily basis. This is no vague theoretical boo with a few juicy one liners sprinkled through it, this book is meat all the way.

As a result of the feedback that we've had, and the overwhelming number of positive testimonials we've received, we are in no doubt that you want more. You have also been bombarding us with questions for Chris to answer. Don't worry, we can take a hint! So we have asked Chris to write a spot in a monthly newsletter to build on all his practical advice in the book. This has been designed to be interactive which means that if you email specific questions to Chris, we will track him down, wherever he is in the world, and get him to answer them. So, don't miss this opportunity and send those questions in!

Here in the UK a number of MLM companies are looking at the book as the first book to introduce new distributors to the industry and are including it in their start up kits.

The Formula for Success in Network Marketing has also gone worldwide and is being translated into more foreign language versions at the moment. When the Romanian edition was launched it sold out surprisingly fast and is now on its second edition. For those of you with international businesses email the link on the right for information.

In the meantime thank you all for your great testimonies. We love to read them and they are a huge help to other people. So, thank you! And do keep them coming.

A handwritten signature in blue ink that reads 'Chris Day'.

Chris Day
Filament Publishing

Email Filament publishing with your questions for Chris.

askchristaylor@the-formula-for-success.com

Leverage your time! Forward this email to your downline so they can also benefit from free regular training by Chris Taylor.

If this email has been forwarded to you and you are not currently on Chris Taylor's free training newsletter loop register at www.the-formula-for-success.com

We would love to hear from you!

How is The Formula For Success in Network marketing helping you and your team? Send a testimony to testimonies@the-formula-for-success.com We will post a selection on the newsletter and website.

It has been an amazing year for The Formula For Success in Network

Training from Chris Taylor

Happy New Year to you all! When my publisher contacted me to request I did a spot of training on a regular newsletter for my book I instantly agreed. It is a real pleasure to give back a little to an industry which has enabled me to achieve so much and I hope that my tips and ideas help you to achieve greater success.

I am really excited that so many of you are enjoying reading my book and putting it into action. And thanks to all of you who have taken the time to share your thoughts with others and send a testimony on how it is helping you and your teams. I feel very proud that this project, into which I have put my heart and soul, is actually helping people to progress with their business and it is heart warming to hear so many of you are seeing growth due to my system.

As I have written in my book Network Marketing is the best industry in the world. When I travel the world on holiday (and I have many holidays a year ranging from long weekends to months away) people I talk to are amazed with my lifestyle and don't understand how it is possible. I am an ambassador for Network Marketing. I promote it to everybody and I kill the negative preconceived ideas that people often have about our fabulous industry. If everyone knew how Network Marketing worked, and they absolutely believed 100% they would succeed, more people would start a Network Marketing business. As a network marketer, if you follow a system with a proven formula you can live your dream lifestyle and truly own your life.

Teaching your downline

Confused distributors don't build! Your team have to know what to do. To create growth and stability your team needs tracks to run on and this is achieved by following a simple and duplicatable system, with you leading the way. You have to know how to teach it to your downline and they have to know how to work with their downline, and with you! Working with your downline can be through trainings or hands-on.

I have included several chapters in my book on how to work with your team to help you achieve duplication, and I go into great detail. However, you can also use The Formula For Success in Network Marketing to reinforce what you teach.

When a person asks me a question I tell them the information they need to achieve their objective and answer all their questions. Then, I ask them to read the relevant chapters in my book. Repetition is the key to remembering information. I also teach my team to work with their downlines like this, too. It is very easy and duplicatable to ask someone to read a couple of chapters in this book and then have a discussion on how to do something effectively. It helps everyone involved.

Marketing! February 2010 is the one year anniversary and already it is published / in the process of being translated into many languages worldwide with more on the way. If you would like to purchase this book in another language, or your teams abroad would like some information about this book in their own language, email for details to sales@the-formula-for-success.com

Books ordered

from <http://www.the-formula-for-success.com> in Feb 2010 will be personally signed by Chris Taylor (if you would like them to be !!!) Discounts available for orders over 10 copies.

Achieving a strong and secure business

Stability is achieved in your business by having an absolute minimum of 3 levels of leaders in depth who are seriously building their business. Anchoring a leg securely in this way takes time. How much depends on how fast you are building your business and how well you work with your team. Work Hard and smart! The more people you have in each leg using 'The Business Builder Sheet' on a regular basis, the greater the duplication in your team and the quicker you will develop strength in your legs. Empowering your downline is important. Make them independent quickly to leverage your time. I have written much more about finding these levels of leaders and working in depth with your team in my book.

How would you like you and your team to sponsor more effectively?

I would like to thank those of you who have contacted my publisher to let them know you are using chapters 1-3 as a sponsoring tool. Give 'The Formula For Success in Network Marketing' to a prospect. Ask them to read chapters 1-3, but no more. (It is a bonus if they do read more). Use one book as a floater and when your prospect joins your team you can sell them a copy with the sign-up kit. Using my book will help you to sponsor more people into your team. You will be more time-efficient as you spend less time talking and it is very duplicatable. New distributors, and even people who can't speak your language can do this and sponsor!!! I have also come to realise that many people are afraid to mention Network Marketing when sponsoring because they can't explain it properly, but these chapters give prospects belief and explain why people achieve so much and make joining this industry one of the most exciting, life-changing experiences of their lives.

Next Time on the newsletter Chris will talk about;

- How to capitalise on and install unstoppable momentum into your group
- Effective teaching
- & many other tips and ideas

"This book is a MUST for everyone starting in MLM"

Dan Marius Dumitras. President of the Romanian Direct Selling Association

"Packed with sound, practical advice on how to build a successful, low cost, business"

Richard Berry, President of the Direct Selling Association, UK

"What makes Chris's book stand out from the crowd, and makes it so invaluable especially for new people joining this great industry of ours, is that it gets down to the nuts and bolts of the business and provides readers with a step by step 'Blueprint for Success'. Readers discover exactly what to do, when to do it and more importantly exactly what to say to their prospects. This means that people getting involved in

Network Marketing for the first time can get started FAST meaning they earn money quicker and establish a solid foundation for their new business quicker. I can highly recommend Chris's book to anyone beginning their journey in Network Marketing and also to team leaders everywhere... make The Formula For Success part of your team essential reading, I do."

Bob Gaskell, Director of Network Development

"I've read many books on Network Marketing over the years, and this is the only one that gives step-by-step advice on how to build a successful business. We've incorporated this book as part of our group training structure, and it's really helping our team to develop & move forward.

It's very practical, down-to-earth, and easy to understand - if only some of the other books I've read were the same!"

Steve Burchell, Posted on Amazon

"A very well written, useful book, with lots of useable and practical ideas, to help grow your network, and British too!!"

Steve Critchley

"There are many books around on the networking industry. This is one of the best. Simple and straightforward. The author has a refreshing and different approach to many of the topics. Recommended."

Posted on Amazon (5-star review)

"I've not been able to put The Formula For Success down. I've read many other books of this type and have never found one more user friendly and easy to follow. I have sent out a challenge to my team for those who would like to see their dreams become reality to purchase a copy of this book and as you can see the orders are coming in fast."

Maureen Hecter

After many years of buying books from experts I found The Formula For Success to be the only book I have read front to back in one go. (It was like when you first see Network Marketing and you can't sleep that night.) I could not put it down and the reason... "It Does Exactly What It Says On The Tin".

Within hours of reading the book (training manual) I used some of the scripts and sponsored a new person in to my network. Now, I'm not saying I wouldn't have sponsored them anyway, but The Formula For Success gave me a simple and clear path to follow and it worked. Every new team member will be receiving a copy when they join our team and I will be recommending this book (training manual) to all my other team members.

This is not just another book..., this is The Training Manual for Network Marketing Success.

Steve Sexton

Your book is very good!

Probably the best MLM book I have read!

Per Host, Norway

I've used the Formula for Success book & the system myself in our network marketing

business & now promote it to our team. I've found that the book not only helps our team, but helps me help them & I use it as a coaching tool to compliment what I'm telling them. When I'm working with someone & coaching them I can explain what to do & then refer them to a certain chapter of the book for them to read as back-up/repetition of what I've told them so that they can digest the info further, understand it more clearly & therefore put it into action more effectively. This approach is really helping our business.

Chris Lappin

"An excellent - and pleurably easy-to-read- book on how to consolidate, hone and practice your skills and approach to your network marketing business. Packed with practical tips (and no waffle!) that gets you focussed on using your time effectively to produce those results you want."

Catherine Landau (Posted on Amazon, 5-star review)

I think your book is very excellent.

Hiroyuki Kawai, Japan

"I have read your book Formula for success and believe that every one I our team should have a copy."

Christine Rhodes

For more testimonies please visit

<http://www.the-formula-for-success.com/WhatPeopleSay.asp>

You are receiving this newsletter because you registered at www.the-formula-for-success.com

[Unsubscribe](#) <<Email Address>> from this list.

Our mailing address is:
The Formula For Success in Network Marketing
14 Croydon Rd
Waddon
Croydon, Surrey CR0 4PA

[Add us to your address book](#)

Copyright (C) 2010 The Formula For Success in Network Marketing All rights reserved.

[Forward](#) this email to a friend
[Update your profile](#)

