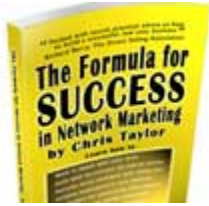


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# The Formula for Success in Network Marketing

Monthly hints and tips for your business from

## Chris Taylor



### Welcome to the Formula for Success Newsletter

No matter which business you have a distributorship with, I am sure you will have discovered that there has never been a better time to sponsor and grow your group. With so many conventional businesses suffering at the moment, and with no job security around, more and more people are looking to supplement their income by doing something part time. It's great to know that you have something to offer them that could really make a difference. But if you are new to network marketing, or you have been in it for sometime and feel you are not achieving your true potential, then the training from Chris Taylor will make a big difference.

Despite what you may think, there is no luck involved in building a group, it is just a case of following a tried and tested formula. If you haven't already done so, I strongly recommend reading Chris's excellent book and, having done so, put it into action exactly as he teaches.

In mathematics or chemistry, if you leave a bit of a formula out, it doesn't work. The same applies here. Follow Chris's advice to the letter, and there is no reason why you should not achieve the same extraordinary success that he and others have.

Good hunting!

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

Chris Day  
Filament Publishing

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### Training from Chris Taylor

**If everyone understood how MLM worked and believed they could succeed more people would join!**

#### Capitalising on momentum

I have learned over my many years of building a successful network (and I am still very active) that creating momentum through activity is very important. Momentum on a consistent basis makes special things happen and doors will start to open. What do I mean by this? Like attracts like.

You will attract positive and motivated people into your business. Your increased momentum will also *rub off* on your downline and they will, in turn, become more motivated and effective and sponsor more people into

### Subscribe

Receive this newsletter and training monthly. Subscribe at

<http://eepurl.com/hlk3>

**Email Filament Publishing with your questions for Chris.**

[askchristaylor@the-formula-for-success.com](mailto:askchristaylor@the-formula-for-success.com)

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

If this email has been forwarded to you and you are not currently on Chris Taylor's training newsletter loop register at [www.the-formula-for-success.com](http://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](mailto:testimonies@the-formula-for-success.com). We will post a selection on the newsletter and website.

**The Formula For Success in Network Marketing is**

their business.

So, how do you create momentum? It starts with you! Create massive, sustained, consistent activity..... and you keep momentum going by working effectively with your team.

**“Building your future is exchanging short term inconvenience for long term convenience.”**

### **How to work effectively with your down-line**

In your business it is important to work in depth with people at the bottom of a leg to teach information effectively. It is equally important to take someone with you, between you and the person you are working with in the leg, when you are working in depth. They can physically be with you (for example, when you are sitting down with a new person to go through the ‘Business Builder Sheet’) or listening in using three-way calling (for example, when working a contact list on the phone). This teaches your people how to work with their people.

Involving them while you are teaching their downline also keeps them informed about what is happening in their business. Information creates excitement and gives them the belief that their business is heading in the right direction and ignites momentum in the leg. (For greater detail look in chapter 27 in my book)

When you work in a leg always promote the benefits of building a business. Use the recent activity stories of others in your business or even other stories you have heard in your MLM company. Include in the stories roughly how long a person has been in the business, what they have achieved and how it is helping them. (It is also very positive to promote people who have been in a while and who have recently got focused)

**Sharing stories helps give people belief that they can achieve, too.**

### **Taylor’s Tips**

Expand your comfort zone. By stretching you may get uncomfortable but you know you are growing!

Don’t be too concerned by making mistakes. You will learn from them and network marketing is a forgiving business.

Review your goals several times a day and teach the principle to your team. It will help you to keep the momentum going.

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### **Next Time on the newsletter Chris will talk about;**

- Helping your downlines to achieve their goals
- & many other tips and ideas

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## **What networkers say!**

*If you only buy one book on network marketing then ‘The*

written by an active British networker whose book is being used successfully by thousands around the world.

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

**For more testimonies please visit**

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

**It has been an amazing year** for The Formula For Success in Network Marketing! 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](mailto:sales@the-formula-for-success.com)

*Formula for Success' should be the one that you buy. From start to finish it shows you the tracks to run on that you need to build your business. If you listen to the wise words inside and then put them into action, the outcome I feel for anybody will only be success.*

**Paul Jennings**

***There is an old saying that the books that you read and the people you meet will shape your future in the next 5 years. Follow the system in 'The Formula for Success' and share it with everyone you meet (yes it can be used to recruit) and all of your team members and watch your business sky rocket.***

**Chris Williams**

*"There are many great books out there. Most are written by theorists, but a few are produced by individuals like Chris who have walked the walk and climbed the mountain of success in the industry. As you read this book you will feel, as I do, that Chris Taylor still lives and breathes networking so there's no surprise that his book has the edge. The Formula for Success gets your business moving. It has the tools you need and is the first book I recommend to my new team members. It is the hands-on manual for building your business step by step to whatever level you choose."*

**Bentley Knight**

***I myself have the book and find it very inspiring , having been with my network for over ten years it says everything anyone would wish to know on all aspects of Network Marketing , and I agree with what Chris has said that if more people new how it worked then more would join . I have recommended it to all my team.***

**Mike Hooper**

*"I am reading your book The Formula for Success and think it is fantastic. Very grounded and it confirms my existing knowledge and also gut feelings and now I have decided to decide I want to give a copy to each team member."*

**Anne Tornabene**

***"The book is absolutely superb and is totally in line with how I train my team of distributors. We will have copies of the book available at every training meeting we hold and recommend that all of our distributors buy a copy."***

**Craig McCarthy**

**For more testimonies please visit**

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

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