



TODD BURRIER

The Process

THE FUN AND EASY WAY TO BUILD
AN INCOME STREAM FOR LIFE

The principles described in this book already helped many people succeed. But success is always an individual case. The author and the publisher specifically disclaim any liability resulting from the use of the information contained in this book.

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This is Todd's network marketing blog where he provides ongoing tips, education and podcasts.

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Introduction

Dear Fellow Referral Marketer,

I am so happy that you are holding this book in your hands because it means that you have heard from someone, probably a friend or business acquaintance, that referral marketing is a wonderful way to develop an income stream for life (Ironically, this means that you have been referred to this book!). Even better is that you've either already taken the simple step to get started or you are seriously evaluating getting started (and probably struggling with the idea that this seems too simple). The first thing I want you to know is that your friend is telling you the absolute truth. I am living proof and so are many other people just like me. When I say "just like me" I am referring to people who started from humble beginnings, struggling to make ends meet, feeling like they were stuck in a rut, not doing the things in life they really want to be doing, and _____ (you can fill in your own blank).

You see, If you just met me and you looked at my credentials and my current station in life (I have an MBA, I have written books, I am a corporate leadership trainer, I sit on a few highly regarded boards in my community, I am an adjunct professor at various colleges, I live in a nice home, etc.), you might assume that it would be easy for me to build a business because I have credibility. What you need to know is that my current station is as a *result* of my success with referral marketing.

When I began working with referral marketing, I was someone who viewed himself as a failure in life. I had little business credibility. I was broke, shy, and suffered from very low self-esteem. ALL of the things I listed above came through my experience and success with this simple concept.

All I had going for me when I started this business, is that I am basically a nice person, and I am honest. Since I am by nature non-confrontational, selling and pressure tactics are not something I ever liked or would ever do (and fortunately they are counter-productive in this business). I was blessed to have found a business where the only requirements are being nice, honest, and sincerely trying to create a better life.

By the way, I call this a business, because the fruit of the effort is similar to the fruit of the effort of any business (profits). But I hate calling it a business because it is so different from what most people think of when they say the word “business.” This is about relationships, helping people, fun, personal growth, investing in others, and yes, it also leads to an income stream and it can eventually be a huge income stream if you desire, but the truth is, if you do this the way it is supposed to be done....it doesn't feel like a business because it is so much fun.

This leads me to the next thing I want to make sure you are clear about. You already possess all that you need to succeed at the highest levels of referral marketing. You are unique. You have your own set of natural talents, gifts, passions, and inclinations. You also have your own set of experiences and knowledge that you have accumulated in life. Becoming the best YOU possible is all that is required. You do not need a

specific set of skills, training, education, upbringing, or anything else for that matter. You already have all you need to begin, and you can learn the rest as you go.

At this moment you are only months away from a residual income (I'll explain this later) of \$300 - \$500 per month. You are 3 - 5 years, part-time, from having a serious life-changing income stream. Maybe a little sooner if you are lucky and maybe a little longer if you are unlucky (I've never had luck in business, and have had to work hard for everything I've ever gotten). This concept requires no luck, you simply work "the process" over and over and in time you will reach the goal you want.

"The process" is simply the easy steps that create the cycle of referrals that build the business. The rest of this little book is about how to be immensely successful using this process. As you go through this information, you might say at some point "Could this possibly be all there is?" I won't blame you for thinking it. This is so simple that it is hard to believe it can be true. But it is. Most of the best things in life *are* simple. It is people who are complicated, and who try to complicate things.

The people like me who have a large referral based income stream, simply work the process until they succeed. They don't question if it works. They know for certain that it does and they just work it. What is unknown for certain is who will work the process with us. That's the beauty of the process. It uncovers those who are ready to work in it and live a better life. There is nothing fancy about it. Anything is possible for you if you engulf this information and then live

it. By the way, if you are in a network marketing company, the principles in this book will work just as well for you, because the process is the same. Actually, you can build any business in any industry with the core concepts in this book; you would just need to make the modifications necessary to fit your industry model.

The Need is Great

The first thing you've got to know is that the need is great. What I mean by this is simply, that almost everyone you talk to has a need that your offering can help with. There are 3 specific needs that the right referral marketing company will address in the marketplace. The first 2, wellness (products that make people feel better or look better are the best kind of products to work with in referring) and income are foremost in people's minds and represent needs they are actively thinking about solving. The third need is to have healthy relationships in all areas of life, which is a natural element of the referral marketing world.

We live in a world where there is an ever increasing proactive approach to personal care. People are actively searching for answers to all kinds of health, wellness, and beauty issues. As the population continues to become educated and aware in the coming years, the demand for quality products will continue to increase. Healthy bodies, skin, hair, households, etc. will continue to become a focal point for people. The need is great and getting greater for products in this area.

Common dreams in these times



The need for people to find additional sources of dependable income is also great. Each day opens people's eyes to the reality that depending on a job as your future financial security is a dangerous bet. The only way to have financial security is to have a measure of control, and a referral marketing income stream provides this. The needs vary from retirement funds, college/university funds, to simply needing

more money to do the things that people want to do. A referral based income stream is the perfect way to create an alternate source of income because it requires no investment of financial resources to develop, you can create it at your own pace, you can ultimately grow it as large as you'd like, and it is residual in nature as it grows.

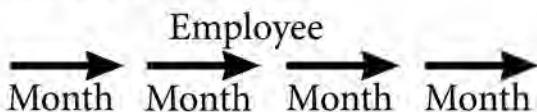
Residual style income is income that does not require your direct effort to create it. Most people are familiar with the concept of exchanging time for money. You work for an hour and you receive a wage. If you don't work, you don't earn. This is called linear income and for our purposes, active income. Referral marketing income starts as active income in that you are directly referring and teaching referring, to derive your income. Over time however, people continue to reorder and refer, when you have no involvement in this taking place. At this point your income is becoming residual style income.

With referral marketing the income becomes more like royalty income. For example, an author writes a book once, but each time it is sold, they receive a royalty income. It could be 20 years after they wrote the book. In referral marketing, when you have a referral that purchases from the manufacturer, you can be paid each time they place an order even though you only made the initial referral once (I have many referrals from the first week I started over 18 years ago that order monthly). There is a little more to it than that, but this is the idea. If you develop a large base of people using your product and referring your product, you begin to derive residual style income in that it comes in every month

regardless of how many new people you are referring. This is the kind of income which allows you to have time freedom in your life should you decide to build it to a great enough level.

Different manner to earn money

Active income



Residual income

(over years)



Addendum 1 - A Business Building Philosophy

It is my goal and the responsibility of any mentor to give the person they sponsor into the business the best possible chance to succeed. The majorities of the people who get involved in your opportunity have never been successful in their own business before, and likely have never been in their own business before. This means that not only do they have a lot to learn about their new venture, but they have a lot to learn about themselves too. It is crucial that when someone gets started, we help them to grow themselves and their business at the same time.

My belief is that if you grow the person, the business will follow. But you must help that person realize that they can do it, for this to be possible. There are many philosophies of building in the industry and all of them have merit. If someone is willing to do enough of anything they will eventually succeed. I am not attempting to make anyone else's philosophy wrong in this book. I am only sharing my own philosophy that has taken me years to grow into. I know for a fact that anyone can learn and succeed using the principles that I teach.

1% or 99%?

In my two decades of networking experience, as well as my involvement and experiences in the community and working with corporations, I have reached the conclusion that about 1% of any population in any country has what I would call true business credibility. A person with true business credibility can call someone on the phone and tell the person that they would like to talk to them about a business and the other person immediately agrees, without question. This 1% includes people who have been successful in network marketing.

The other 99% of the population does not have this business credibility. Most of these people have never been in their own business before and those that have did not experience any measurable success. If someone from the 99% calls someone to say they would like to talk to them about a business they are likely to get a question like “What do you know about business?”

When someone joins your opportunity they are excited about the possibility of succeeding. But their belief that they will succeed is not nearly as high as their enthusiasm because they have not succeeded in business before, especially this kind of business before, and the chances are good that they don't know anyone who has succeeded either.

To give the new person the best chance to grow into a higher level of belief it is important to have them work in a way where they feel they are succeeding and developing. If I tell a 99% person to begin immediately recruiting for the business

when they get started here is what happens. They call someone they know and tell them that they would like to talk to them about a business. The person says “What do you know about business?” This hurts their already low true belief that they can succeed. After 3 or 4 of these responses the person no longer believes that they can succeed and that their friends are right and this doesn’t work.

I understand this pain and discouragement because this is where I was when I first started. I was a 99%er. I am adamant about giving anyone else who comes from the 99% the chance to grow into a 1%er if they want to.

Product belief is something that is not subjective. If someone has belief in what their products (or service) can do for people and they share that with someone, even if the other person is not interested, they cannot steal the person’s product belief. So, if someone is coming from the 99% group and is uncomfortable approaching someone about the business possibility at first, they should start by focusing solely on developing their customer base.

Each customer someone sponsors helps them build their confidence, their belief in themselves, and their belief in the business and their ability to succeed in the business. By the time the new builder has several (I like them to have 15 or more) customers; they will be more comfortable to begin approaching for the business. This is because now they have built a successful little business that is producing positive cash flow. So when they call someone and say that they have a business they would like to talk to them about and the person asks them what they know about business they are

able to say that they started a business that already has several customers. It is a simple process and anyone can do it. They are also in a position to teach someone else how to do what they have already done. This forms the basis for duplication in the business.

Balance Tools – Ingo Fechner

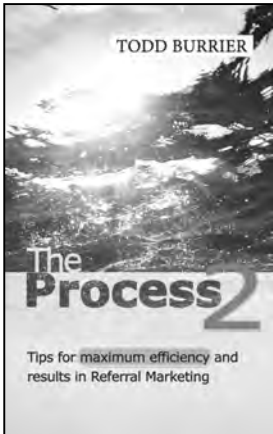
Check out balance-tools.com for excerpts, audio samples
and other books by Todd Burrier.



www.balance-tools.com

www.theprocesswins.com

The Process 2



Enthusiasm and belief are the driving forces in referral marketing and approach, information, follow up and serve are the core activities. This book will help you to be as effective as possible in these activities. Don't let chance determine your success. This book provides answers to the most common challenges faced in the daily work of a networker.

- How to maximize your effectiveness when your time is limited
- Prioritize your work in the right way
- How to track your contacts for maximum results
- Open the right doors in your approaches
- Use your energy effectively and create momentum
- Transform your doubts
- How to provide outstanding service
- Leadership and soft skills

Leading with Heart



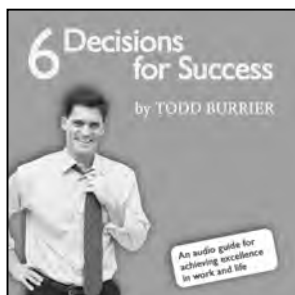
This is an unprecedented time period in the Network Marketing industry. As of now, this industry is approaching \$200 Billion in worldwide revenue and the growth rate has surpassed 6% annually the last 4 years. It has reached the point where it is no longer questioned as a viable way to create a long term income - and it's just getting started. Not only will more and more people be looking to this industry as the answer, but as technology continues to advance, the ability to build a network marketing business in minimal time per week across the world will get easier to do.

But technology alone won't make you successful. Building a lasting residual income requires true leadership.

This book will guide you in becoming and remaining an authentic leader. Everything of value requires patience and persistence. Overcome the obstacles, master the challenges and develop your competency AND your character. Authentic leadership is about helping others first and comes from the heart.

Let Todd inspire you with his special leadership style he has developed over many years. This book with the 44 powerful wisdoms is a must for every aspiring networker and leader.

6 Decisions for Success



The Six Decisions for Success is an inspirational how to for anyone pursuing any endeavor. Successfully accomplishing something is truly a choice. There are many aspects to ultimate achievement, from goalsetting and planning, to execution and follow-through. Whatever you endeavor to do and whatever stage of pursuit you are in, you will face difficulty, and usually the degree of difficulty will increase with the size of the goal. Triumphant is about the choices you make along the way. These choices are the 6 decisions. Anyone can succeed. It is simply a matter of following these fundamental truths and deciding to succeed every step of the way! (Audio-CD)

Live Full live Well

The balanced approach to kick out crisis and have more joy, fulfillment, and productivity

Too many people in today's society are stressed, in poor health, and have troubled relationships. Life doesn't have to be that way! Take a journey with Todd Burrier and see how developing balance can lead you to a more joyful, fulfilling, and productive life.