

9TH ANNUAL  
**GO PRO**  
RECRUITING  
MASTERY



MGM GRAND, LAS VEGAS | **DECEMBER 4-6TH, 2018**





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**GO PRO**  
RECRUITING  
MASTERY



**DECEMBER 4-6TH, 2018**  
MGM GRAND, LAS VEGAS

# RECRUITING



We know this is a recruiting event, HOWEVER for the next three days, we want you to drop your recruiting posture and focus on being a student ... not a recruiter. This is a time to focus on your skills, your mindset, and what will help you take your business to the next level. We are here to learn from one another – not to prospect each other.

## EVENT RULES

This is a **NO PROSPECTING ZONE** and a **SAFE PLACE** for everyone – no matter your company affiliation! Our wish is for you to get the most out of your experience during this event, so please honor and respect others by:

- Removing all company/rank pins, buttons, badges, and jewelry.
- Not displaying any company logo gear (shirts, hats, bags, etc.).
- Consuming/using your products privately and out of public view.
- Being excited about the Profession, but keeping your products and companies out of the conversations.

***Remember, if someone approaches you,  
it's up to you to keep them in check.***

# HOW TO GET THE MOST OUT OF GO PRO RECRUITING MASTERY

- 1. Decide to play like a Pro.** This is YOUR time to learn and grow by immersing yourself fully in the training and sessions.
- 2. Show up to each session rested and early** – and stay to the **very end**.
- 3. Be high energy and engaged** – not just an audience member. Don't sit back and just expect to be entertained. This event is about sharpening your mindset, learning new skills, and teaching you how to grow your business.
- 4. Resist the urge to get distracted.** Close your social media pages. Don't open your email inbox. Or better yet, completely **turn off your phone** and mobile devices and **turn on your mind**.
- 5. Take notes on EVERYTHING!** Over the course of the next three days you're going to be hit with a lot of information and, at some point, you're going to be mentally exhausted. **This is when you need to keep writing!** Even when your mind is tired, you're still going to be able to capture great ideas.
- 6. Meet new people.** You are in a safe place surrounded by **like-minded people** from all over the world. They are people like you who have realized there is **a better way**. Get to know them.

## NOW LET'S GO TO WORK!

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# AGENDA

## MGM GRAND GARDEN ARENA LAS VEGAS, NV

### MONDAY, DECEMBER 3RD

5 PM–8 PM ..... Early Check-in/Registration

### TUESDAY, DECEMBER 4TH

10 AM–5 PM ..... Check-in & Registration

4 PM ..... Doors Open

5 PM–9 PM ..... Opening Session

9 PM–11 PM ..... VIP Party/Meet & Greet with Eric Worre

### WEDNESDAY, DECEMBER 5TH

10 AM–3 PM ..... Morning Session

3 PM–5 PM ..... VIP Lunch

5 PM–10 PM ..... Evening Session

### THURSDAY, DECEMBER 6TH

10 AM–3 PM ..... Morning Session

3 PM–4:30 PM ..... VIP Lunch

4:30 PM–8 PM ..... Closing Session

### FRIDAY, DECEMBER 7TH

4 PM–9 PM ..... Super VIP Private Party with the Worres



# WELCOME

## TO THE 9TH ANNUAL GO PRO RECRUITING MASTERY EVENT!

**As we kick off the 9th annual gathering of the best and brightest in our Profession, we want to congratulate you on making the decision to take your career and leadership in Network Marketing to the next level.**

**You are one of the smart ones** who are moving away from an economy and system that are broken. You have decided that you want more out of your life, you want more for your family, and you realize being a Network Marketing Professional gives you the best chance for success. We are proud of your entrepreneurial spirit and are honored to be on this journey with you.

During this **invigorating and empowering event**, give yourself permission to set aside the responsibilities and stresses of your day-to-day routine and fully immerse yourself in the life-changing training, the unsurpassed sharing, and the exceptional camaraderie that you will undoubtedly experience over the next three days.







As the Network Marketing Profession has come to expect, **the lineup of speakers for this year's event is unmatched.** Top international thought leaders including NBA superstar and entrepreneur **Magic Johnson** and leadership expert **John Maxwell**, and dozens of Million-Dollar Earners have come together to share their ideas, passions, wisdom, and expertise so that you can prepare to **make 2019 the best year of your life.**

So get ready to show up, sit up, and soak up skills and strategies that will help you step into your full potential. **Now is YOUR time!**

Your Biggest Fans,

Handwritten signatures of Eric J. Worre and Marina Worre in black ink.

Eric & Marina Worre



# MILLION DOLLAR HALL of FAME

Alex Morton  
Alexis Romano  
Ana Cantera  
Anne & Chad Fisher  
Becky & John Bursell  
Beto Carvalho  
Brian Carruthers  
Brian McMullen  
Caio Carneiro  
Calvin & Shannon Becerra  
Chuck & Tammi Gates  
Danien Feier  
David Pietsch  
David Imonitie, Jr.  
Elton Oshiro  
Emily & Hayden Vavra  
Fernão Battistoni  
Gregg & Lenika Scott  
Ivan Tapia  
Jalynn Schroeder  
Jayne Leach  
Jeff Altgilbers & Michelle Lin  
Jeff Roberti  
Jefferson Santos



Jessie Lee Ward  
John & Nadya Melton  
John Taylor  
Johnnie Green  
Johnny Wimbrey  
Justin & Hilari Courtney  
Kathy Farmer  
Katie Thompson  
Kenny & Chante Lloyd  
Kylie Donaldson  
Lisa DeMayo  
Lisa Grossmann  
Lucas Battistoni  
Marcus Clemente  
Matt Morris  
Matthew Rosa & Jason Brown  
Romacio Fulcher  
Roman & Manuel Nawrot  
Ryan Higgins  
Sheryl Morley  
Stormy Wellington  
Toni Vanschoyck & James Treloar  
Twiler Portis  
Vanessa Jean & Paul Ovens

# ERIC WORRE



Eric Worre has been involved in Network Marketing since 1988. As an author, trainer, and champion of the Profession, Eric's level of real-world experience, in-depth knowledge, uncompromising compassion, and absolute conviction to educate, invigorate, inspire, and empower Network Marketing Professionals is simply unmatched.

In 2009, Eric founded NetworkMarketingPro.com, the most-watched online training site in the Network Marketing Profession – with an audience in 137 countries around the world. Since its inception, Network Marketing Pro has produced an extensive library of more than 1,500 complimentary training videos encompassing dozens of topics and interviews with the most iconic and successful Distributors and thought leaders in the world.

In 2010, he created Go Pro Recruiting Mastery, an annual generic training event that has grown into the largest in Network Marketing history.

In 2013, Eric released the first edition of the international best-selling book *Go Pro – 7 Steps to Becoming a Network Marketing Professional*, which has sold well over 3 million copies to date and has become a 'must read' for anyone who is serious about building their Network Marketing business.

In 2014, he produced and released the documentary film "Rise of the Entrepreneur," which helps dispel many of the misconceptions related to Network Marketing.

In 2015, along with his wife Marina, he created a new annual event – The Most Powerful Women in Network Marketing – which has become the world's largest generic Network Marketing event designed specifically for women.

Eric continues to be the world's most watched and trusted thought leader for Network Marketing training and support, and the Network Marketing Pro community has grown to almost 2 million leaders from more than 100 countries around the world.





# CURTIS BROOME



## Master of Ceremonies

Curtis Broome has had an extremely diverse background. He entered the hospitality industry in 1981, and in 6 short years, became one of the youngest General Managers for one of the largest privately held hotel companies in the world.

He started his first business at 27 and has pursued the entrepreneurial path ever since ... initially founding, co-founding or as a key principal in several multimillion-dollar traditional enterprises.

However, Curtis will tell you that what really caught his heart was when he was introduced to Network Marketing in 1989. The concept of creating marketing teams through person-to-person relationships that achieved success by helping others grow and succeed caught his imagination. He has since gone on to learn and embody the elements of leadership, build successful international teams, become an elite earner, a sought-after consultant and trainer, and ultimately, has become an experienced Network Marketing corporate executive.

This is Curtis' sixth year in a row as Host and Master of Ceremonies for Go Pro Recruiting Mastery.

## IDEAS, QUOTES & NOTES

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# MAGIC JOHNSON



Earvin "Magic" Johnson Jr. is a retired professional basketball player and entrepreneur. Magic was selected first overall in the 1979 NBA draft by the Lakers where he played for 13 seasons. His career achievements include 3 NBA MVP Awards, 9 NBA Finals appearances, 12 All-Star games, and 10 All-NBA First and Second Team nominations. Magic was also a member of the 1992 United States men's Olympic basketball team ("The Dream Team"), which won the Olympic gold medal in 1992.

After leaving the NBA in 1992, Magic has been an advocate for HIV/AIDS prevention, as well as an entrepreneur, philanthropist, broadcaster, and motivational speaker. He is the Chairman and Chief Executive Officer of Magic Johnson Enterprises, an investment conglomerate valued at an estimated \$1 billion dollars. The legendary basketball star has morphed into a business powerhouse who has dedicated his life to leaving a positive impact in underserved urban communities. Having left the basketball court for the boardroom, Magic parlayed the skills and tenacity he acquired on the court into a winning formula for successful business ventures. He was named by *Ebony* magazine as one of America's most influential black businessmen in 2009.

## IDEAS, QUOTES & NOTES

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# THE MOST POWERFUL WOMEN IN NETWORK MARKETING

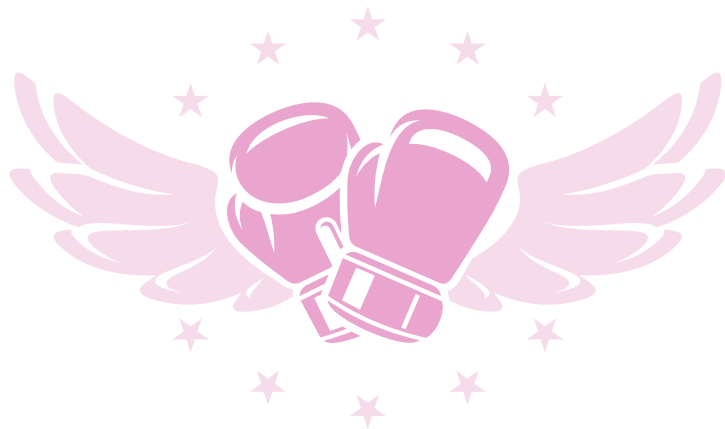
APRIL 25-27, 2019 | PARIS LAS VEGAS HOTEL & CASINO



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**OR, visit** My Team at the Resource Center



[NETWORKMARKETINGPRO.COM/EVENTSPECIAL](http://NETWORKMARKETINGPRO.COM/EVENTSPECIAL)



# HOW EMPLOYEES & ENTREPRENEURS THINK

## WORK

**Employees** think about work as a four-letter word. They think about it as being painful, stressful, and something to get away from.

**Entrepreneurs** think about work as creation, passion, life, joy, purpose, contribution, and FUN.

## SUPPORT

**Employees** expect a complete support system from their employers. They expect to be told exactly what to do, how, and when.

**Entrepreneurs** create their own support and solve problems on behalf of their team.

## TIME

**Employees** will invest two weeks of their time in a business. If they don't get paid after that two weeks, they're gone.

**Entrepreneurs** accept that they will be underpaid for a significant period of time; then they'll be fairly paid for a short period of time; and eventually they'll be overpaid for a long period of time.

## FAILURE

**Employees** fear failure and the possibility of being embarrassed. They avoid taking risks and work hard to not make mistakes or look bad.

**Entrepreneurs** look at failure as a stepping stone in order to be able to learn and grow. They accept failure as necessary and are not afraid to put themselves in potentially embarrassing situations.

## FITTING IN

**Employees** desperately need to fit in and feel accepted.

**Entrepreneurs** get uncomfortable if they fit in too much.







# SEVEN SKILLS

**There are Seven Skills necessary to become a Network Marketing Professional. On a scale from 1-10, with 1 meaning you need A LOT of help and 10 meaning you are a PRO, rate yourself on each skill.**

	<b>Now</b>	<b>After Go Pro Recruiting Mastery</b>
<b>1.</b> Finding Prospects	_____	_____
<b>2.</b> Inviting Prospects	_____	_____
<b>3.</b> Presenting	_____	_____
<b>4.</b> Following Up	_____	_____
<b>5.</b> Closing	_____	_____
<b>6.</b> Helping New Distributors Get Started	_____	_____
<b>7.</b> Promoting Events	_____	_____

# GROW YOUR BUSINESS WITH MENTORING & COACHING!



## GO PRO ACADEMY WITH ERIC WORRE

**Get the best training and mentoring on every topic including recruiting, duplication, strategies to get to the next level, leadership, mindset, and more!**

*What would that be worth to your business? Do you think you'd rank advance? Would you make more money? Would your team be stronger?*

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**Get the mentoring you need to catapult your business!**

Register now for Go Pro Academy with Eric Worre.

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### **THIS PROGRAM IS FOR YOU IF YOU...**

- Are hungry
- Want to rank advance and earn more money
- Know you've been operating below your true potential
- Want a push from a trusted mentor
- Want to make a bigger impact on the world

### **REGISTER TODAY:**

**Visit Us Online:** [networkmarketingpro.com/eventspecial](http://networkmarketingpro.com/eventspecial)

**Visit My Team** at the Resource Center

**ENROLLMENT CLOSES BY THE END OF THE EVENT!**













**List your 10 Easiest Customer Prospects**

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**List your 10 Easiest Distributor Prospects**

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# SKILL 2: INVITING PROSPECTS – THE GATEWAY SKILL

Make no mistake ... in Network Marketing you have a Boss and it's your calendar. Here are two challenges to help keep your calendar full.

## INVITING CHALLENGE #1

In the next 72 hours, challenge yourself to send out **100 text messages**. It doesn't matter who you send them to or what you say. The goal is to just start a conversation. From that conversation, you're going to try to set up either a meeting or an exposure of some sort.

## INVITING CHALLENGE #2

At the beginning of each month, get together with your team and challenge them to each send out **25–50 text messages** to help fill their calendar for the month.

## IDEAS, QUOTES & NOTES

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# SKILL 3: PRESENTING

Your story will do more for you than you can possibly imagine. There are four parts to your story. Use the space below to write your story so you can present it in the most effective way possible.

## **PART 1: Your Background**

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## **PART 2: What You Didn't Like About It**

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### **PART 3: You Found a Solution**

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### **PART 4: How You Feel About the Future**

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### **BONUS EXERCISE: Telling Your Story**

The strongest people in Network Marketing are the people who tell their story the best. In the next 30 days, challenge yourself to tell your story 100 times. You'll be amazed at how easy it becomes and how good you get!

# SKILL 4: FOLLOWING UP

At every step in the recruiting process you'll come across questions and objections. Don't be afraid. This is a good thing. Whether they're asking for clarity or they're asking because they're skeptical, you can use four easy steps to help a person get through their objections:

**Step 1: Listen**

**Step 2: Relate to them**

**Step 3: Tell stories**

**Step 4: Ask "If I, would you?"**

You will be handling objections throughout your career. Get together with your team and role-play common objections using these four steps. The more you practice the more confident you will become.

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**JOIN US AGAIN NEXT YEAR FOR**

10TH ANNUAL  
**GO PRO**  
RECRUITING  
MASTERY

MGM GRAND, LAS VEGAS  
DECEMBER 11-13TH, 2019



**EMPOWERING NETWORK MARKETING PROFESSIONALS  
TO NEW LEVELS OF SUCCESS**

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**Visit** My Team at the Resource Center



FOR DETAILS, VISIT

**NETWORKMARKETINGPRO.COM/EVENTSPECIAL**

# SKILL 5: CLOSING

**When helping a prospect make a positive decision about your opportunity use the Six-Question Close.**

**Question 1:** "What did you like best about what you just saw?"

**Question 2:** "On a scale from 1 – 10, with 1 meaning you have zero interest and 10 meaning you're ready to get started right now, where are you?"

**Question 3:** "If you were to get started on a part-time basis, approximately how much would you need to earn per month in order to make it worth your time?"

**Question 4:** "Realistically, how many hours could you commit to each week to develop that kind of income?"

**Question 5:** "How many months would you be willing to work those hours a week while you were developing that kind of income?"

**Question 6:** "If I could show you how to develop an income of (their answer to Question 3) per month, working (their answer to Question 4) hours a week over the course of (their answer to Question 5) months, would you be ready to get started?"

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# SKILL 6: HELPING NEW DISTRIBUTORS GET STARTED RIGHT

When someone gets started, there is always a line between success and failure. On one side of the line, it's easier for them to quit than to stay. On the other side of the line, it's easier for them to stay than to quit.

## OVER THE LINE

EASIER TO QUIT

EASIER TO STAY

List some strategies that you can use to help move your new Distributors over the line and make it easier for them to stay than to quit.





Helping your new Distributors get started right is the skill that will bring duplication to your business. You can easily add your own Game Plan Interview into your Getting Started Strategy by following these five steps:

**Step 1: Validate their decision**

**Step 2: Set expectations**

**Step 3: Getting Started checklist**

**Step 4: Create a Game Plan**

**Step 5: Assignments**

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# SKILL 7: PROMOTING EVENTS

Promoting events is the one skill that pays out more than any other skill. Meeting people one-on-one, in small groups, or at local or bigger events will have a huge impact on the long-term success of your business – and the destination event is the most powerful of all.

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What strategies are you going to use to help your team promote the **next destination event**?

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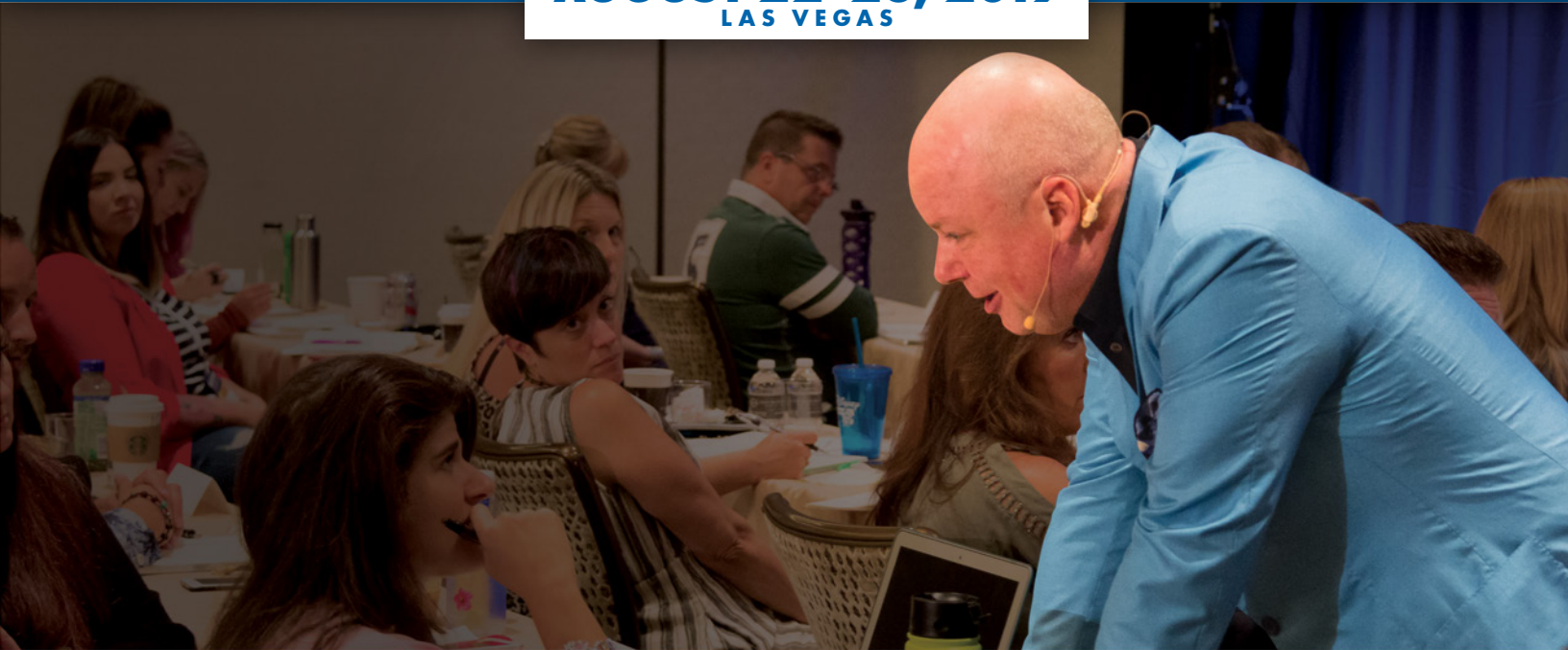
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# BEYOND LEADERSHIP

THE ART OF BECOMING AN ULTIMATE INFLUENCER

**AUGUST 22-26, 2019**  
LAS VEGAS



**UNLOCK THE NEXT LEVEL OF LEADERSHIP  
AND TAKE YOUR BUSINESS TO NEW HEIGHTS!**

**Has your business plateaued? Are you stuck at the same level and just can't reach that next rank? Then it's time to move beyond the basics and become an influencer!**

During this intense and intimate training event, you will learn how to change your mindset, identify your limiting beliefs, push through your challenges, and break the patterns that are holding you back.

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**Or Visit** My Team at the Resource Center

**[NETWORKMARKETINGPRO.COM/EVENTSPECIAL](http://NETWORKMARKETINGPRO.COM/EVENTSPECIAL)**

\*VIP Experience only Aug. 26

# CAIO CARNEIRO

Caio Carneiro has been a Network Marketing Professional for 8 years now and his organization is present in more than 50 countries. He began to work in the Profession at a very young age and made his first million when he was 25. Caio is a speaker, investor, and the author of the #1 best-selling business book in Brazil.



## IDEAS, QUOTES & NOTES

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# TYLER DANIELS



After being honorably discharged from the United States Air Force, Tyler Daniels and his wife Tasha Daniels aimlessly wandered from job to job before he went back to school and became a successful real estate appraiser and built a successful appraisal company. In 2003, after being re-introduced to MLM, their path changed again when plan B became plan A. With the help of their teams, they have sold over a billion dollars of product and impacted tens of thousands of lives. Today, they enjoy massive financial success and spend their time teaching the behaviors that created it.

## IDEAS, QUOTES & NOTES

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# NETWORK MARKETING AMBASSADORS PANEL

An ambassador is a person who acts as a representative or promoter of a specified activity. Our panel of Network Marketing ambassadors is comprised of leaders who are **shining examples** of some of the best in our Profession.

## IDEAS, QUOTES & NOTES

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# JOHN MAXWELL



John C. Maxwell is a #1 New York Times bestselling author, coach, and speaker who has sold more than 30 million books in fifty languages. He has been identified as the #1 leader in business by the American Management Association® and the most influential leadership expert in the world by Business Insider and *Inc.* magazine. He is the founder of The John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation—organizations that have trained millions of leaders from every country of the world. The recipient of the Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network, Dr. Maxwell speaks each year to Fortune 500 companies, presidents of nations, and many of the world’s top business leaders.

## IDEAS, QUOTES & NOTES

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# JOHNNY WIMBREY



Johnny Wimbrey is a speaker, author, trainer, and motivator, working with sales teams, high-profile athletes, politicians and personalities around the world. His incredible rags-to-riches story has resonated with audiences all over the world. Johnny's unique high-energy style has made him an incredibly sought-after speaker. His blunt honesty motivates people to stop thinking and start doing. He also has a wide media following and has appeared as a guest expert and panelist on day-time television segments and court shows including the Steve Harvey Show, E! News and Today.

## **IDEAS, QUOTES & NOTES**

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# TOOLS, CAMPAIGNS, AND SYSTEMS PANEL

For our final panel discussion, we've identified a handful of leaders who are **successfully utilizing** tools, campaigns, and systems in their particular businesses and have brought them together to share some of their strategies with you. Pull out your pen because you're going to get **great ideas** that you can implement into your business to help you enjoy **greater success**.

## IDEAS, QUOTES & NOTES

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# CREATING YOUR GAME PLAN

Now that you've had an opportunity to broaden your vision and expand your perspective, it's time to activate your dreams and create your Game Plan. This is your time! Make decisions NOW to make a difference, to stretch beyond your comfort, and to live the impossible!

## 1. SKILLS

What is your Game Plan for the next 12 months when it comes to your skills? How are you going to get better and stronger in your leadership and in your personal growth? What books will you read, what courses do you need to study, and what events do you need to attend to help you reach Pro Level on all Seven Skills?

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## 2. INCOME

What is your income goal for the next 12 months?

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What would you have to do to make that number real? Who would you have to become? What skills would you need to learn?

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## 3. RANK

What rank would you like to achieve in the next 12 months?

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What do you need to do to get you to that rank?

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#### **4. RECRUITING**

At least once during the next 12 months you should bring in a new team and recruit a large group of people in a short period of time – at least 20 people in 30 days. Write down the campaign(s) you will use to do this.

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#### **5. CUSTOMER PROGRAMS**

Customers are the heart of your business. The more raving fans you gather the more stable your residual income will be. What strategies are you going to implement to gather a massive amount of customers into your business?

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#### **6. CORE RANK**

Identify the Core Rank in your company. If you haven't reached it yet, what are you going to do to get there in the next 30 – 60 days? What is your Game Plan to get people on your team to that Core Rank EVERY MONTH and to continue growing that number EVERY MONTH?

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## **7. SYSTEMS**

What are your current systems and do they need refining? What is your Game Plan for the next 12 months to get your systems solid, in place, and duplicating?

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## **8. EVENTS**

List ALL the events you are going to attend in the next 12 months. Then, write down the promotional strategies you are going to use for you and your team for each event.

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We hope during the course of the last three days we've given you the strategies and skills to help you achieve your goals in 2019 and beyond.

Make sure to go back to page 25 and rate yourself again on each of the Seven Skills.

Also, make it a point to review the notes you've taken – not just once, but regularly – and share them with your team.

***And finally, always remember to  
Think Bigger  
Be Stronger  
Move Faster***





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