

# Success by Design

## MLM Mastery Club Course Outline

### Russ DeVan

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#### **Purpose of the Guide:**

1. Outline/notes for MLM Mastery Club Success by Design Course
2. Outline for coaching new associates
3. Guideline for enrolling others following the Success by Design Un-Training™

#### **Lesson 1: Overview and Listening – Generated vs. Automatic**

##### **Overview**

Introduction, background Russ DeVan, Success by Design foundation, vision

MLM 200 billion in sale global 100 mil distributors which means it's not working for 99%.  
Building what we build, we represent 10% of

Build partnerships, build relationships, we build together, request to donate 1/12 of next year's pay for Success by Design Global Foundation, nonprofit organization, first responders, woman and children causes, other causes, everyone that donates has say where to pay out

If you don't know that you don't, it doesn't exist in your world.

This course is about concealing what is in you more than teaching you something new.

Distinction between generated and automatic listening.

People are driven by commitments and concerns.

A person on the beach has a choice:

- Jump in
- Tip toe in
- Sit and watch
- Speak and stand in commitment

Difference between wanting and being committed to. Commitment is taking a stance, an act of courage.

How easy and fun would it be to build a business if you have more prospects than ever, and enrolling happens naturally?

We all have agenda's, be up front with it, don't hide it. Be interested in the person without attachment to the outcome, for example, recommending a movie or book.

Selling is a skill, often manipulation, overcoming objections, closing sale multiple times. It's a force which naturally creates resistance – no force, no resistance.

Promoting means speaking enthusiastically of something of value, giving a true choice

Recruiting is a force, enrollment leaves an irresistible choice, happens naturally.

Network marketing is nothing more than a distribution setup.

## **Listening**

Distinction between generated vs. automatic listening.

We are born with reactive listening. It's always there; we are constantly hearing and listening.

In order to become an interesting person, we have to be interested in the other person.

A generated, generous, listening creates a space for the concerns and commitments of others. The key to managing conversations has more to do with “how” you listen than “knowing what to say.”

Listening while paying attention and you can hear things other people do not say. Be observant about your own generated listening and jumping to conclusions and/or assumptions.

Let people finish and do not interrupt. Pay more attention to what's being said instead of your opinion about the topic.

Most people's actions are based on concerns or commitments. Generated listening serves the purpose of discovering what's been said regarding concerns and commitments and pick up on those. Commitments will identify if a person would be suitable to partner with you in business. Concerns need to be addressed instead of overruled.

The purpose of listening is to move conversation into action

### **Points to consider when listening:**

Listening you're speaking into—Is now a good time? Is the person 'open', interested?

It's hard to stay quiet and listen to the end. It's human. Listening is a skill that can be learned, trained, improved.

Listen like you're a blank piece of paper and someone is writing on. Hear complaints which are on top of concerns – products handle concerns for people.

### **Action steps before the next lesson: Practice and observe listening**

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#### Lesson 2: A Sponsors responsibility

Recap lesson 1, experiences with different listening styles. What have you heard, how did you feel, how did the other person feel, what have you observed about yourself?

First, find out what people are committed to, what we are going to build, what you are going to create. Know what you are building and then come back to 4 questions.

What's your mission, vision, what are you doing?

Shift from MLM company to your company. I have marketing rights. Shift focus to you, you automatically become product authority. By what your vision is, who are you being.

Compensation plan is not a business plan or marketing plan.

Com plan is what company structure figures out that they can pay out so much of profit while still making a profit. It's not a plan to get you where you want to be.

Figure out what you're building first, not the goal that motivates, it's what the goal provides you with. How much money do you need to achieve this?

Use comp plan to get goal

Company is there to be used, take what the company got and create like an artist

It's how you understand and apply comp plan to what you are doing and building

People don't work for goals

Money is measurable, it's not money what motivates people, it's what money provides that gets people in action, choices that money provides

Distinction wanting and being commitment to

Wanters are fine, it's the getters that are broken

Wanting is not what makes the universe move. People want a lot of things.

We don't always get what we want, but we always get what we're committed to and we're always committed to something.

Commitment doesn't always have evidence, not based on the past, no proof

Commitment in anthropological terms is an existential act of courage, a stand. What commitment does it need to win the gold medal?

People are responsible for own success

Create plan, be commitment, make it measurable – you can't fail

Project

Goal, 12 months

Rewards, short term, long term

30 days

Milestones

COS

Responsibilities of a sponsor are:

NOT: Success of others

NOT: Motivations of others

Motivation needs to be self-sourced, find commitment and create a plan how to get it.  
How do I keep my people motivated? You don't, you can't, not your job. Better find out what are commitments, plan project for productivity not motivation.

Responsibility to: Provide

A. Example of what success in the business "looks like." I.e.: How product is sold; How people are enrolled and how to listen for others' concerns and commitments, how product works.

B. Direction: Providing coaching in "where do I go", "what do I do" and "how do I do it."

C. Support:

1) A responsible sponsor is pro-active in communication,

2) A responsible sponsor makes and keeps commitments and agreements and creates structure and pathways. Productivity is not connected to time, it's connected to action.

3) A responsible sponsor co-creates a "project" that supports action

4) Listens

Sales without resistance

Different conversation

How do I motivate people? – Find out what they're committed to.

Trying to get someone to do something – provide choice (enrollment)

Business out of who you are being, have rapport, trust, relationship

I've joined often backfires. See your relationship is with company, independence is very important. It's your company. No marketing in MLM, call it ML sharing< finding people. There is often no marketing. You are responsible for your own success. It's not outside of us. If people depend on you to motivate them, there's nothing there if you go away.

Missing: responsibility for own success

Join: not company but you

Prospects can be found anywhere, when you know what you are looking for.

Knowing people is not a criteria, getting to know people is an absolute criteria..

Categories/ Conditions of satisfaction for prospect are:

- Open minded
- Good with people, interested in people
- Have courage, guts, explore new things, courage wanting something more than you have, wanting to grow

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#### Lesson 3: Promoting vs Selling & Enrolling vs Recruiting

Recap lesson 2.

2nd biggest stop in building business is selling part

**Selling** is the conventional, specific methodology for creating sales. Selling is a force that creates resistance (objections). The intended result is always the close of a sale. Only measure is the sale, objective is always a sale.

Winner – loser: Selling creates its own resistance because it creates force. 3 classic steps in selling are buying signals, close sale, overcoming objections. How can you overcome resistance without making someone else wrong? Taught it's about what you say instead of what do you listen for.

When overcoming objections, the other person is wrong, the choice is to say yes (I'm right) or other person is stupid because they don't see why they should buy the product.

Selling process as being taught causes problem, if you remove force resistance disappears by natural law. People don't have true choice, different way of saying no is do you have a brochure or more information.

TV changed sales, something spoken about in 90 sec creates buying signal result is sale. TV adds around end of year, shifts into weight loss, fitness because of Christmas, parties. Those add are enrollment conversations.

*Probing*: discovering needs, learning how to ask questions, features, benefits of product that cover needs

People don't like selling, the better you get at selling, the further you get from network because people can't do what you do

**Promoting** is the "communication of value" / authentic choice without an attachment to the result - ie: the enthusiastic recommendation of a movie or a vacation resort without an attachment to the outcome. With promoting the subjects are always left with an irresistible choice. Give a choice. One of the choices is No, which is perfectly alright. Promoting is not selling, not sharing, it has intention, and we are all good at it. Give personal experience over product knowledge, speak to concern, complaint, commitment.

Objective is communication of value; your only job is to communicate value and choice. Give up attachment to the outcome. Understand rather than 'get' the person. Intended result is not sale, it's giving someone a choice, communication of value. This results in much more sales because there is no resistance. Like recommending a good movie. Difference to selling is in who you are being. Let go of agenda and attachment of making a sale.

Word of mouth best advertising because people communicate real value.

Warm - cold market

Just because you know someone that doesn't make them automatically a prospect. We are here to keep all our friends and family.

**Recruiting** is "getting" people to do something they don't want to do: often pressure or guilt based. Begging or kicking and screaming. We resist if it's someone else's idea. If it wasn't your choice, you were recruited.

**Enrolling** is speaking or creating a vision, direction, or possibility that is aligned with another individual's commitments or concerns and offers a real choice but still allows (makes it all right) for them to say "no" it's an irresistible choice. Enrollment is the other person's idea. Join me in my vision, volunteer your own idea of vision, value, possibility, so that choice is irresistible. Move from I want to get to I want to give. This irresistible choice comes from who you are being during the conversation. Ask if the prospect is open to different possibility about their lifestyle, income, dreams, vision. Offer true choice to get out. Connect with people by being yourself. People are comfortable with you. Listen to concerns and commitments.

What are you building?

Who does it include?

What does it provide?

Why does anyone want to be part of it?

Compliments make people feel good. Acknowledgment means speaking about something you have observed in the person that makes a difference to you.

Be genuine in your listening, against the background of relationship anything can be built.

Drop pretense, be authentically interesting. If you have an agenda, let them know.

Wanting isn't getting. We don't always get what we want; the universe doesn't care, playing the lottery has the least probability of winning.

Universe moves to what we're committed to, we're always committed to something.

Product handles commitment or concern.

Best time to hear concerns is when resistance shows up. Resistance can only exist when there is force. Take force away, resistance goes.

Possibility is open to interpretation. It's a choice, something that a person didn't see before (agree/disagree, not a position right or wrong, position has 2 sides, judgement is position, decide means kill choice, killing of possibility)

Create a model based on the personal qualities that "you" have. i.e. open mindedness, courageous, goal oriented, personable, teachable. Listen for concerns and commitments. Listen for qualities you share and admire. Acknowledge them and consider what is their

contribution to you? If you HAVE an agenda, say so! If you don't, resist an opening to sell or recruit. EVEN if you notice one.

**Points to consider for follow up call:**

End of conversation, ask what's next, end with agreement. There is no action without a request.

Sound like closing question but it's about agreement. You can return to it, even if it's as simple as getting in touch. Not being pushy, but you are clear. Agreement muscle is weak. It's an important, good way to find out if they are serious or not.

When you do have an agenda following up on a call: this time I want to have a business conversation, after we got off the phone I was thinking about you would be the kind of person I'd like to work with, be authentic, it's ok to have an agenda, it's not ok to have it and hide it.

Call back: acknowledge for reaching out, I'm building xyz, invite, come from a place of contribution, would like to have people like you around, like to include people like you, I've got something important to talk to you about, but now is not the time. It is much easier to be yourself than learning to do something that you're not. Don't follow someone else's script.

Listen to your instinct. If something feels out of integrity, it probably is! Be yourself, be interested, listen tight, go back to something you like to explore as many times as you like, pay attention.

**Action steps before the next lesson:** What are 5 qualities that you have as a prospect and 5 qualities that you might not have but admire



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#### Lesson 4: Resources for Prospects

Recap previous lesson, you can only see qualities in others that you have yourself.

#### **Prospect Categories\***

A. Associates: people you know...but not well. Can be someone in family, business, profession. We like them but don't know them. You see them in church or at the health club. You recognize their face, know their first name, maybe even promise to get together, but never do. Guideline on criteria to qualify if they "made the first move" requesting an opportunity to get to know you better, have lunch, discuss a business proposition, would you listen? If so, chances are the reverse is true and they would gladly accept your proposal to discuss.

**Action:** make a request for a specific opportunity to get to know them better; then practice listening.

B. People you do business with or are a customer of. Where do you spend your money predominantly out of loyalty and excellent service? i.e., physicians, insurance, clothing, hair & nails...etc. your patronage has earned your valuable credibility and listening. How often when you see them do they ask., "how have you been"? These prospects are almost always customer sensitive and have a considerable prospect resource of their own. Your business has bought listening.

**Action:** start a conversation for "possibilities" out of **your new "company"** Are they open to being a "customer" of yours and your research for potential "partners". Potential to speak.

C. Centers of influence: When they "talk," others listen. Remember that these are "resources" for prospects. The objective is third party influence. Key attribute to center of influence, what are you looking for: who they know, more important, who is listening to what they have to say, when they speak others listen, keep a professional distance, person of influence is not prospect, no enrollment to take place and be up front.

**Actions:** Identify who they are and initiate personal contact. Acknowledge their contribution to you and make a request for their opinion of your business venture for "someone they may know". Set up a separate appointment to explain your vision. Honor the time you are given and the commitment to not sell or recruit them.

- D. Cross Cultural Networking: Identify and target leaders in ethnic communities or a demographic other than your own and offer them a proposition or proposal to be in business with you. We tend to stick to people like us, within our culture, trade through partners in community. Do you know someone that might be interested in?  
When you are interested but don't know anyone, think like a big company expanding into a vertical market. Position conversation around your dilemma that you don't have contact that can help you to take xyz to the people, you're looking for someone for highly paid position, ask if you know anyone, convey the idea of fun, community, speak of value.
- E. College and University Students – Particularly foreign exchange – A) No MLM “prejudice;” Families in another country; Discretionary income; Cash flow while in school; technologically savvy; easier to coach or teach than older adults do. Learning what they want to do in life, used to/ conditioned, listened to people that are older than them.  
Know what the right kind of people look and sound like. You don't need to get lots and lots of people, no need to buy leads.
- F. “Linked In” – The “business” social network where people ASK to connect with you!! Invitation to be heard.
- G. Seniors/ Baby Boomers. Fixed income. Uncomfortable in retirement. Interested in legacy. Largest economic force, needs have changed, good candidates for opportunities, vital, open, interested, mature, responsible, driven – listen with respect and learn, they need to be heard, nobody is listening to them, they have a story, got credibility.

\*Some categories are occasions to listen. Others are occasions to be heard. Some are BOTH!

**Action steps before the next lesson:** Reach out to different categories of prospects: Associate, cross-cultural, being a customer of, person of influence, prospect

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#### Lesson 5: The Duplicatable Effort

Recap over experience with different categories, recap about listening skills. Recap overreaching out to different categories, listening, promoting.

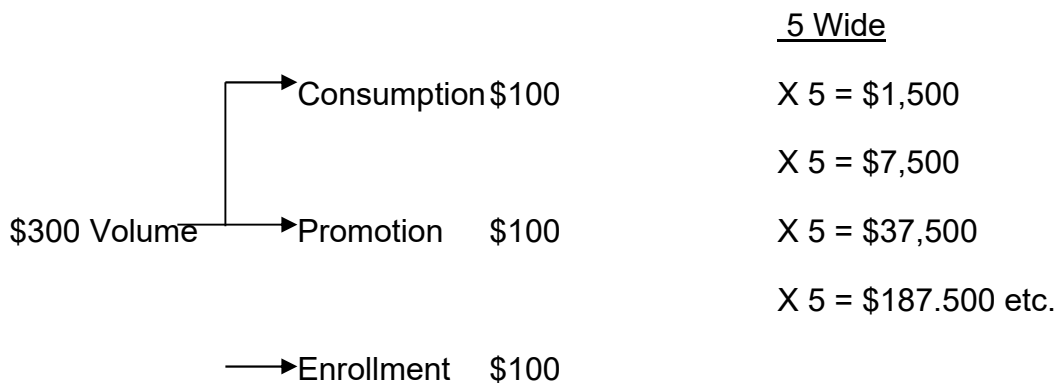
The effort that one performs each month that results in product volume and enrollment that is “simple enough” to do consistently and teach others to do AND teach others, to teach others, to do.

The Duplicatable Effort comprises assigned values in each of the three areas.

1. Consumption = X the amount of product consumed
2. Promotion = X the amount of product promoted and sold
3. Enrollment = X the amount of volume for new registrations – minimum (1) AND,

What is/are your STANDARD (s) for an enrollment qualification or order?

Rather than “trying harder” to get “more”, if the focus is on an effort each individual can do or teach, geometric progression is faster, volume is more constant, and attrition is reduced.



When interviewing a new representative, ask questions about what amount of performance they are willing to commit to. For example:

- What will you consume each month?
- How much will you promote each month?
- How many individuals will you enroll each month?
- What and how much will they order?

What would you be able to teach others to do by your example?

Then reduce and combine the effort so that the total is approximately \$300 or so per month.

**Action steps for next lesson:** Practice promoting and enrolling

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#### Lesson 6: Project

Recap about promoting, enrolling, and listening

Include quote George Bernard Shaw

How do I do it

Difficult to coach, support outside of project, be committed with them, something to connect, measurable

Choose who you want to be in business with

**What are the distinctions for goal setting? “Wanting v. Committed to?”**

**Goal v. Reward - i.e.: Olympics Goal: Gold Medal – Reward: Lifelong acknowledgement/ \$30 M Nike Contract**

**Purpose of the project is productivity**

Project lives in time. I’m going to do this at some time, some point vs within a 12-month time period. All goals need to live in time.

Leverage small effort, longer/faster comparison to what? Most people don’t have a plan, no structure. Expectations are not met because not understood, not set up using duplicable effort.

What you create over 12 months is just the beginning for all the amazing possibilities

The smallest milestones can be the biggest breakthroughs.

Expectations, commitments are always there, we are getting in the way

Think of a road trip with kids. You know where you’re going, children in the back ask constantly, “are we there yet?” Allow paradox ideas to coexist. We always have expectations – let go of attachment.

**Establish a goal** that is measurable (12-months) and attach both short- and long-term rewards that ground the commitment to the goal.

Example:

Defined goal that is measurable with COS. We never work for the goal..

Suggest goal is income, money because it's measurable.

What does commitment/ goal provide?

Prize gives choices. We all strive for choice, missing with most people.

What am I building?

Who does it include?

What does it provide (for me and for others)?

Why does someone want to be part of it?

By November 15<sup>th</sup>, 2022, I'm earning \$10,000 in monthly, in residual income from my Wellness Company/business.

**Short-term reward:** 7-day and night at the Kaanapali Hilton in Maui, HI November 22<sup>nd</sup> – 29<sup>th</sup> with my honey.

**Long-term reward:** College fund for “junior” Go full time in my business and give notice at work. Upgrade to a new home. Range: \$450,000 - \$600,000

**Next step: *Determine Monthly income objective:***

***Milestone: By February 1, earning a minimum of \$2000 in RESIDUAL income monthly***

**30-Day Goal:** i.e. By September 30<sup>th</sup> I will enroll 2 key leaders in the business.

**Reward:** October 2<sup>nd</sup> - scheduled day off – sleep late, favorite dinner, extra time with the spouse and children, etc....

**Conditions of satisfaction:** (Measure the goal and allow you to know when it's been satisfied)

**“Leader Must”**

**“In” The Business Means**

Commit to a 1-year project placed

Digital “paperwork” is done and order

Be a customer

3-way call with Upline for orientation

Have a vision / mission

Committed to duplicatable effort

Have Initial sense of market

or prospects for the business

**Milestones:** (“By When/s”)

1. By July 17<sup>th</sup> will have a prospect list of (20)
2. By July 20 will have contacted 6 candidates on the list
3. By July will have contacted 12 candidates and sorted 1
4. By August 7 will have contacted 15 and sorted 2
5. By August 15<sup>th</sup> I will have met with both candidates and completed conditions of satisfaction

**Single Daily Action:** 5 days a week Once a day action that forwards the goal for the month. Has a direct impact on the goal.

SDA Must

1. Be simple to do
2. “Ideally” be fun
3. Contribute to the goal directly

People freak out about not having time

Increases productivity if set up properly

Takes 20-30 min and brings you closer to your goal. Meditation is great but doesn't count.

Once you're done, free to do what you want, everything else is voluntarily

52 cards in a deck, 4 aces, turn over 40 cards, chance that you get 2 aces

i.e., Two conversations a day with a candidate for prospect. Repeat action 5-days per week. Ten conversations p/week = 40 conversations a month. Resulting in 1-2 new enrollees per month.

Connect to people to practice listening, be interested, people want to be listened to, want to talk.

Two prospects will show up if you know what a candidate looks like

Increment of 12 months

If not complete, reevaluate, start next month with completion

If done, it's done when choose to do other things doesn't count towards SAD

If you don't do SAD change, set up different, important that it impacts goal

Really important fun to keep you on track to get to goal

Feel good committing to, simple, fun

You have the right to change goal

If not, get there, not want to do, not fun, pressure – how do you set it up

Free spirited, not designed to be dominated by self, it's by choice

It's not the structure, it's what inside structure, you fill in valuables structure, do it in a way that empowers

Goals can shut down as fast as they can open up people, goal part of structure that what we are committed to.

SAD preferred action, habit of success, one new habit to become consistent, impact of one daily action

Choices: I'll do either this or that, as long as it impacts. Categories, inspired by choices, less choice in what you do, creates resistance.

Whatever you do needs to impact. Choice is good.

"The difference between successful people and unsuccessful people is their HABITS' Jim Rohn

Single daily action can be surrender to success that is waiting for us

Success is seeking us even more than we are seeking it. Success is searching for a home ... we can be that home (said by Dr. Kymn)

SAD is a small discipline, simple, easy, fun. If I do nothing else, it will impact the goal, consistent to keep us on track. If you don't do it change it

**What's Next?** le: On the completion of the goal by August 15th.

Goals live best in inevitability, a mindset that brings to goal about.

Don't set up the next 30 days but know what is going to happen when the goal is met, brings goal about faster

I will begin next month's goal in order to:

- a. Enroll one new leader.
- b. Assist my 2 new leaders in enrolling their first 2 (each).

**Action steps for next lesson:** Create 12 months project.



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#### **Lesson 7: Conditions of Satisfaction / Milestones**

Recap: state project very briefly, 2 minimum 2-3 participants, discuss

COS how it is achieved. Structure to operate in to get to goal that is 12 months away. Come back to 30 days and put blocks in place.

Spiral of manifestation

It's not just about the money, business conversation is about money in a context of productivity, promise is life and business to work, can have both. It's what you can create in partnership and leverage with others. Zig Ziglar.

Always breakthrough on the other side of breakdown

Not your job to keep people motivated to. Understand what people are committed to, what are the possibilities of achieving it?

Build structure to serve commitments and address concerns

#### **Conditions of Satisfaction:**

Based on the given compensation plan: How much volume at what earning level is necessary to achieve my objective?

Divide volume goal by the number of leaders on the team I am building.

- What must they average in earnings be for me to achieve my objective?
- What do I earn in helping them attain their objective?
- How many are on their team(s)?
- What is the "duplicatable" effort?
- How does it support my volume goal?

#### **Conditions of Satisfaction for leader:**

- Who do I want to build with?
- What type of person do I want to have a business relationship with for the next 12 years?
- What qualities must this person have? IE. Coachable, likes people, open-minded.

**Action steps before the next lesson:** refine the project, add COD

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#### Lesson 8 Mastering Student Coaching

Pair 3 x 2, 1 coach, 1 coached. Let pairs know in advance to prepare. 10 min coaching, project, COD, SAD, what's missing, what's working, what are you building.

- What am I building?
- What's missing?
- What's working?

What's next: NG membership and Goldstar. Participate in project orientated masterminds. Go and build a team. Support and follow up structure.

Promote

Consume

Enroll

#### Support Systems

##### **Coach, coaches, masterminds**

**Build a "Hot Team"** align yourself with people who will support you in your objectives. Members of your hot team do not necessarily have a profit interest in your success. They can be upline or cross line leaders, or someone you know outside your business that will cheer you on when times are good and lift you up when things don't go as planned. Seek objective, but positive support. They have a choice to decline.

##### **Extras:**

What is "at stake?" What is your INCENTIVE to hit your goal? What is at stake if you do not? Remember the story of the smart ass who thought he could get rid of his daughter by making his reward for the month "Taking her to Disneyland" if he hit his goal, and then TELLING her about it! Talk about unavoidable accountability!! lol

Remember the story about Stephen Hawking at Cambridge solving a 2000-year-old mathematical dilemma. What was at stake?

**What am I building?**

**Who does it include?**

**What does it provide?**

**Why would someone want to be a part of it?**