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INTRODUCTION

Dear friend and partner,

This is AYODEJI OLADEJI CHARLES. I will like to welcome you to this training guide on the network marketer wey sabi.

By the time you start reading and studying this course, it will look as if I were with you physically. It has been done in chapters as a training guide that will ensure that even if you are a network marketer wey no sabi, by the time you are done with the book, you would have been a network marketer wey sabi.

A network marketer wey sabi also means a professional network marketer, a top earner network marketer, a network marketing leader etc. They have been used interchangeably in this publication to mean the same.

If you are gender-sensitive, I want to warn you before you read this book. I have used “he”, “him” etc. throughout this book rather than awkwardly saying “he or she”, “him or her”. I do not mean this as a slight to women, only as a convenience.

If you are a grammar perfectionist, you will not like this book. This is not an academic book so I cannot be bothered with adhering to grammatical rules. I still cannot figure out when to use “will” or “would”, pardon me. This book is about marketing lessons, not English language.

I hope to see you becoming a network marketer wey sabi.

DEDICATION

This book is dedicated to the one that loves me and the reader of this book.

I hope the book makes you become better, do better and get better in life, from life, in network marketing and from network marketing.

ACKNOWLEDGEMENT

When you open the pages of a great book, no sooner will you discover that you possess great wings to fly with. Great books happen because great teams are assembled to make them happen. How does a person say 'thank you' when there are lots of people to thank? I am deeply thankful to everyone who has helped, both known and unknown and those that committed their time to the success of this book.

I appreciate you, the reader, for if it would not be read, why write it? Thank you for reading this book and sharing the principles in the book with those whom you love and care about. I hope this book makes your soul feel great, edify your spirit and transform your mind. Most especially, I believe this book will make your wallet grow and your body glows as you cheerfully share with others. Once again, thanks to you all.

CONTENT OUTLINE

COPYRIGHT NOTICE	i
INTRODUCTION	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
CONTENT OUTLINE	v
Chapter One: The World Of Possibilities	1
Chapter Two: A Network Marketer Wey No Sabi Will Make These Mistakes	4
Chapter Three: 20 Guaranteed Sources To Get Network Marketing Leads Now	8
Chapter Four: How To Recruit Like A Network Marketer Wey Sabi	11
Chapter Five: What To Say To Get Your Prospects Interested And Excited About Your Products, Services Or Opportunities	15
Chapter Six: How To Handle The 30 Most Common Questions And Rejections In Network Marketing	18
Chapter Seven: The Network Marketer Wey Sabi Will Keep A Flawless Reputation Online	24
Chapter Eight: How To Get Your Prospects To Take Action Without Being Pushy	31
Chapter Nine: How To Build A Network Marketing Business Online	31
Chapter Ten: Five Types Of Posts On Social Media	36
Chapter Eleven: How To Use Facebook To Recruit Successfully In Network Marketing	39
Chapter Twelve: Three Powerful Professional Tips For Inviting Prospect For Network Marketing Opportunity	41
Chapter Thirteen: How To Recruit People Constantly And How To Effectively Pass It On To Your Teammates	45
Chapter Fourteen: How To Effectively Use Attraction Marketing To Recruit	48
Chapter Fifteen: Three Network Marketing Recruiting Tips That Will Take You From A Network Marketer Wey No Sabi To A Network Marketer Wey Sabi Inside Your Network Marketing Company	51

Chapter Sixteen: Network Marketing Tips For Beginners Will Make You Rank Up Faster	57
Chapter Seventeen: Three Powerful Ways To Build Your Brand For Zero Naira	61
Chapter Eighteen: The Network Marketer Wey Sabi Knows How To Talk To Strangers	64
Chapter Nineteen: Network Marketer Wey Sabi Knows How To Share His Network Marketing Opportunity To A Stranger Online	66
Chapter Twenty: How To Build A Network Marketing Business Without Bugging Your Friends And Family	68
Chapter Twenty-One: How To Motivate Stagnant Network Marketing Team Member	71
Chapter Twenty-Two: How To Duplicate And How To Build Leaders In Network Marketing	74
Chapter Twenty-Three: Time Management Tips For Network Marketing Success	76
Chapter Twenty-Four: How To Attract Strong Network Marketing Leaders	79
Chapter Twenty-Five: Network Marketing Techniques To Following Up With Your Prospects	82
Chapter Twenty-Six: How To Follow Up On Social Media: The Right Way	85
Chapter Twenty-Seven: How To Follow-Up To Get Network Marketing Prospects To Finally Buy	87
ABOUT AOC	a

CHAPTER ONE

THE WORLD OF POSSIBILITIES

Why network marketing? This is the question that always ring through my mind whenever I think about the word 'network marketing.' However, this is what I found; I found out network marketing offers the world of possibilities. Network marketing goes far beyond financial, time and personal development. It creates awesome possibilities for people in all aspects of their relationships and their lives.

It's difficult to imagine that with the few years that I have spent in network marketing, the business opportunities I've utilised, the events and experiences I've had, the relationship I've developed, and personal growth I've witnessed in myself and others seems more appropriate to 50 years or more in a normal person's life.

THE GIFT OF NETWORK MARKETING

According to Greek mythology, I read that there once lived a sad and lonely king on the island of Cyprus who was a great sculptor. He was alone As he did not relate well to women. One day he set out to create a sculpture of a beautiful woman. Putting all his heart and soul into this work, he succeeded in creating an incredibly beautiful statue, so beautiful that he fell deeply in love with his own marble creation. Plagued by greater loneliness and longing than before, he prayed to Aphrodite, goddess of love, to grant his wish that his sculpture comes to life. Out of the king's great love for this woman of stone, and with the help of Aphrodite who took pity on the lovelorn king, the sculpture of the woman did indeed come alive. The king's name was Pygmalion and the Pygmalion Effect is the term used to describe the life-altering power of positive expectations and possibilities.

This is the gift network marketing can give: to transform the lives of people into their dreams and to make their expectations realistic. In this business, it's possible to live a few short years filled with more rich adventures and special people than most people would experience in a lifetime.

SOME PEOPLE ARE LIVING DEAD

So many people are trapped in jobs they hate. Jobs that provide them with no sense of accomplishment, contribution, or challenge. These people are so numbed and

dumbed that by their situation they fail to see any way out of a monotonous life that no longer meets their needs and wants, and doesn't honour their values. They become resigned to an existence structured by those twin sacrifices: lack of money and lack of time. Before they know it, the binding box they built begins to feel like home. Even the dream of a different and better lifestyle becomes remote, then fades and is forgotten forever. Their lives can often be summed up in one word - resignation. As Myles Munroe said, *"The tragedy of life is not death, but that which dies inside of us while we are still living."*

THE ESSENCE OF NETWORK MARKETING

This is the essence of what network marketing is all about - creativity. It is about designing your ideal life. It's about first choosing all the elements of such a life, and then making them happen. Networking provides me with a different and much more clear definition of what being responsible means. Responsibility is the opposite of living out of mere knee-jerk reaction to the happenings of your world. True responsibility is possible only when you can knowingly choose your own actions.

Network marketing is simply the vehicle to live a life of choice. The financial freedom that can be created through network marketing can bring about the personal freedom to live with complete responsibility, to create a life consistent with your values, goals and dreams - and to have fun doing it, too. Compare that with how the majority of people you know now live, do you see the resignation in their lives? How many of them are living in hidden desperation? Networking presents the awesome power of possibilities to more people than has ever been available before.

Each network marketing opportunity possesses the potential for so many rich relationships and exciting experiences - chances to live a life of choice and freedom. This is the awesome power of possibilities network marketing offers. With the realization of your ability to truly empower and affect the lives of people, you can transform not only given individuals but the entire culture as well. This is the challenge and I invite you and also encourage you to take it on. Create for others and yourself the inspiration required to design and then live an ideal life of choice in which anything is possible.

Is this possibility for you? Go ahead. Go make it happen. Pull away the curtain and watch the miracles show up all around you and the world will be filled with the awesome power of your possibilities.

CHAPTER TWO

A NETWORK MARKETER WEY NO SABI WILL MAKE THESE MISTAKES

Network marketing is a type of business opportunity that is very popular with people looking for part-time, and flexible businesses. Network marketing can be an exciting, fun-filled and lucrative business opportunity that if done correctly, it can replace your full-time income within 5 years which to me is better than the 40 years plan, makes you retire young, rich and famous. It opens the door for you to impact many lives and gives you the lifestyle you've always dreamt of which is, having a quality time to be spent with God, your family and friends which can be termed, ultimate freedom.

Network marketing is the best, most effective option for most people interested in building a residual income-producing asset i.e. people who are interested in starting small and growing big. Network marketing is also the solution to youth unemployment in Nigeria <http://wp.me/p8CfvP-1J>.

Let me share a little bit of my life story with you before we fully look into the mistake network marketer wey no sabi always commit.

One great ambition of mine since my boyhood days is to be an entrepreneur, author and a speaker rolled into one. I cherish entrepreneurship as a career and I desire public speaking as a means of giving back to the community. You will agree with me that an entrepreneur and a speaker who has no money with which to support himself and family comfortably, is like a blade which has no razor. Now, at a point in my life, I was on the verge of making enough money with which I could proceed to entrepreneurship fully after my service year to pursue the ambition of my dreams, but I suffered a twist of fate, and I crashed. Ever since then, I tried without success to recover lost grounds, financially. Though, spiritually and intellectually, I made appreciable advancement despite the difficulties, all of which have now been surmounted. Yes, it has now been surmounted. I am a graduate of microbiology with a second class upper (HON) division. Having a degree is not my goal; I hate to be a government or mercantile employee. Otherwise, there are opportunities for me here and there to get a suitable and well-paid job under government or one of the

mercantile houses. However, I know that once I become an employee of the government or a mercantile establishment, that is the end of my career as an entrepreneur. Then, I resolved within me that, under no circumstances will I take any ridiculous payment for my time being employed. If someone told me three years ago, I would be where I am today, creating a life of FREEDOM for myself, my family and friends and most importantly for YOU, I would've thought they were crazy!. However, my life wasn't like this from the beginning... Back in my undergraduate days, I already started a business. After saving some bunch of money after my service year in 2014, I travelled down to Ibadan the State capital of Oyo in Nigeria to follow my dreams. Within a month, I lost all the money I thought I would use to start a life including the money I had saved in my undergraduate days to the extent that I had to borrow 2000 from a friend to travel back home. In 2015 after the incident, I sold a sewing machine that I had to start another business but I failed again and my future wasn't looking so good. I was embarrassed by my lack of results and I was desperately looking for a way to make something out of life. I started looking for a way I can work out at fulfilling my dreams.

I was introduced to a better way, which was network marketing and it has changed my life. Instead of being afraid of the future, now am excited about it. As a matter of fact, I am sure of my tomorrow than today. Today, I am a leader that has produced leaders and my leaders have also produced leaders. When I say leaders, I mean, business leaders in the real world where we are leaving in. Enough of stories about me because it's not all about me but YOU.

You may ask, what is that simple mistake made by some network marketers wey no sabi? Your journey in network marketing all starts with a DREAM. So many people are missing out on what their dream is today. If you are yet to define yours, don't waste your time in network marketing. Without it, you can't go far. Network marketing is for those that have dreams to fulfil and not for those that need money for food, clothes or fashion.

What got me started is the DREAM. In the dream is where you will find the drive. My DREAM is the reason why I started the journey and I have a destination. You need to have one too. To me, I have a lot of dreams. I want to build companies, raise

billionaires, help a lot of people to fulfil their dreams, create job opportunity, form alliance with interested people to fight the rate of unemployment in the nation and be a good father and a respectable husband. Yes, I also need financial freedom although it is the last on my list because YOU are my PRIORITY. Some have jobs which merely can pay their bills, then they realized that the money they earn is lesser to the dream (that's if they have any) they have, hence they make their dreams smaller.

As a network marketer wey sabi, you don't think like everyone else, we are different, we wake up in the morning and we are full of energy than everyone else. We are always ready to make a change in the world each day. With network marketing, you can make your income big enough as you want to fulfil the reality of your dreams. Your dreams have to be the most important thing in life to you. It has to be the reason why you should be involved in a network marketing business opportunity.

The most important thing you need in life to breath is what? Clothes? Food? Shelter? Or what do you think it is? The answer is simply OXYGEN. What do I mean here? Your dreams must be important to you as oxygen. Without your dreams, you die. So, don't be dead before you die. Remember this, before you start your journey to financial freedom, before you finally decide to be involved in a network marketing business, you must find the basic building blocks which are your dreams. You must find the thing to pay the price for. I am here today, a CEO, an author or whatever, not because I am smarter than you, I may be good looking than you... Yea, I am handsome! I am here today because I found my dream and it's important to me as oxygen. I know what I want is clearly written down and I am willing to do any legitimate thing to get it. The end will justify the means.

Without the dream, don't start your network marketing journey because, without it, you will fail. Your dream can be in your head, your heart or your mind. It doesn't matter where it is, what I want you to do now is to get a paper, write down all the things you want in life and what you want to do with what you get when you have attained financial freedom lifestyle. Now, after that, put it on your wall where you can always see it. I have mine, it kept me going on despite criticism, hate, envy and

mockery. When you write it down, you will become unstoppable, ready to pay the price.

YOUR 'WHY' MUST BE BIGGER THAN YOUR 'HOW' IN THE JOURNEY TO FINANCIAL FREEDOM LIFESTYLE. WHAT IS YOUR 'WHY'? THE 'WHY' IS YOUR DREAM. YOU MUST IDENTIFY YOUR DREAM WHICH STARTS IN YOUR HEAD. I FOUND MY DREAM AND I REMIND MYSELF EVERY DAY.

My message to you so far in this chapter is, you must forget everything else and find your dream. That's the basic building blocks and the first step to becoming the network marketer wey sabi.

CHAPTER THREE

20 GUARANTEED SOURCES TO GET NETWORK MARKETING LEADS NOW

Are you running out of leads for your network marketing business? In this chapter, I shared 20 guaranteed sources to get network marketing leads. Can I tell you something? Consistent lead flow is the key to becoming the network marketer wey sabi. This is not just with ordinary leads but the correct leads. These are those folks who are ready to buy your product right now, and/or ready to start a new business right now. In the same vein, a lot of network marketers get leads from time to time but when it comes to conversion, they lose it. So, it pays to know ahead that network marketing is a relationship business. People buy and join people that they know, like, and trust. So, it's important to generate trust and rapport with someone before you ever consider presenting them with your opportunity.

Here are the 20 guaranteed sources to get network marketing leads. We will look at both offline and online methods

1. Networking events: It could be business meetings in the chamber of commerce, company events etc. What to do is not to pitch your business immediately, this is where many people make mistakes. What I use to do is to get as many business cards as possible and then follow up the next day. The reason why I like this one is because these people are hungry and conscious of getting success. They are not people that will sit on the couch and watch TV from morning till night but people that wakes up and dress up to make the day count.

2. Facebook friends: There are many people in your spheres on Facebook that are not on your phone contacts. How to do this, we will look into it via unlimited prospecting using Facebook as a case study.

3. Facebook groups: I hardly do this but I have gotten people via this method in my team and many of them have earned me lots of dollars and have earned themselves and others a lot of dollars also. So, it works but there's a way to make it work. There's a language to every secret code you know.

4. Your warm market

5. Your warm market referrals: I will combine the two (4&5). To approach your warm market, you just send this - *“Hey Charlie, I’ve known you for a long time and have always respected your opinion. I just started a new side project that I’m excited about and I’d like your opinion on it. If I send you some info, could you review it and give me your feedback?”* If there's no feedback or negative feedback, you send this - *“Hey Charlie, I didn’t hear back from you, which is cool. I’ve been busy, to be honest. This may or may not be a fit for you. I don’t know, but I did want to reach back out to you because I know that you may probably have connections that fit. Do you know anyone that has been affected by the economic recession that might be open to making some extra money?”*

6. Google Search your city name professionals: For example, some professionals are willing to explore new possibilities, get their phone number and reach out to them.

7. Realtors: Realtors put their number in their signpost or billboards. These people want to make money. Why not get their number and call them and let them be aware that you've got a new opportunity that can create an additional income stream? That will not stop what they are doing currently and if they are open, you will be happy to show them how it works.

8: Financial planners: Most of them are in employee settings and are hard to approach. You need to approach them yourself. When you reach to them, you will surely see wonders. Test it and see.

9. LinkedIn: What a beautiful place to get people.

10. Twitter: Look for people marketing in your area and reach out to them.

11. YouTube: This is a big one

12. Church events: Don't go there to pitch your business, don't go there to sell your product or service, go there to connect and to build relationships.

13. Facebook live videos: This is a passive form.

14. Drop cards: Go to bookstores, put your cards in the middle of the books there. You can target business-related books. What a great strategy.

15. Cloth advertising: It could be your t-shirt, your hats, etc. Just write curious words on them that could make people ask you questions on it. For example, “*get a financial freedom lifestyle, ask me how*”. If you can do this, people will surely get back to you. You must put your number on the written words.

16. If you have a moving vehicle use it, customize it: Write eye-catching word curious words. Something like “*are you open to creating an additional income stream that will not interfere with what you're currently working on, get connected 080.....*”

17. Children party events: This is where you meet with housewives. To be candid, many housewives are jobless and they are movers. Majority of them are givers and you need givers in your team and not takers. Don't miss the next children party in your community. Don't pitch in the first meeting but connect.

18. Trade show booths: You don't need to organise one. Look for a trade show in your area, don't go there to sell but connect. These people have spent money and want to make more money. Get as many cards as you can get. Don't sell the first day, don't pitch. Just get as many business cards you can get and follow up the next day by calling them or meeting face to face. I always prefer to meet my potential partners face to face before recruiting them. I need quality not quantity anymore. I act as a consultant and counsellor. I ask questions, their why and others.

19. Doctors: Doctors can shake your team. Just go on cold calling on doctors' offices. Do you think doctors are credible, will you like to see more doctors in your team? Incredibly they are awesome. Try and see.

20. Restaurant owners: They have a place you can use for seminars. They have a large base of influence. Please go and pitch your business to one in your community tomorrow if you need a seminar centre.

WANT TO READ THE REST OF THIS BOOK?

There are 24 chapters more and they contain the main content of the book that will transform you into a network marketer wey sabi.

In the rest of the book, you will learn:

- How To Recruit Like A Network Marketer Wey Sabi
- What To Say To Get Your Prospects Interested And Excited About Your Products, Services Or Opportunities
- How To Handle The 30 Most Common Questions And Rejections In Network Marketing
- The Network Marketer Wey Sabi Will Keep A Flawless Reputation Online
- How To Get Your Prospects To Take Action Without Being Pushy
- How To Build A Network Marketing Business Online
- Five Types Of Posts On Social Media
- How To Use Facebook To Recruit Successfully In Network Marketing
- Three Powerful Professional Tips For Inviting Prospect For Network Marketing Opportunity
- How To Recruit People Constantly And How To Effectively Pass It On To Your Teammates
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- How To Attract Strong Network Marketing Leaders
- Network Marketing Techniques To Following Up With Your Prospects
- How To Follow Up On Social Media: The Right
- How To Follow-Up To Get Network Marketing Prospects To Finally Buy
- And much more!!!

Get the full book now by going to:

<https://paystack.com/pay/networkmarketerweysabi>

Don't delay.

I hope this book adds a lot of value to your life like it has done for many people.

I wish you success in life.

AOC!