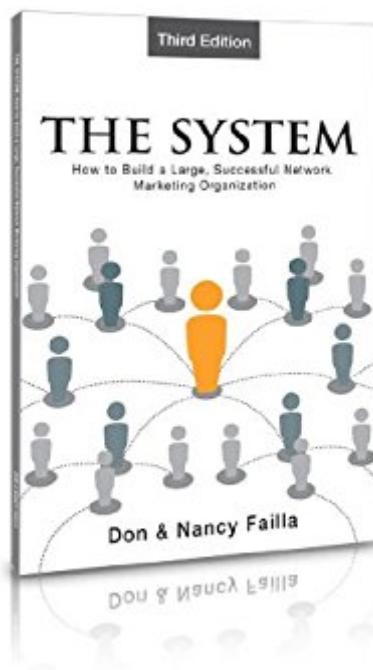


The book was found

# The System - The 3 Steps To Building A Large, Successful Network Marketing Organization



## **Synopsis**

Newly added is a chapter dedicated to cold market prospecting. Many find their warm market shrinking, and Don & Nancy explain how you can build an endless warm market using their cold market techniques. The purpose of this book is to teach a person how to instruct others about building their home-based business in a training that will be ten minutes or less. It is interesting to note that once one learns "The System" there is not much they need to know to make it work. Once you have read this book you will understand why anyone who really wants something can build a business in Network Marketing. Don & Nancy's system has built their organization of over 200,000 and growing; and it can help you do the same. Not only will you learn Don & Nancy's proven system but you will read about some of their secrets to building their business including: using your up-line, investing in your business, long-distance support, creating national sizzle sessions and much more.

## **Book Information**

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## **Customer Reviews**

Best source on network marketing. Failla stuck with network marketing unlike so many network

marketing gurus who quite their company because the company folded. A good question would be why did this company fold. I think people should do their homework with a company before they commit to such a seriously fabulous venture as network marketing. Network marketing is a great profession. Some gurus say that your company has nothing to do with network marketing but they are wrong and even Failla says that. A company's Longevity is important because there are so many trying to get their niche of a market that quality doesn't matter. Longevity and quality of products matter. Aside from this point of longevity I believe Failla is the best at understanding how to build a vast business in network marketing. What he says about simplicity is ABSOLUTELY TRUE. Experience is everything. Many gurus are wannabe network marketers. BE CAREFUL

"The 45 Second Presentation that Will Change Your Life" explains network marketing and the principles of the system to a prospects in an understandable, easy to read and re-read format. In the companion "The System" book, Don Failla dives deeper into the subject providing a lot more background on the underlying psychology and techniques, and how to teach the System -- enabling network marketers to gain a deeper understanding and truly master the system. Don't be surprised to find a lot of repetition of "The 45 Second Presentation...." text in "The System" book. Both are books that can be read time and time again; each time we read them we get something more out of them, as our mastery of the subject increases. If studied carefully and their principles diligently applied, both books will yield a huge return on investment on their purchase price.

Wish I had taken the review that reads "I started a business with a network marketing company a few months ago and I thought this book would give me helpful suggestions to grow my business. Instead it is a long drawn out sales pitch to get you to purchase many copies of the author's other book (suggests buying 5 copies in print and audio right away and an "infinite" number for anyone who joins your downline) and other marketing materials the author personally sells. I feel duped for spending my money on this book." more seriously. I really don't know how this book has so many 5 star reviews. I have read about 25 books related to network marketing in a row and while some are great and others are just so so, this book is terrible. TERRIBLE. I am 17 pages in and so far the only thing it has done is repeatedly and redundantly directed me to buy sign up for their website [iownmylife.net](http://iownmylife.net) as a marketing tool and to buy 10 or so copies of their book "The 45 Second Presentation" to give to prospects. It is one long drawn out advertisement for their products. So far there is nothing in it that can be put into action without signing up for their website and buying more of their books. Nothing. Not to mention if I was presented an opportunity via being sent to their

website I would never have filled in the information.. Would you give your email address to a strange website promising a life of mansions and fancy cars? My first thought would be "Oh boy, SPAM!" and I would think my friend was off their rocker for sending me there. People that don't understand already think we are off our rockers.

Excellent book, "The System" should be available in Spanish and other languages too. I hope so. I recommend this to all entrepreneurs in network marketing. It's the solution if you don't know a system for you and your team.

good book

I have been in network marketing for over 10 years and have never found anyone to explain to me how to build a business, until reading this book. Everyone of the so called gurus would never tell you how they would only tell you why. Thank you Don and Nancy for doing what you love. See you on the cruise ships of the world. Steve and Stasha McConell

Being in Network Marketing for over 10 years, I've brought tons of courses. and books. Paired with the 45 presentation by Don Failla, this book is Gold. If you follow the system, you won't be disappointed with your results.

I loved this book so much I loaned it to my sister-in-law and she was blown away!!! She has been in MLM's for years on and off and never thought of something so easy to do. Thank you Don and Nancy for sharing!!!!

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