

A message from Brandy...

You can truly have everything and anything you want. It is time for you to go out and create the world you want to live in. You need to start sometime and somewhere. Make it right now. If you want it bad enough, you will do it, and if you do not, you will not. It is that simple.....

"You were born to win, but to be a winner,
you must plan to win, prepare to win, and expect to
win." -Zig Ziglar

Choose You Win Home Study Course

By Brandy L. Sinoto

Name _____

Date _____

"I choose to win."

Resource Page

- www.chooseyouwin.com: blog articles, videos, FB Live recordings, audio trainings.
- The Secret Formula 30 minute Audio
- Brandy's group text: Text ALOHA to 25827. Sign up to receive updates, training's, specials right to your phone.
- FB page: www.facebook.com/branding
- 6-Part Income Producing System of Success
- Choose You Win Academy (Home study course.)
- Choose You Win Summit (Date/Location TBA)

How to use this home study course:

- Print up this workbook
- Go through the material.
- When listening to the audios have the workbook in front of you and work through it together.
- There will be boxes with questions for thought.... Feel free to use them to get you thinking and looking for keynotes through the lessons or just use the notes as you wish....

Let's begin with a simple exercise. Before you get started, let's get your mind thinking. Ask yourself the following questions just write down the first things that come to your mind! Go for it!

1. What do you want to have?

2. Who do you want to be?

3. What do you want to do?

Now that you're thinking....

What will it take for you to have, be and do the things that you picture for yourself? (Share the first things that come to your mind.)

Turn on your
module recording:

Module 1: Becoming a Success

What does
success
mean to you?

*Making a lot of money?

*Being out of debt?

*Having great relationships?

*Being happy?

SUCCESS IS.....





List the names of 3 people you admire and what they have gone through to get them to where they are now.

1. _____

What do you admire about them? What were/are their struggles?

2. _____

What do you admire about them? What were/are their struggles?

3. _____

What do you admire about them? What were/are their struggles?

Module 2: Finding Your Why

In the world of entrepreneurship and free enterprise, you will be able to find true financial freedom, be your own boss and live the life of your dreams, but it will not come to the uncommitted, the easily dissuaded, or to the faint of heart. You will need to bring decision, passion, and action to the table and you will have to do this day in and day out

Your WHY is the fuel that keeps you plugging along each and every day continuing on towards your goal. If you ever feel like giving up, or your path is not clear, or you start hearing yourself make excuses as to why you need to let up on following your dreams, more than likely you need to revisit your WHY. Actually...your “whys” always need to be revisited.

You are on the right track and are trying to achieve greatness, you are asking life for the moon and beyond. You are asking to achieve your wildest dreams.

You need to be ready to show life that you do indeed want it and you are willing to make sacrifices to achieve it.



'The 5 bullet points to help you develop your Why'

- 1. Your why needs to be specific and personal to you.

- 2. You need to emotionalize and visualize your why.

- 3. You need a physical representation of that why.

- 4. Get into the habit of taking action on your why.

- 5. Continue to revisit your why and adjust as needed.

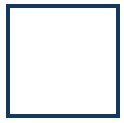
Module 3: Making Yourself a Money Magnet



**"The key to attaining financial prosperity is developing a "MONEY CONSCIOUSNESS."
This is a state where YOU are aware of money and money is aware of YOU."**



It's what you think, coupled up with how you feel that causes you TO DO...and what you DO that creates your world of abundance or what you DON'T do that creates a world of lack.



#2

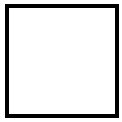
**Sign your FINANCIAL independence
Employment contract and COMMIT for a
year.** (See Financial Independence Contract PDF)

- Read over, date and sign the financial independence one-year employment contract. Consider this your one-year work contract in which you are hiring yourself.
- Once the contract is signed, you must commit to working, focusing, giving your all with no negativity, and taking a "do what it takes attitude" in your business for an entire year from the dates listed.
- After that year, you will reassess, take inventory of what you've learned, celebrate your success, and re-contract yourself for the next year.
- Also, take this contract to your up line or any accountability partner that can be a witness to your commitment.

Notes...

Signature _____

Date _____



#4 Create your mission statement.

(See Mission Statement PDF)

- Follow the 7 steps in “The Power of Acting into Riches” and WRITE your MISSION STATEMENT. (To learn more about the power of desire, read Napoleon Hill's Book Think and Grow Rich, chapter 2)
- Follow those steps, and begin Implementing IMMEDIATELY
- The key is whether you're ready or not, start taking action on your mission statement.
- See yourself in possession of the money and living your why every day and your desire will grow so strong that success is the predictable outcome.

Notes...

Signature_____

Date_____



Module 4 : Your Personal Story

What's Your Story?

- Your experiences
- Your why
- Your interests
- Your desires
- Your motivations
- All the things that make you unique

Why tell your story?

The better you are at telling your story the more people will be attracted to you, and more importantly, the people who you want in your business will be attracted to you. There's one catch, you need to get out there, out of your comfort zone and actively tell your story!

"Story Telling" in Network Marketing

- Product success testimonials—weight loss, overall health improvement, etc. Great stories of how products helped individuals get healthy, lose weight and change their lives for the better.
- Amazing financial success stories as a result of the Network Marketing Business model. Real people making real a real income through the Network Marketing business model.

"Facts tell but Stories sell"

Let the company brochures and handouts tell the facts, you tell the story. Share your unique story and get to know other people's story so you can share and inspire others.

Reasons to learn and tell your story

- People don't like being sold to, but they don't mind listening to stories
- Stories are inspirational and elicit an emotional response
- People can relate to stories

Share your unique story

Share your experiences of trial to triumph! Shares the struggles you had but more importantly, how you overcame them and became successful!

Example:

Speaking to a potential business partner who's hesitant because they feel they don't have enough time. Do not use the typical business pitch: "You should do this....." Rather, share your unique story: "I was feeling like you, I had to make a change....." When you do this, people can relate to you and they'll actually listen to you.

Find your unique story

Don't feel like you need to be a walking billboard in order to promote your product. Success is relative to where you began and it's always a work in progress. However, you need to find your unique story of success and share it! Be real and honest, people are drawn to authenticity! Share your wins, don't focus on what you haven't achieved yet, focus and share what you have achieved!

Choose your wins and share your success with others. Success with using your products, and success with building your business. You don't have to focus just on your story, remember you can share other people's stories to inspire others.

The most powerful story is your WHY!

The most powerful and moving story you can share with others is something you already have, your WHY. Share the reason why you're inspired, why you're doing what you're doing. Share from your heart and you'll inspire others. Share your gifts with others, let others know who you are. Your vibe attracts your tribe! Share your product story and you'll attract customers, share your business story and you'll attract business partners. Share your transformational story and you'll attract Rockstars like you!!!!







Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 1 : Setting your Schedule

Treat your business like a business and it'll pay you like a business, treat your business like a hobby and it'll cost you like a hobby. With any business comes a schedule. Your home-based business is no different, you need to set your schedule. Lack of schedule has ended many businesses before they even got started. Let's get our schedules planned out for success!

"I have no time"

We all have the same amount of time per day, 24 hours. Lack of time may be one of the first roadblocks when someone is trying to build a home based business. We all feel like we have no time because no matter what, we always fill up our time with something. So what do you have to do? Make the time! It's about what you do during the time you set aside that matters.

How many hours per week can you devote to your Network Marketing business?

- Are you willing to find and make the time for your business?
- Set the amount of hours you can work your business per week
- Remember, it's what you do with the time that matters the most

Consistent Daily Activity

Treat your business like a job and create a schedule that allows you to be consistent. Create a 5-day work schedule. If you are working full-time, you need to find the time around your work schedule to build your new business and be consistent. For example, if you have 10 hours devoted to your home based business, 2 hours a day for 5 days is much more effective and consistent than 5 hours a day for 2 days.

Weekly Schedule

Weekly Schedule



Notes...



Notes...



Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 2 : IPA's

Income Producing Actions (IPA's)

There are only a handful of things that actually make you money in your network marketing business. These are your Income Producing Actions or IPA's. Think : IPA's get you paid! These are the most important things to be doing in your business to generate income.

When you know what makes you money in this business, you can be successful. Figure out how to use your own genius to put these IPA's into action. Everyone is different so implement these IPA's into your business in your own unique way.

The Model is simple

- Find customers
- Find business partners
- Help business partners find customers and business partners

It all starts with Knowledge!

- Knowledge leads to action
- Action leads to results
- Results lead to confidence
- Confidence attracts people

Our 5 IPA's

1. Prospecting
2. Presenting
3. Closing
4. Plugging them in
5. Helping them build



Notes...



Notes...

Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 2 : IPA #1 Prospecting

Prospecting involves actively looking for potential customers or business builders to join you. You do this by connecting with others, expanding your network and finding leads. Ultimately, you are looking to pique people's interest in your product or in your business. Everything begins with prospecting.

Tips on Prospecting

1. Work from a list. Start your network notebook. *Your Network=Your Net Worth*. Your list needs to be down on paper or stored on your phone or computer.

My Network List

My Network list

Tips on Prospecting cont.

2. Don't prejudge. Don't decide for people whether or not they will be interested, your job is to pique their interest. Don't sell, and don't talk too much aka word vomit! Just get them interested!

How to Pique interest

1. Use your product in front of others. Let others see what you have.
2. Wear your company's gear! T-Shirts, Hats, etc.
3. Be a good listener.
4. Ask questions. Be interested, and listen to their answers. (Go to workbook and write down 5 questions to peak interest in my business or product)
5. Be prepared for when people ask you "What do you do?" Share the features and benefits of your business and product.

5 Questions pertaining to my business
or product

5 Questions pertaining to my business
or product



Notes...



Notes...



Notes...



Notes...

Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 2 : IPA #2 Presenting

Presenting is the process in which you give prospects all the information they need to get started with you as a customer or business partner. Presenting can take a couple of hours, days, weeks, or even months! Remember the *rule of 7 exposures*. Sometimes it takes someone 7 times being exposed to something before they're ready to start. Don't give up after the first or second time presenting. Keep going and present them with information!

Tips on Presenting

1. Presenting is an ongoing process. It begins the moment you pique their interest and ends when they make a decision.
2. Know your first tool, your G.T.T. (Go to tool) The actual presentation happens by use of tools. You lead them to the tools and the tools do the presentation. Don't get in the way of the tools.
3. Give 7 exposures in 72 hours. With technology this is relatively easy.
4. Familiarize yourself with all your tools and make use of them.
5. Get people to live meet ups. One on one's, live events, home parties, etc. Face to face meet ups help prospects to see the big picture and community.







Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 2 : IPA#3 Closing

Tips on Closing

- Know how to sign prospects up! Make sure you are familiar with the online process to get them started.
- Always have a paper application so that if the online process doesn't work, the prospect can still can go through the steps to get started.
- Make sure to present to them all the enrollment options. Even if you know what they would like to sign up with, explain to them that you would like to show them all of their options.

Tips on Closing cont.

- Explain the back-up order/ auto-ship process, don't get "weird" about it, explain to them again that you want to let them know all their options.
- If they haven't signed up yet, they usually need more information. Continue to provide them with the information they need.
- Use the direct approach, ask them "What more information can I get you to help you get started?"

You've completed IPA's 1, 2, and 3. You began by **prospecting** (1), piquing their interest. Next, you've **presented** (2) them with the information they need and want. Then you **close** (3) them, you sign them up as a customer or business partner! Now that they're in, what's next?

Plugging them in! (4)





Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 2 : IPA#4 Plugging them in

You've completed IPA's 1-3, and now you're on your way to building a team. Steps 1-3 were about sales, now it's time for the magic, time to leverage the model and help someone create a business for themselves. Don't be afraid, and don't feel pressured, it's time for fun!

How to plug them in

1. Direct them to the next company conference call. Get them connected to the greater community.
2. Get them connected to all of the on-line resources- company website, webinars, trainings, social media etc...

How to plug them in cont.

3. Get them committed to attending the next live event. Send them the information, show them you're attending.
4. Events are where many people have their "aha" moments. They can connect and meet with other distributors!
4. Introduce them on the phone to an up-team support. This can really help them to build their confidence and the belief in themselves because they see and feel the support from others.

Next: IPA #5 Helping them build







Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 2 : IPA#5 Helping them Build

How to Help someone Build

1. Help your team member set the date for their first live event. This is *their* business launch.
2. Help them by partnering up with them to do calls and meet-ups. Help them with 3-way calls.
3. Show them your support in their business. Show them that you believe in them. This will help build their confidence. Successful teams and businesses are built because of strong support , so support your team members and help them to build!







Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 3 Building with Events

What to expect at events:

- Up to date company information
- Training and support
- Ideas on how to build
- Inspiration and motivation
- Industry updates
- Personal development
- Community

Network Marketing Events Ladder of escalation

1. **Company and team calls.** Treat calls as events, take advantage of the free business coaching and support. Put your team calls into your schedule.
2. **Local events.** These are usually prospecting events, smaller venues at offices, restaurants, homes.
3. **Regional events.** Held in areas with a high concentration of distributors. These are larger events, put on by the company, every one is invited.
4. **National convention.** Once a year, largest event of the year. 2-3 days of fun, training and inspiration.
5. **Industry wide events.** Top earners from different companies come together and share success stories and tips on how to build your business. Be prepared to be inspired.

Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 4 Personal Development

*Personal development precedes
growth in your business.*

What is personal development?

- The study and implementation of techniques, strategies and systems focusing on bettering you as a person.
- Develop your talents
- Achieve your potential
- Increase your personal awareness and identity

With personal development, you fast forward the learning curve. You will be able to better your understanding and awareness of things and being able to do that in your business will bring great results. You must subscribe to daily personal development. How? By reading books, watching videos, podcasts, and attending seminars. You can also attend events, and join online groups. Your goal is to always move forward.

Your daily personal development program

1. Read your mission statement daily
2. Do 30 minutes of personal development, reading books, watching videos, listening to audios.

Recommended Reading List

- Think and Grow Rich- Napoleon Hill
- How to Win friends and Influence people- Dale Carnegie
- The Color Code- Taylor Hartman
- The Slight Edge- Jeff Olson

Module 5 : Pillars of Network Marketing Success

Module 5 - Pillar 5 Systems of Success

*Learn the system, Do the system,
Teach the system*

Why use Systems?

- Systems make it easy
- Systems save time
- Systems support team members
- Systems take the pressure off of you
- Systems make it simple to duplicate

Systems help team members to build their businesses without confusion. It allows them to follow a simple system that works.

Success Leaves Clues

Find out what's working for people in your company and do what they are doing! Model their success. Find out how you can start doing what works. You may eventually start creating your own systems for people to follow! Once you figure out what works for you, you can begin showing it to your business partners and they can find success too!

Congratulations!

Congratulations, we've completed the pillars of success!

1) Setting your schedule- treat your business like a business!

2) IPA's- Use these IPA's to help build your business successfully!

3) Attending events! Get out there and go to events, be inspired and recognized!

4) Personal development! Unleash the power of you!

5) Systems of success! Learn these systems, use them and teach them!