

INTRODUCTION

IT IS SEEN THAT “OPPURTUNITY OF THE LIFE TIME” COMES AROUND US SEVERAL TIME A YEAR. YET MOST PEOPLE WILL WALK OFF THROUGH THEIR WHOLE LIFE AND NEVER TAKE HOLD OF SUCH AN OPPORTUNITY. REASON ARE LOW SELF ESTEEM, LACK OF CONCIOUSNESS, FEAR OF FAILURE, FEAR OF SUCCESS AND DOUBT THAT GREAT AND WONDERFUL THING CAN HAPPEN TO THEM.

Network marketing has the power of exponential growth which perfectly utilizes leverage system. But success in network marketing is only possible with some kind of system. The more simple and duplicatable system more success. With out system it is just a future failure in disguise.

Duplication is must in a system. It includes duplication in the process of sponsorship, management of large network, developing leaders and system of counseling them. Fundamental, philosophical truth about network marketing is you don't grow your network, you grow your people
And they grow your group.

In the of coming global changing economic system network marketing will be seen as a professional career it provide opportunity to look after and allow the inherent talents to develop in all those you sponsor. In this business success means the chance to develop

spiritually, intellectually, emotionally and financially while you contribute in a constructive way to other.

Building a large exponential growing network is not easy and it is not suppose to be. It is however simple if you are coachable and persistent. If you really belief in yourself and willing to follow the system, you definitely get success for the life time.

ALL THE BEST,
CAMEL ACADEMY

CHAPTER ONE

-WHY NETWORK MARKTING-

Have you ever felt: In every group of people, a few will retire young, rich, and worry free. A few will work hard and long, but finally retire in comfort. Most, however work throughout forty-fives years of employment just to get a pension that is not sufficient for their golden years.

The first group of people have built money machine, which shower them with rewards, whether they remain working or not. Environments around us even don't show remote chance of retiring early. To receive more money, we must work harder and longer. People even don't get time to raise their kids. Kids learn their lesson from tutor, TV and computer. Our kids need mum and dad, but parents are out for working, simple trying to provide good life for our children. This is really a confusing harmful cycle.

Financial security can never reach till we are trading time for money. The basic prosperity principle are "one must employ concept of leverage and he must be his own boss". Both these principles are found in network marketing. When you take the enterprising excitement of working for yourself and combine that with leveraging

yourself through a network of other energized people. The end result is exponential growth. If it is done properly than result is an automatic wealth machine forever and you can drive it.

To get in to this you must join a solid network marketing company. This is world's one of the strongest and growing industry. It is practiced in fifty states of US and more than eighty countries worldwide. Its estimated turnover is around 80 billion dollar and increasing every year.

Network marketing perfectly utilizes three things:

1. Get a product everybody needs.
2. Duplicate yourself.
3. Be self-employed.

Why should you get involve with in network marketing? Some unique benefits are

1. Choosing the people you work with.
2. Going in to business with very small investment.
2. Working from home/office/shop.
3. Picking the hours you want to work.
4. Discover quality product and getting rights of ordering it at wholesale price.
5. Enjoying unlimited income.

6. Having the chance to build your success while empowering others to succeed.

These all gives you freedom from the rat race. Owning a traditional business can be more restrictive than working for somebody. Literally with this you don't really own a small business- the small business owns you.

Today everybody needs (demand) rewarding work situation, balance and quality time with his or her loves one. Only answer to this is network marketing. With this system you never get ahead by holding others back. Empowering others travels the road to success in network marketing. In fact more people you help, the more successful you become.

But network marketing is not a get reach quick scheme. However if you are willing to work hard on part time basis for one to two years, you can built a money machine. The flexible hours makes it a perfect business to start while you keep your Current job, even if you are a student or a housewife with children. You can start the business with a small investment even less than 10000/-.

Now you are in a for a career of unlimited financial opportunity and chance to make a meaningful difference in the lives of the people you care most about. . So let's get started. **HAPPY NETWORKING.**

All the best.

TEAM CAMEL ACADEMY

YOUR BASICS

FOR SUCCESS

Network marketing is for everybody. Everybody however is not perfect for network marketing. Anyone who desire better lifestyle is fit to consider network marketing as a career choice. Before you commit to this course, it would be wise to study the following pre requisites. If you don't possess than ask yourself you are willing to develop them. Fortunately, there is nothing you need to do for networking success that you can't learn.

Basics are as follows:-

1. The first attribute you find in all successful networkers is the ability to ***submerge their ego***.
2. Network marketing is a business of duplication. So one must know to ***edify sponsor*** line and to duplicate sponsor.
3. Willing to do the business in a whole new way to operate is ***empowering others***. In this process you have to locate the abilities, talents and make them success.
4. The next talent you need is the ***ability to keep your confidence and maintain your self-esteem in the face of pressure and challenges***. As most of the people around us give us permission to stay as the way they are and infact people encourage for this. We are likely surrounded by negative people who might stop you from a change. You

might be even be married to one or may be your best friend or parents. Never let any one steals your dream.

5. Next mandatory requirement for long-term success is ***conducting your business with integrity***. In this business, when you sponsor someone, you are his/her partner and mentor for life. Even after they learn the skill you teach them and become high pin achiever, they will always count you as a guiding star. Network marketing revolves around the trust between the sponsor and his/her distributor.

6. Next is good ***teaching skill***. Reason behind it is very few people are sales types, who do not fear rejection. Teaching to be simple and completely duplicatable. So ninety percent people should do that with out changing their comfort zone. They will develop retail costumer by defaults who are not interested for business building. **TEACH DUPLICATION.**

7. Next is for an ***interest for life long learning?*** You must set aside time for your self-development. Because you are a mentor. Go through books, listen to tapes, cds and attend seminars. Always Try to be little better today than yesterday. ***SUCCESS COMES ONLY FROM CHANGING YOURSELF.***

8. Next is a ***sincere desire to help other***. In this business you grow only when you grow other. In this system no limits to top pin achievement. Focus in stead how you can help others and success will really come to you.

Types of Networkers :-

There are following category in network marketing, think which part of this you want to be.

a. ***General consumer***- Really they should not be distributor since they don't sponsor or retail product.

b. ***Active consumer***- these people are more focus on product, but they understand the benefits of referral marketing. They tell their friends and relatives about product to at least get their own product free.

c. ***Weekend winners***- they build business in evening or weekends. They also take part in sponsoring process and expect a five-figure income.

d. ***Entrepreneurs (power player)*** - These people get five to six figure income. They usually don't focus on selling product personally but in building huge organization and manage them.

CHAPTER THREE

CHOOSING THE RIGHT COMPANY FOR YOU.

One of the most important decisions you will make in your network marketing career and possibly your life, believe it or not, will be the company you choose to work with. Unfortunately most people spend less time selecting a company than they do in buying mobile phone. In fact, most let the company select them. In other word they join the first opportunity shown to them. The companies you join play a very important role in your chance of success. Let me give you two questions. It will help you in greatly to choose. If you don't get positive answer to both of this. You can omit this from your list of choice.

Question no.1: if you were not involved in the business opportunity, would you buy this product or service any way?

Be honest in answering. If you say no than cross from list and if you say yes than come to next question.

Question no.2: would you buy that product or services at that price?

If you wouldn't pay the price for your products on the open market, it's unlikely anyone else will. People must want to use your product and be willing to pay the retail price. Don't think people will pay more just get a

bonus check. Your success in MLM is based upon product getting to the end consumer, who actually uses it and wants more.

When you honestly answer this two question than you eliminate nearly 90 % of the company which look legal but actually not. Now comes the other point to evaluate for selecting company.

Selecting right company:-

i) Starts with your sponsorship line- select them as if you are going to select your business partner. They are going to be your coaches and your support structure. You are going to spend lot of time with them ahead. First few years working with them a next 30 to 40 years marry making with them at world's best resorts. It is important that your sponsor be someone you like, trust and enjoy working with. It is not necessary he is earning good bucks. Only thing he should have the vision and enthusiasm necessary to build an organization.

ii) System of sponsor line: - By a system means the step by step process by which some one build his or her business. This information should be available to everyone in the organization. (Now in India camel academy has started taking steps regarding this for future development). This is important for you for two reasons. First, it will greatly speed up the time it takes for you to build your group. By having system which exactly outline what to do. This will save your valuable time and money.

Second, it ensures that the people you introduced in to the business will be able to duplicate your success.

iii) Company profile- Company management should be strong and capable of handling bigger business. It should have own infrastructure and it should have its own manufacturing unit with a good track record or in a process to head towards it . **COMPENSATION PLAN** –

binary business plan and unilevel plan are most popular all over world.

1. **Binary system** is most popular in India. But some points to be checked for binary.

a. it must have a system of taking restrictive number of income point . It should only one for one individual. And when one take

More than one income point than it should be with company permission. Should not allowed to take sponsorship in two places.

b. It should have a capping for upper limit income. By this it flush out income to the lower pin holder and boost them but there should not be any restriction for repurchase business income. Income as truly network marketing offer unlimited income.

2. **Unilevel plan**:- in this plan you can go as wide as you want, but you only get paid for your level difference income. If you have a strong education system than it is good to start a unievel plan. As it is seen it is very difficult to develop more than five legs at a time, but as there is no restriction in width distributor make more width business and don't take interest in working in depth.

CHAPTER FOUR

A SYSTEM FOR SUCCESS

In the 1970s, franchise revolutionizes the business world, which was quite controversial at that time. In that system parent company design the complete business plan and the franchisee has to follow the business system. And this proven many time growth in the business. This is a single level marketing system which proved to be very successful for the parent company and the individual franchisee. Here it works a system not any individual.

With passing time, with innovation of new technology and globalization multi level marketing systems become popular all over world due to its some unique features. This system more popularly known as social marketing. In this system key to success is a **system**. A system to be developed which is a duplicatable for their organization and can be replicated. This reaps a life time residual income. So join an organization with a duplicatable system. A system should be completely duplicatable And spell out the entire process that the distributor will follow. That from where to find prospects, how to approach them and sponsor them and the most important how to teach them to reach top.

SYSTEM

The break down of the steps are as follows;

1. ***The Pre-Approach;*** - This is the qualification step. The one that determines whether you have a suspect or an actual prospect. This can be done by simple qualifying questions or it can be combined with pre-approach packets. This step will determine whether the individual is to approach or not for the opportunity.

Another way for a brief mini-presentation, than if the candidate is serious than the presentation can be done one to one in non threatening environment usually at home or at coffee shop. At the beginning first five or six presentation should do two to one. That you should present the opportunity with your sponsor. And even that can be done in a small group at your home and the persons who are interested would be given a specific set of materials, which may be the break down how money can be made along with supporting materials for product and company profile. One should have five to ten pre-approach packet for circulation to find out real prospects this saves lots of time and energy for good cause.

2. **Presentation:** - This is the second look at the presentation directly or indirectly. It is usually a large home meeting, hotel meeting and also it can be done one to one. Then he should be given set of specific materials with more details.

3. The Follow up: - This step might involves getting the prospect to another bigger presentation or simply bringing more packets of information to the prospect and encourage them to take a decision. Most important is that packet of information should be same for every distributor at every level.

4. The Enrollment Process: - This is the step that takes place when the prospects say yes and ready to become the distributor. It can happen at step two or three. If somebody join at step two (it is great), but still expose him to step three to preserve the integrity of the system. The enrollment process is to be completely spelled out steps how to be followed, from feeling of the form online and off line, making the payments etc.

These four steps are foundation of your system.

WHY THIS IS IMPORTANT? Two reasons.

One for your benefit and two for your organization benefit. The reason a system is so important for you as this will ensure walkway residual income and you no longer remain essential to the system keeps perpetuating it self. With a completely duplicatable system any one sales type, non sales type, shy or out going any one can do business.

A successful network marketer who does not follow a system looks successful to their group, but if they took one month off. Then their income

would immediately drop. If they take two months off than income comes down to 30% or if they are out of business for three to four month on a world tour or any reason

then there wouldn't be any business to comeback. So a system is must, which further don't depends on you to roll on and it is a example of using the power of leveraging in network marketing.

It is necessary that you follow a system even if you don't like it. Until you reach your company's highest level.

CHAPTER FIVE

GET START FAST

Unless your distributor has a practical and logical plan for attaining his dream, the fear inside him take over and he can't act. This holds true for you too. To get yourself a fast start and to teach you how to work with your new distributors as they sponsored in to the new business. There are two requirements and only two. They are a DREAM and the WILLINGNSS to trade seven to ten hours a week for the dream.

You will make or break your new distributor during their first two weeks in the business. Here's why? We are creature of habits. We replace old habits with new habits. You and your distributors are already using all 24 hours each day. Having dreams gets you aside the necessary

time. The way you and your distributor spend that first two weeks is the new habit you create.

Now , if during your first two weeks , you are learning business , taking action steps, having small success and actually getting people in your group, than the momentums begins and your excitement level rises and rewarded with positive result, which encourages more good work habits.

You must dream. It may be spending more quality time who brings quality to your life, may be to see seven wonders (we are privileged TAJ is one of them.) , may be using a luxury car. What ever it may be. You need to know exactly what it is. You need to have a dream big enough to encompass the dream of your group. If your dream is small than it may restrict the dream of your group. Don't be afraid to have big dream. When your dream is big enough, you mold the universe to your will.

Here are the things you need to do immediately as you first sign up.

- i) Schedule your “getting started” training with your sponser with in 48 hours and should be a training between two to four hours.
- ii) Buy a daily planner or appointment book- Always bring that book to training meeting and seminar.
- iii) Begin your prospects list- Don't talk to any body about business at this point, do it after finishing your getting started training. For beginning write

down the name and phone numbers of anyone and everyone you know. Examples your friends, relatives, neighbors, club members, service providers and so many like this.

iv) Make a commitment to your business- Success does not come overnight. It needs work. You must make a one year committed commitment to your business. Accept there is a training period too. Network marketing requires learning skills which is easier than any job in this world. Because it is just learning to duplicate system. This does not takes years or cost you thousands. Of course you will earn while you learn.. But still you take first three ont as a learning stage. If you follow this duplicatable system for a year you will be pleased with result.

THE FOLLPWING STEPS ARE PART OF GETTING STARTED TRAINING.-

1. Set your goal- You set your ultimate goal from the network marketing business and set the time to reach them with dead line.

Make sure your goals are specific and measurable. And logical. Dream built with your spouse is the best choice and if possible with sponsor which make it logical .Reawake those wants and desires you used to have but probably lost some where along the way due to lack of time or finance. It is this burning desire that will keep you focused and motivated during the early development stage of your networking career.

2. Schedule your appointment book- work closely with your sponsor to determine your seven to ten hours for the first few weeks of your business. It should be convenient to you just by adjusting little bit

3. Learn the basic procedure of company- You must be able to operate with out sponsor assistance for day today minor matters as soon as possible. These includes

i) **How to order products.**

ii) **How to fill up distributor form and how submit form online, account transfer etc.**

iii) **You must log in to website at least weekly once to stay updated about company.**

4. Order your business card- If you are in a business, people expect you to have a business card. Check with your sponsor for style of card you need and where to order it.

5. Open a business account- To run your business in an organized manner , you must have a separate account for your business, which includes product buying, expenses on phone, petrol, travel, tickets and all other minute details concern to money with business.

6. Purchase the business building materials you need to get started-

Check with your sponsor to see which particular tools you need to get started. Check the following.

a) **Pre-approach packet**-i) it should be a booklet containing details about your company profile, with out giving the business plan. That booklet

should be of fine quality paper and you mention your phone no and name on at the end of the book.

ii) Product catalog giving details about the specific product and its uses and benefit.

iii) Company profile CD giving short detail about your company background, system of manufacturing product at its own unit and vision of the company. This all should be given in a good **envelope**. One should have at least 10 packets and should be in circulation. This packet get you prospect to go to next step and filter suspects.

b. Take home packets- It should include apart from pre approach packet, a business manual which shows how money is generated. This is to be given after the client has seen plan on meeting or at one to one meeting or at home meeting.

c. Follow up packets- Some more information about company and latest release and achievements of company. It can include news from other sources like news paper, magazine etc. You greatly enhance your chance for high level success when you have all the resources you need to complete the presentation. You must make this investment to save your time, money and energy and to get success effectively.

7. *Learn the core qualities of a network marketing leader:-*

Following are the key qualities every great network marketing leader possesses to be a leader and set example that other can duplicate, you must practice all of them. To develop your business, you must work with the people in your organization who are willing to make the commitment to take the business serious and willing to learn. He may be at any depth in your group.

i) *Make regular presentation:* - Regular presentation is must in your business. It should range from three to five in a week. It may be your personal or can be your team presentation taken by you. If you are working part time than it should be fifteen to twenty hours in a month and if you are working full time it should range forty to fifty hours in a month.

ii) *Attend seminars:-* Don't miss any meeting , seminars in your area. Functions are the glue that holds you and your business together at the business building time. If the company is in the infant stage in network than it may not have a India wide seminar system than take the lead an try to arrange meeting and seminar. Make sure it should be cost effective and should be shared by the entire distributor in your area who are building their business. But very soon you will get assistance from company for the seminars and meeting

iii) *Spend time for self development:-* Your business grow as fast as you grow. You might meditate, exercise, listen to motivational cd, tapes or read

any thing helps you to grow your mind, body and soul. Set aside this time and stick to it daily.

iv)Be teachable:- you must be teachable and be willing to be trained. Network marketing is different from normal selling business. It is basically a learning and teaching business. This is a system where your sponsor line will teach you every thing they know, with out charging a single penny for it. They give you their trade secrets. LEARN FROM THEM.

v)Practice accountability:- you should never tell lie to your distributor or customers and be accountable. when you promise to work with someone , you must stick to it. That may be attending a seminar, or taking a home meeting. You must be on time for any program scheduled with your team.

vi)Edify your sponsor line:- edify means simple build up a good reputation about your sponsor . Edifying your sponsor line can help you when you are working with your down line and it encourages sponsor line to work down the line to grow your business.

ix)Follow the system:- you must follow the system which is duplicatable. Alone you cant achieve success.

You must follow above core qualities to be at top.

8. Complete your list of 100 names:- this is the most important step, never skip it. Just write down the names every one you know.

Don't under estimate any one or over estimate any one. You must write all those people you know them and know you either directly or indirectly or vice versa. Out of these people are going to change

Your life and you are going to change their life for a better tomorrow.

Scrutinizing depends on two questions. Does he need more money and If he need any of this two elements and if he is a dreamer than he should placed in your list from top to down. Go to successful people first they like more money and more time and they know the value of both the things then take the advantage of working with the people you want to work and make the list. And start prospecting them with following the system.

9. Schedule your first presentation:- This is where actual business building start . The business is built in the dining room, kitchen. After you pre-approach some one and get a positive response. You must set up a presentation as quickly as possible. Initially your sponsor should accompany you as these are two-on-one presentation. As soon as possible you must learn to do the presentation independently. And like this you move from one to one, to home meeting than to hotel meeting and than you are ready for seminars. If your sponsor is not that much qualified than approach upward. You will find some body to help you.

CHAPTER SIX

PROSPECTING PROCEDURE:-

Actually sponsoring is a process. One that takes different length of time for different prospects. your goal should not be to sale or convince the prospects, but rather you should provide them enough information that that they can best decision for them . you nee not use any sale technique . we are only looking for people who are motivated enough to take action themselves.

Your objective of sponsoring process should start with qualifying prospect from suspects. This saves your lot of money, time and energy. Than take the appointment. You must have both the spouse present at the presentation if you want successful conclusion to your presentation

when a couple view a presentation together and make a decision together. Than it is one they are going to stick with. This is a requirement for initial stage of the business. You must plan accordingly that prospect every time should see bigger presentation than before. At the end of each meeting, always schedule the next meeting. Always remember WHEN NEXT MEET.

PROSPECT SUCCESSFULLY:-

One of the biggest mistakes people makes when they join the business is that they start to think, who can I sell these things to? This is completely opposite, what a successful distributor should be thinking. Show the reality to people.

Here is the reality- every Monday at 6.00 am, 6.30 am and 7.00 am alarm clock around the world rings. People hit the stop button for another five min sleep. They get up at the last possible second. Than they rush to the shower and take the breakfast hurriedly, or skip it or buy it on the way to work than after office come back home at evening 7 pm or 8 pm. Than they great freshen up,, relax for some time than watch TV , take dinner and than go to bed. This is the routine life of eighty percent of people around you. They need freedom of time for them selves. They need time to live with their loved one. Data shows eighty percent of people goes to job they hate and 99.9% of them think they should make more money.

Do you understand any thing from this? You don't need these people. They desperately need and want what you have to offer . So stop thinking, To whom can you present this opportunity? Start thinking who would you like to offer this opportunity. What you Sale is FREEDOM. You

always keep in mind freedom is the most precious thing for every body in this world.

Remember you are offering the opportunity to become their own boss and control their own destiny. For most of the people it will be first opportunity they will be seeing a probable unlimited income potential. It is also first chance to become successful by empowering others. Now you will be happy thinking everybody will be interested. Right ? Now actually many are not. WHY? Because it means getting out of their comfort zone. Some of them want success but not if they have to do some work to get it. Because they have to come out of your comfort zone (though you are not happy with that, still you are habituated to that). Some people are unconscious about what they can do it. Now you are the one to screen out people to who would you like to show the opportunity.

Of course, the first question arises is, where do you find these people to whom you would like to show opportunity. Easy. The place begin with friends, relatives, neighbors and so on known to you. This is the natural place to start and it makes the most sense to them. As they know you and belief you. Don't call people whom you don't know. People whom you know will give a benefit of doubt and at least look at the pre-approach packet or meet you for one to one over tea.

Some time people hesitate to talk to their own people, as they think if he tell them he got a opportunity to become financially free and can earn unlimited income, people around them don't

believe it easily. As you are also struggling with them from last 10 years. That is okay they move back to your opportunity as it happens to everybody. Greatest net workers all over the found most difficulties to make their brother and sister as a serious distributor, but afterward it pays. To get these people EDIFICATION comes in.

It is also fact that many people place much more credibility in stranger than they do in their own daughter ,husband ,father etc .After all ,they know all their all baggage. This is the reason most of the people don't approach their warm market. There is a solution to it. Edification works for the most people . The expert is a gentleman from out of town and have a sound knowledge regarding a specific topic to which you are impressed and now you have requested him to give his half an hour valuable time for you. You must handle your chicken list of people with your sponsor with lot of edification for him. Your sponsor should take your initial presentation and you should learn the presentation while you are in the presentation. But don't question any doubt in front of your client, you can ask your sponsor in personal. This is the right time to go to people to whom you can't go alone. You must complete your chicken list with in two months in your learning stage. Get all of your people to one to one presentation or give them pre-approach packet. Make sure you let them know this is a brand new business you just have discovered and you are introduced to this business by some expert business mind person, who is really good at helping people to reach to financial freedom

stage. Your friends and relatives will hear things from stranger that they can't hear from you. Over the course of time, while you are learning the presentation from your sponsor (usually learning period should be five to eight weeks), Bring all the people who are very successful and busy you know. By this if some are willing to become distributor than follow the procedure and some of need some more time than follow than with follow up packets and call them to bigger meeting than before. It is a completely warm market; non-threatening and very easily this system can be duplicated. Any one can create a large organization this way.

CHAPTER SEVEN

RIGHT APPROCH-

Right approach is one of the most important step for your success ladder. Because first impression always last long. So first approach should be very calculative. You should follow the following ways to approach different category of people.

- a) For casual acquaintances:- use the indirect approach . You can tell them you are going to expand a marketing business in his area and you are in search for some key people and you will be happy to share the business him and will be happy to get the necessary suggestion from him for the

further development. Now definitely concern person will show positive response to see your project keenly.

b) For friends and relatives:- Use the direct approach. Tell them a got a great opportunity to earn unlimited income and free time for self with some efforts. They will appreciate your honesty. And you will get lot of appointments and you can give lot of presentation, which in turn grow your business.

c. Approach on phone:- when you approach somebody on phone , the following questions you can expect to hear, and here some possible reply for your references.

i) Q. What is it ? - Ans- I cant do business on the phone, but I can tell you it is a chance to diversify your income and make some extra money. If you are serious , let's meet for a cup of coffee and I will show you the whole things.

ii) Q. What do you do exactly ? Ans- Wel it is impossible to explain over the phone, but there are several things to tell . there is a small business option if you are looking to pick up a couple of thousand rupees extra each month, or a big business option if you are looking for a complete financial independence. Lets meet for a cup of tea and I will show you the whole thing.

iii) Q. Is it selling ? Ans- Why ? Do you like to sale ? if answer is **yes** than great! You will like what I have got. There are opportunity in sales and management. When we can meet.

iv) Q. Is it selling? Ans- Why ? Do you like to sale ? if answer is **no** than great! You will like what I have got for you . There are opportunity in management and sales. When we can meet?

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