

The Secret to Success – Leads and Sales Expectations

One of the most important things to understand when it comes to this business is what you can expect with the leads that you produce and how they turn into sales. It just so happens that understanding this is also the "SECRET" to success.

The "SECRET" to success with this, is understanding that success is just a matter of working the numbers.

Not every single person that comes to the site will join. Some will take a look and then forget and never come back. Some will love it but won't have the money to get started, some will be looking at multiple things and choose something else, some will think it's a "scam" or "too good to be true". But, then some will see the vision, want it, and decide to join. That is just the way of the "game". We highly recommend listening to this audio program by the great Jim Rohn called *How to Build Your Network Marketing Business*. It's an old audio and this business is NOT network marketing but the concepts are still applicable and incredibly powerful.

Again, success comes down to doing the numbers. If you have say, 100 people opt-in to get information you may have 1 that ends up buying. So, if that occurs then you know as an average 1 out of 100 will become a sale. The key then, is to repeat that over and over again to get you to whatever level you want to get to.

Another vital thing to know is that "*No advertising is ever wasted*". What does that mean? It means this... If you do an ad campaign and let's say you get 200 people that opt-in but no one buys right away. Was the campaign a failure or a waste of money? The answer is an emphatic NO. The reason why is this... If you have 200 people opt-in those 200 people are now in the system getting constant, never-ending follow-up messages. Follow-up messages showing them proof over and over the system works.

As we said above, many people may not join right away. They need to "marinate" on it. Think about yourself, you probably watched video after video and saw email after email and then finally decided to join. Yes, some people buy right away but most do not. That is why your advertising is never wasted. Every person that opts-in is now on the list getting emails over and over and you never know when the timing will be right for them.

At the end of the day, the #1 thing is CONSISTENCY. If you are consistently adding people into the system eventually the numbers work themselves out.

Again, the "Master Key" to success is to take full responsibility for your results and acknowledge "If it's to be, it's up to me". No one can do this for you. The success coaches can't make something out of nothing. The people that are the most successful here are constantly advertising and adding more and more people to their pipeline period.

If you are not having as many sales come in as you would like the answer is simple... put more people into the system so that they can get all the emails with the proof videos in their faces on a daily basis. That's the secret. The more people that opt-in, the more people will then be seeing the success stories, proof videos, updates, etc over and over again and you will be working the numbers. When you do, the numbers will start to work in your favor.

As we said above in the "Your responsibility" section you will need to look at your stats and then adjust according. We have said it many times on this page. This is your business. You are 100% responsible for it. The success coaches are fantastic at closing sales but cannot make something out of nothing. If you are not getting the results you want you need to increase your "input" numbers to get more "output"(sales).