

Interview with Todd Falcone April 9, 2012

Success Profiles Radio

with Brian K Wright



4/9/2012



This week's guest was Todd Falcone, a master trainer in the network marketing industry. We talked about what it takes to succeed in direct sales. Some of the topics we covered included developing mental toughness, knowing why you want to be in business, having a mentor, accepting responsibility for your results, using social media, and balancing work and family life. It was a great discussion about how to achieve success in business and achieving results quickly.

Brian: Hello and welcome to Success Profiles Radio. I am your host Brian K. Wright and it is a pleasure to be with you here today. I'm honored that you chose to spend part of your day with me here and this is going to be a really fantastic show. I'll be introducing my guest shortly and I promise this will be a fun and informative hour. It's going to be terrific. I do want to take a minute or two to share some things I've been learning and thinking about lately and I'll do this every week.

I started reading a book this weekend called *Midas Touch* by Donald Trump and Robert Kiyosaki. One of the things they talk about is that being successful in your business involves having emotional maturity and strength of character. When things go wrong a business owner needs to accept complete responsibility for not only the things that go right but also the things that go wrong. It's very easy to blame others for things that don't go well. For example, a product that doesn't sell, the business partner that didn't pan out, the investment that didn't make its return quickly enough or perhaps not at all. But really, what could have fixed those things? Being diligent enough to make sure the sale happened, hiring the right people, working with a great business partner instead of a lazy one, investigating an investment more carefully before throwing money at it and so on. Of course things can go wrong in business. But the one who takes responsibility instead of blames is the person who is most in control of their destiny and ultimately in control of their success.

With all of this in mind I'd like to introduce my guest. My guest this week is Todd Falcone and let me tell you a little bit about him. He's had over 20 years of full-time experience in the field of network marketing and direct selling, and now devotes all of his time to teaching and educating on the subject. He's conducted thousands of conference calls, webinars and live events in front of tens of thousand of people in literally every country throughout the world. He's the President of Reach for Success LLC and is the author of numerous articles and training programs including *Insider's Secrets to Recruiting Professionals*, *How to Win in the Game of Prospecting*, *The Little Black Book of Scripts*, and *The Fearless Networker*, just to name a few. Todd also hosts an internationally recognized weekly show called *MLM Power Hour* that's been around for nearly 10 years and it's on at 5 p.m. Todd's candid, in-your-face approach to teaching success principles has captured the attention of literally tens of

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thousands of distributors worldwide who swear by his trainings and his no-frills approach to teaching success. Todd's considered one of the hottest superstars in the training and developmental arena of network marketing. Todd, are you there?

Todd: I'm right here. How are you doing?

Brian: I'm doing fantastic! Welcome to Success Profiles Radio. It's an honor to have you here. First of all I'd like to start where I start with everybody on this show. Tell us how you got started and what your background is. Where did the beginnings happen for you that brought you to where you are right now?

Todd: I was doing what mommy and daddy told me to do and that was to go get an education and look for a good job. If I didn't have an education I probably couldn't get a good job. So I was doing that. I was going through a career fair at Long Beach State 23 years ago and was about ready to take a job with a company when a guy called me out of the blue and introduced me to what I thought was a job interview I was going to. It ended up being a network marketing opportunity. I'd never heard of multi-level or direct sales and didn't quite frankly know what an entrepreneur was. I went to that interview/business presentation and saw something and it made sense conceptually to me. The whole idea of selling a product and making money on that and building a team and making override on what they did made a lot of sense to me. So that was the beginning of my journey. It was essentially a cold call out of the blue.

Brian: How did you know that you could ultimately make a career out of this? It can be very competitive.

Todd: I don't know that I knew I could because I hadn't done it before. But the concept made sense; the product that was being marketed made sense. I figured if other people were doing it, I'm going to give it a go. There was enough history with the profession when I did my research and due diligence that it had been done before and I figured I could do it and I started doing it. The reality is the first couple of years were not a huge success for me. They were pretty dismal from a financial gain standpoint. But I was willing to stick to it and because of my willingness to not give up that's why I succeeded.

Brian: What do you think turned it around for you? Were there some fundamental differences between what you did later versus what you were doing when you started?

Todd: Yes. Skill development is certainly one thing and learning through my own experiences, being a student. I say this in my seminars: soak and apply. Soak in the information but apply what you learn. I was a voracious student, willing to be coachable and so over time I was able to develop the skills I didn't have the first day I walked in the door. The more you acquire skills and put those skills into action the bigger result you generally have.

Brian: That makes an awful lot of sense. It sounds like you did a lot of research before you decided to jump in and do this. Is that right?

Todd: No, that's not actually correct. I saw the opportunity and it made sense to me. I didn't have any pre-existing experience or friend or neighbor that told me something or did something that they had a negative experience about. I just saw it and it made sense. We sell this stuff, we make money; we recruit other people, we make money; we make an override on what they do. I'm in. Over time as I was going through my initial first few months I was like "What is this network marketing thing?" So I started to look around and do a little bit of research. This was before the internet existed. So doing research back then was more challenging than it is today.

Brian: Absolutely. So were you in several different organizations before you ultimately got to where you are now or did you stick with that one organization and build a big team?

Todd: I built big teams in seven companies in 23 years. I think a lot of times the industry is purported

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as find your deal, find the company, work four years and then retire. If you find the right thing that lasts forever and ever, amen, that's obviously a great thing and I'm sure ideally that's probably what we'd all be looking for. The reality for me is it didn't work out that way. I've been in seven companies that I've built to the top of their compensation structures. In each one of those I've made an awful lot of money. I still have the freedom to come and go as I please. I've just had to do it in a handful of companies over the last couple of decades.

Brian: So being in this industry as long as you have you've seen some really great organizations and some that maybe you didn't see much of a future. Of course we're not going to name any names. But how do you identify a good opportunity in direct sales given how many different businesses of this type there are out there?

Todd: That's a great question. There are a number of factors that I personally look at. I may look at something as simple as the name of the company. Did the CEO, the owner, the founder, actually think of a name that would be a lasting brand or did they just throw something together like Mega Cash Money Machine? That doesn't exist. But some of the things I've seen come out in the marketplace is ridiculous. I look at the websites to see if they took the time to create something. If they're talking about a mega opportunity let's see what their website looks like, their management, their history and background. The product is obviously important; the marketability of the product. Whether it's binary, uni-level, whatever compensation structure they use. That's not as important to me as who is running the company because who is running the company is the bottom line. We have control of our destiny as independent distributors but in the end the person who writes the check is the person who is running and owns the company. So that's a very important thing. Who is in charge of the deal?

Brian: That makes sense even if you're not working in network marketing. If you're getting a job somewhere and that's what you want to do, and you're with a company that appears to be really credible, it's really important to know who the management team is, their level of experience. You don't want just any Joe Schmo running the company who hasn't had a ton of experience or a ton of success because how can you possibly trust the direction they plan on taking the company? Now that you're a trainer and have progressed in this career and industry to the point to where you are now a trainer and are very successful, did your experiences in direct sales help you formulate your training philosophy? In other words, I saw this trainer when I was working through the system do this and this and this and that's how I want to train. And I saw others who didn't pay attention to this, this and this and definitely don't want to be that guy. Is your training formed from a compilation of your experiences?

Todd: I would say yes to that. Most importantly, my training comes from my experience in the field. So I train on stuff that I personally did that I used in my business that made me successful. The perspective that my listeners or viewers get is truly a field perspective. They're learning from somebody who's been there and done it rather than somebody who maybe read one book and decided they wanted to be a speaker or trainer. I never anticipated doing what I'm doing today. It's a door that opened up nine years ago when somebody invited me to speak at an event. I didn't plan on being a speaker. But now it's what I do.

Brian: The idea that someone is still doing it and field testing what they're teaching is extremely important. There's a huge difference between learning from someone who's still doing something in the field versus someone who hasn't been in the field in ten years and still trying to teach the same stuff that maybe doesn't work anymore because the market has changed and the economy has changed. Does that make sense?

Todd: Yes. There are guys that are teaching that haven't built a company in over 20 years. So they can't fully relate to what's going on in the market today.

Brian: It kind of makes me wonder how they are even successful trainers. I mean how can they if they are not still in the field? One thing I want to talk about next Todd is something we've never really talked about on this show before. I want to talk about mental toughness in order to succeed. A lot of people

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talk about having goals and having a positive attitude and never giving up. But mental toughness is something that really gets overlooked. I think people talk about it in sports a lot but not so much in business. What do you think? You've written *7 Steps to Mental Toughness*. So let's talk about that for a while.

Todd: As an entrepreneur you're stepping outside of the box from what a majority of people are doing. There is a lot of push-back in the marketplace you're going to experience. You'll have your road blocks and things you'll need to get around and over and through. Often times people can feel defeated through their experience: not seeing the results based on the efforts they are putting forth. It's critical you maintain some mental toughness to keep you in there. Otherwise you're toast. If you can't keep it together mentally and start letting your mind play tricks on you, if you will, you're not going to last very long.

Brian: One of the things you talk about is the idea of staying in the game. You describe it as physical conditioning. You talk about just staying in the game and not giving up.

Todd: In anything you're doing, if it's golf or any other sport, or any other activity, you can't get good at it and be prepared for what happens in the field if you never get on the field of play. So physical conditioning when it comes to entrepreneurship is being active each and every day and putting yourself out there to live those experiences and learn from them. If you just sit on the sidelines and watch it or read about it or talk about it, you never get any kind of conditioning that goes on from the physical standpoint.

Brian: There's a huge difference between reading about it and listening to it versus actually doing it. You also talk about having positive input every single day. If you spend a lot of time reading the entertainment magazines and watching the news, that's certainly not the same kind of input as reading and listening to people who are successful and talking about how they do it.

Todd: Two things are really important. One is who you are surrounding yourself with; who you are hanging out with. Your net worth is likely going to be an average of the five or six people you hang out with the most. So I would take an inventory on your friends and who you are spending most of your time with. Then what are you putting into your brain every day? Are you reading something that's inspirational, that's motivational, that's something that helps you acquire knowledge in whatever it is that you're pursuing? I have an extensive library and my library consists of personal development books. For me that's pleasure reading. On my bookshelf or next to my bed, it's not a novel. It's something that's going to help me learn something new I can apply in my business so I'm more effective in my business each and every day.

Brian: I'm the same way. I'm building my library. One of my favorite gifts is a Barnes & Noble gift card. Anyone who knows me knows that that's one of the things that makes me happiest. I'll go and spend that and I will buy a book, read on the weekends. On weekends when it's nice outside, I'll spend time outside and read. It's a great way to have input. If you have audio for your car, having that positive input is great. You talk about affirmations.

Todd: If you're telling yourself every day "I don't know if I can do it. This is hard," your unconscious mind doesn't take it as a joke. If you're telling yourself that kind of stuff every day that's how you're going to feel. I know if I'm getting sick, I'm telling myself, "I feel great. I feel awesome. I feel healthy, alert, all of these great things." I don't buy into how my body is feeling. The times I've done that and telling others I'm feeling awful, the next thing you know it takes me over and I get sick. That's a rarity. I get down about once every two years.

Brian: I probably only get sick once a year myself. On that note, one thing that Zig Ziglar talks about and he's one of the greatest motivational speakers and authors of our time, when someone asks him how he's doing he'll say, "I'm super great and getting better!" He honestly, genuinely projected that out to the world. When that is the world view that you're projecting, you're going to get back what you put out to the world. That's so important. You also talk about visualizing what you want, not just imagining

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and thinking about where you are now, but imagining where you really want to go. That's so powerful as well.

Todd: In the book, *7 Habits of Highly Effective People*, the first habit is beginning with the end in mind. Seeing yourself, whatever it is you're doing, seeing that project through to completion. Having a plan with which to get to wherever that destination is. If you don't know where you're going, you're likely not to ever get there.

Brian: Exactly. I also love something you talk about, the idea of reinventing yourself. I think of a lot of actors and artists, musical artists, that will have a couple of albums and then decide to totally change up what they're doing – reinventing themselves. It's a way of keeping fresh and staying fresh and stretching themselves. I think that's very important too. I think there are some applications in business too in trying something new.

Todd: When somebody is brand new to entrepreneurship, and talking about network marketing, maybe they don't have success yet. But they can act the part and then become the part. A phrase that's used all the time is 'fake it till you make it'. I think people don't understand that. They think it's about faking other people out to make it look like I'm super successful when I'm not. It's more about faking you out and believing it's possible for you. Just like an actor in a part in a movie. They play a part. You can play the successful part before you actually become the part. When you do, over time, that part will actually become you.

Brian: There are a few more that you talk about in the steps to developing mental toughness. I don't want to give all of them away. I know it is available on your website as a free training. Tell us a little bit about your website. How can people learn more about you?

Todd: My main website where someone can get a copy of *7 Steps to Mental Toughness* is www.toddfalcone.com. They can plug in to my newsletter called *The Fearless Networker*. That's one of the first things you receive.

Brian: I did that over the weekend and I'm looking forward to hearing from you on a weekly basis. I think your material is absolutely tremendous. Next thing I want to talk about is what do you think makes people successful and what makes people not be successful?

Todd: Action makes people successful; inaction doesn't. That's one thing. That's a pretty big question.

Brian: Yes, it is.

Todd: Making a decision that you're actually going to do something and drawing a line in the sand and eliminating any outs, burning your ships if you will. Instead of going into something with "Hey, I'm going to give this a try and if it pans out the way I expect it to be in the first XX amount of months, cool, I'll stay and if it doesn't, I'll go somewhere else" you can't possibly be successful in anything if you're already got a road out. What differentiates somebody who is successful from someone who isn't, is making a decision, creating a plan to get there, taking consistent daily action, learning from your mistakes and successes as well, and continuing to evolve yourself and improve yourself along the way.

Brian: That's really awesome. I really like that thought you just shared that you have to take away all of the outs that there are. Because if you kind of hold on to that one thing just in case, you're never ever fully committed to the idea. You take a look at the story of Moses and the Red Sea. The Red Sea did not part until Moses put his foot in the water. It did not part first; he had to commit to the idea of putting his foot in the water and then the Red Sea parted. So I love that thought a lot. I also wanted to ask specifically about network marketing and direct sales. There have been a lot of things written about it and a lot of people are doing it. It has a lot of potential. For someone out there who is not doing direct sales and they think this could be a wonderful vehicle for building wealth, why do you think some people shy away from something like this or from starting their own business?

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Todd: I think some people shy away from network marketing because they have some idea in their mind as to what it is and typically it's a misunderstanding. I interviewed a woman recently who blew it off for 10 years because she had no prior experience personally with it at all. She just heard something about it. When she finally took a look at it she was kicking herself for avoiding this amazing thing. Now she's one of the most successful people I know in network marketing. So people shy away for a number of reasons. I think it's certainly a misunderstanding of what the profession actually is. They think it's something it isn't. From the standpoint of entrepreneurship in general, a lot of it is fear. People are afraid to step out of the box and do their own thing. They're so accustomed to being taught to do something and to go get a job and work for somebody else, and that's the road to security. We've all found out that's not the road to security, especially the way the economy has been the last few years.

Brian: Do you think self-discipline is a reason why people don't? Or do you think that falls into the excuse category a little bit?

Todd: I definitely think that falls into the excuse category. Accountability is everything in this business. If it's to be, it's up to me. I think some people are afraid of the commitment. I actually have to commit to this. It does take commitment if you're going to be successful in anything.

Brian: Absolutely. You also have to have a strong enough reason why you're doing it in the first place. Is it to build wealth? Is it because you want to spend your life retired? Is it because you want to travel the world? You have to have a really strong enough reason why. What I want to talk about next Todd is the idea of prospecting and knowing how to approach somebody when you're building a business. I know that when people are building a business that's one of the things that can be a little scary. It's sort of one of those big unknowns – how do I first of all find people to talk to. Then once I find people to talk to – how do I talk to them? Let's talk about that and how you organize your training and how you help someone new go through those initial steps.

Todd: You're right. The first two questions out of someone's mouth are who I talk to and what do I say. If you don't know what to say, you're unlikely to say anything. One of the things I do is get them started with some sort of script. I put the words into their mouths so they know how to approach somebody and what to say. If you're brand new to this you don't know what to say, how to pique their interest, or engage them in conversation. If you're given a script and taught how to do it, then you can actually do something with it and be effective at it.

Brian: Do you find that these techniques you teach are also applicable outside of direct marketing, if someone is selling for a large company, for example?

Todd: Yes, in both big companies and small companies. I started out in college and had a guy write out a script for me on how to sell cable television door-to-door. It was my first sales job and I didn't know what to say and he was good at it. So he wrote down a script, literally on paper in the back of his van. I memorized the script and that's what I used to sell. I became one of the top sales guys in that company.

Brian: Is this one of the resources on your website or is this part of your training program?

Todd: I have a book I put together called *The Little Black Books of Scripts*. What I do to acclimate somebody to me and give them a chance to see what I have is I give them my Go-To Script. That's the one script that I use more than any other script in my entire training arsenal for different approaches. Anybody who is listening to the show can go grab a free copy of it if they go to www.littleblackbookofscripts.com. They'll get not only the script but a 20-minute video training of me teaching you how to use the script. You can instantly download it for free.

Brian: Let's talk also a little bit about how you use social media in your business. I know that I've talked with people on the show who tend to like Twitter a lot. I've talked to people who like LinkedIn a

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lot. I've talked to people who like Pinterest. You like Facebook an awful lot. So how do you use Facebook in your business and how did you decide what the best mix of social media was for you and what you're doing?

Todd: I'm definitely heavily involved on Facebook. I use LinkedIn and have a Twitter account with about 30,000 followers. I use whatever is happening in the social media arena. Pinterest is obviously relatively new. But Facebook enables me to develop relationships with people that maybe I wouldn't otherwise know. You're a Facebook "friend" but you may not actually be their friend. They may have like interests as you and want to peek in to see who you are. Facebook allows individuals to find out more about me, what I do both in business and my personal life. It gives me an opportunity to reach out to a much larger group of people and essentially get to know them from afar where the relationship can begin. Then I can take it offline and get to know those people if I choose to.

Brian: Do you find it easier to promote your trainings and live events and things you've written using Facebook a lot more so than Twitter then?

Todd: Yes, for sure. I tend to get a lot more activity and a lot more visibility on Facebook than I do on Twitter. I use all of the above but Facebook I can directly track the results with people jumping on my conference calls or my trainings through Facebook than through Twitter. It definitely gets me way more viewers and listeners that way.

Brian: Do you use paid ads as well or stay with the free route on Facebook?

Todd: I definitely do Facebook pay-per-click. I've done quite a bit of advertising on Facebook to generate new fans to my Facebook fan page, to generate new business for different products specifically applicable to network marketing.

Brian: I've never done paid ads on Facebook. Is that hard to set up? If you're going to do something like that, I suppose it depends on the scope of your projects too, but what kind of a budget should someone plan on for their social media if they plan on being really serious about building their business?

Todd: I would say working with a budget that's not going to put you out of business next month. It's all borne out of testing. Start small. It's not hard to figure out as far as how to actually place the ad. You definitely need to be testing. You need to be split testing – copy, headlines. Making sure whatever you're doing has a capture mechanism. I see a lot of people advertise but then fail to put into play something that specifically captures that information. Then you're not able to track it. The whole thing about pay-per-click advertising is testing and tracking. Those are the two primary things I'd suggest. Make sure you're testing different headlines, different sites, different images you might use in an ad. Make sure you're testing so you know what's working and you improve on what's working. What's not working, you dump it.

Brian: That's a great idea. I think a lot of people just put stuff out there without testing it and then wonder why it doesn't work. It's because you didn't test a couple different ways of doing it. I can certainly appreciate the fact that testing is very important. Let's talk a bit about your blog. I was on your website this weekend and I know you do text blogs and you do video blogs. Do you have a preference or do you think a healthy mix is good for anybody?

Todd: That's a great question. I historically have done primarily video blogs. I do that because I'm decent on camera. There are a lot of people that are doing video blogs that shouldn't be on camera. If you're not good and comfortable in front of a camera, stay off the camera and make sure you're writing content. From the standpoint of SEO, search engine optimization, and getting organic traffic, you have historically been better off doing text on blogs. That's beginning to change. Posting video on your blog is becoming more searchable by the engines. I think a healthy mix is a good idea.

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Brian: Google tends to like videos an awful lot. I searched you, Todd Falcone, on Google and I found some websites and also saw some videos too. That's certainly a testament that a mix of both is a great idea. Again, I'm sure it depends on what it is you're trying to promote. I like the idea that you talked about how it's probably more appropriate for some than for others. What do you think of the idea of doing videos professionally versus just doing it with your little flip phone or web camera? Do you think it makes a difference in the amount of traffic that you get? Or just get it done?

Todd: I would initially answer that with it depends. But I personally prefer to do non-professionally produced video. It creates a realness to what I'm doing. I've done both. I've done green screen stuff. Ninety-five percent of the videos are shot with the iMac – the camera looking at me from the iMac. Some of it is done with other cameras. I don't run into a studio. It makes it easy. Anyone can produce a video. Ten minutes later it's up and running on the internet and people are able to see it. So I prefer the less professional side.

Brian: That certainly makes a lot of sense. I want to flip the page a bit and talk about something just a little bit different. Some of my previous guests have also been entrepreneurs or work-at-home parents. I want to address this with you. Obviously there is building your career. But there's also maintaining a strong family unit at home. How do you strike a balance? You probably do an awful lot of traveling. So what is it that happens for you to maintain a strong balance between work and play and family?

Todd: Knowing that if I was on my death bed, would I regret more not seeing my kids and spending time with my family or would I regret that I didn't work hard enough. The priority for me is if I was on my death bed I'd be regretting now spending more time with my loved ones. So I just simply make it part of what I do. The fact that I have a home-based business enables me to go play with my kids on a whim, go outside and throw the ball around, or go take my kid to the skate park or whatever it might be. It's a matter of prioritizing. It's important for me to run a successful and profitable business. But at the same time it's important for me to spend time with my kids and spouse.

Brian: Do you do a lot of traveling in your business? I know you do trainings. Do you do conferences or structure it so some of your events are in your home town?

Todd: Most of my events are not in my home town. I do a lot of traveling. Last year I think I did 42 live events. So 40 weeks or so of the year I was traveling. But the cool thing is most of my travels are Friday through Sunday. Then the rest of the week I'm home. It's very different from a corporate business traveler where they leave on Monday, come back on Friday and get two days with their kids. I'm at home with my business and family, fly out two days and do an event, and then come home. It enables me to have that balance.

Brian: That's great especially since you get to have that time at home during the week with your kids. You're there when they go to school, you're there when they come home from school, and you can participate in their activities after school and coach them or do whatever else you do with them. Is that right?

Todd: Absolutely!

Brian: That's fantastic. Let's talk a little bit about mentoring. We touched on this a little bit before. We talked about accountability. I want to talk about how important it is to have a coach and to follow someone who's done exactly what you're trying to do. When you train people, how important is that and how do you help people get started?

Todd: The whole idea of coaching can be something we talk about for hours. There are different levels of coaching and mentorship. I use the analogy of a personal fitness trainer. If you wanted to get fit, you probably know to eliminate the cheeseburgers and fries every day, and to work out and drink more water – the basics of losing weight. Some people can't seem to get themselves to actually do those things. But if they hired a coach or a personal fitness trainer who watched over them, who worked them out, who required them to turn in a food journal every day, and held them accountable to the

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things they want, the likelihood of them doing those things are increased by multiple fold. If you're in a business that requires you to be self-employed and had to learn to be self-employed, sometimes it takes a while to learn those new habits of being personally accountable. You've got to be able to go in the bathroom and look in the mirror and ask yourself the question, "Would I hire me?" How are you going to answer that? Would you answer, "Maybe. Not really today. Not yesterday. But sometimes." That's not a good answer. You've got to be able to say "Yes" to the question "Would I hire me?" If you're looking for someone to run your company and do whatever it took to be successful, can you answer yes to that? If you can't then a good idea would be to hire a coach, someone who can hold you accountable, until you learn those new habits and activities that are required to become successful.

Brian: If you're in a direct marketing organization, let's just say the person who brought you into the organization doesn't seem to be showing much of an interest in you, it's okay to go a little higher up the chain and find someone who is willing to help you or even go outside of your chain to someone like yourself who does training and get some of that expertise. Do you find a lot of that going on or do you find that organizations you've been in people have been very willing to mentor the people they are bringing in?

Todd: You find both. There are disappearing sponsors – those who brought others in. They don't provide any support or assistance. That's tough for someone brand new who has never done it before. It's one of the reasons I am as successful as I am as a speaker, coach and trainer. People have those options. They can search out someone like myself where they can get the training and mentorship and don't have to do it all on their own.

Brian: And you're not connected to any one direct marketing organization. You are available to everyone, no matter what group they are in. Is that right?

Todd: Yes, I train for all sorts of different network marketing and direct sales companies in multiple countries. I think last year I spoke for about 100 different companies.

Brian: You are staying pretty busy then. One thing too I find with organizations that sometimes makes mentoring a bit harder, some are so focused on recruiting people to be in their group and others are focused very much so on the product or service. But there has to be a healthy balance in order for a group to grow. If you're focused so much on building the organization but not selling anything, your group isn't going to grow anyway. People give up when there's no money coming in.

Todd: No matter what you're selling you're paid by end users consuming or using whatever that thing is you might be selling. So it's not just about recruiting. The concept of network marketing is brilliant because it enables an individual to gather a handful of customers. They don't have to have 1000 or 500 or even 100 customers. They can have a handful of customers, go recruit someone else, teach them how to gather a handful of customers, and perpetuate that process ad infinitum. You create a distribution network of a lot of people doing a little bit and it's powerful.

Brian: It seems like a lot of major corporations are stepping into that ring a little bit. Just realizing the idea of broadcasting this big message on TV, radio or in magazines isn't generating the return. I think people, especially in this economy, groups and companies are looking more at what is their return, rather than just let's build a brand and hope people remember us and find us. There doesn't seem to be a lot of utility in that. I think this is a good vehicle for something like that. One of the first things that a good coach should do, and I'm sure you do too, is helping someone to find what they really want out of this experience. This leads us to getting goals and setting goals. What do you think are some of the most important components in goal setting and how do you typically lead people through that process?

Todd: If I'm working with a new distributor or a distributor is working with a new person, sitting down with that new individual that you just signed up and having a little heart-to-heart conversation with them: what's your plan? What would you like to have happen here? Is this going to be a part-time

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experience for you? Some people come in and just want to make some extra money and others want to get out of whatever they are doing. So being on the same page with each person is critically important. Not everyone is going to go at the same pace. Coming up with a plan is next: what's your schedule? When will you be working the business? At what hours so I can be available to support you? Then coming up with some sort of framework as far as what are we looking to do here? We've got to rise in rank. Every compensation plan you've got to rise through the ranks. You start out as a distributor; then you build a little group and it takes you to this level. Then you build a bigger group and it takes you to that level. That's part of the process of anything. So let's look at the compensation plan and the hours you're willing to work, the time you're willing to put in. Let's create a plan to get you from this point to the next point to the next point to the ultimate destination – wherever that might be.

Then you can't just throw something out there and say I want to be in this position someday. When you do want to get there? Then we work backwards and look at what's required to get to that position. Then we look at are you willing to put forth the necessary effort where that goal makes sense. Saying I want to be a millionaire next month, that's not realistic. Let's look at something realistic and achievable.

Brian: Brian Tracy refers to that as back to the future thinking. You think about what you want to end with. Where do you want to be? Then you work backwards. Let's talk about the steps involved in getting to that. Then work our action plan backwards to help you get to where you ultimately want to be at the end. I think that's absolutely brilliant. I think one of the most important things about goal setting too is having a strong enough reason why you want to do it. Having a goal is good and fine. But if you don't have a really strong reason for doing it, you're probably going to give up on it a lot sooner.

Todd: That's absolutely correct. You don't know where you're going. You might as well stop what you're doing if you don't have a plan to get somewhere. Most people have heard the phrase, "If you fail to plan, you plan to fail." I think that's true.

Brian: I think a lot of times too when people have the reason why "because I want to retire", then you have to think about what it's going to take to retire. "I want to make XX dollars a year." Great! What are you going to have to do to achieve that income level? How many people are you going to have to sponsor? How much volume will you have to have? What activities will be required of you to get to that? You have to work your way backwards. But just to say "I want to retire" or "I want a million dollars", then you ask, "What do you want to do with that?" "I want to do this and this and this." Great! What's that going to do for you? "This and this and this." "So ultimately you want to be happy and all of these things will help you get there. Great! That's not a bad thing at all." Goal setting is obviously an important part of the plan. There has to be a timeframe. Let's talk about getting stuff done fast. It's not just getting it done. You have to be able to get stuff done fast. How important is that to you in your training?

Todd: I don't think anybody wants to get rich slow. People look at network marketing and say, "I don't want a get rich quick thing." This is definitely not a get rich quick thing. This is a get rich slow thing. That's good. I want to make an important point. You as a human being are working with other human beings. Identifying people that have a desire to achieve success and that through their actions are showing you that they actually want to do it. A lot of people will sign people up and that individual gives their money but don't actually do anything. As a business person that's serious about my business, I've got to prioritize who I'm going to work with. There's a phrase I heard 23 years ago and it's something I've lived by ever since. It's "Work where you're deserved; not where you're needed." Rather than working where somebody is complaining and begging and they are not taking any action, I want to spend my time with you, an individual who is showing me through your actions that you want to do something. It's kind of a combined effort.

Brian: I think there's a lot of wisdom there. You definitely want to work with the people who by their actions and intent show they really want to be there. So they deserve your time and efforts. On the converse side of that, if people act really needy toward you and they're not doing anything because

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they're waiting for you to hold their hand really tight and walk you through it, that's a completely different person all together. You really want to gauge who is worth working with. I hate to put it like that. But does that sound about right?

Todd: That's entirely right. Working where you are deserved. The person that deserves my time is the person that's showing up. You don't have to have everything figured out right now and you likely won't. But you showing me through your actions that you want to do something is what makes me want to work with you. I've signed up a lot of people that say all day that they want to be successful. But their actions don't show it.

Brian: That's so very important. Let me ask one final time Todd, how do we get a hold of you if someone wants to be trained by you or just wants to learn more about you and what you do?

Todd: They can visit www.ToddFalcone.com. I have a toll-free number that directly dials into my house. 800-259-1177. That's my corporate number.

Brian: That's great. If you sign up for Todd's email list, you'll get the *7 Steps to Mental Toughness*. Also www.LittleBlackBookofScripts.com. Thank you so very much for being a great guest Todd. I hope people will check into you and see what you're doing and choose to work with you. This has been Success Profiles Radio.