



The Mindset of a Master

... How the Thinking Reflects on Business Growth.

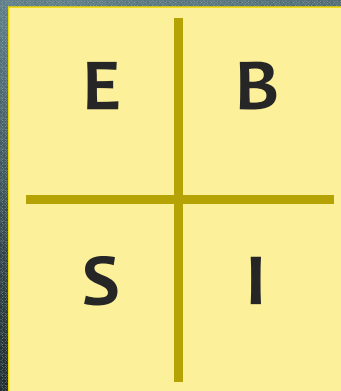
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Robert Kiyosaki's Cash Flow Quadrant

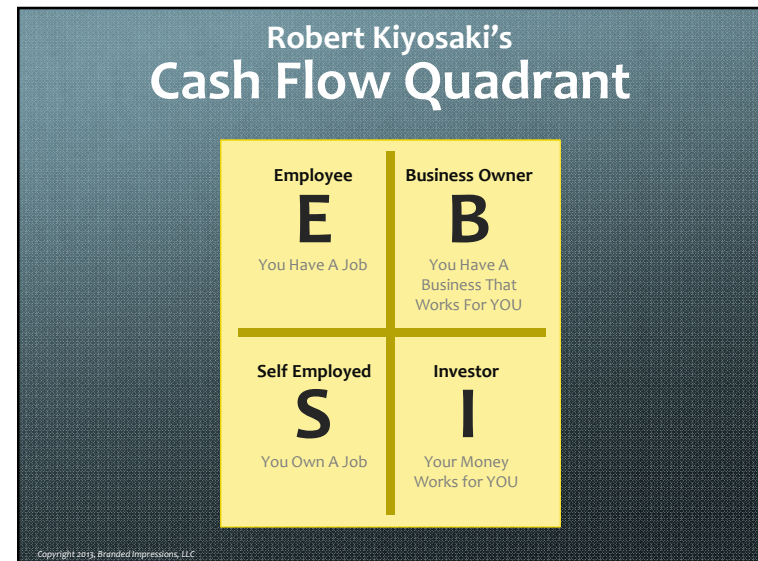
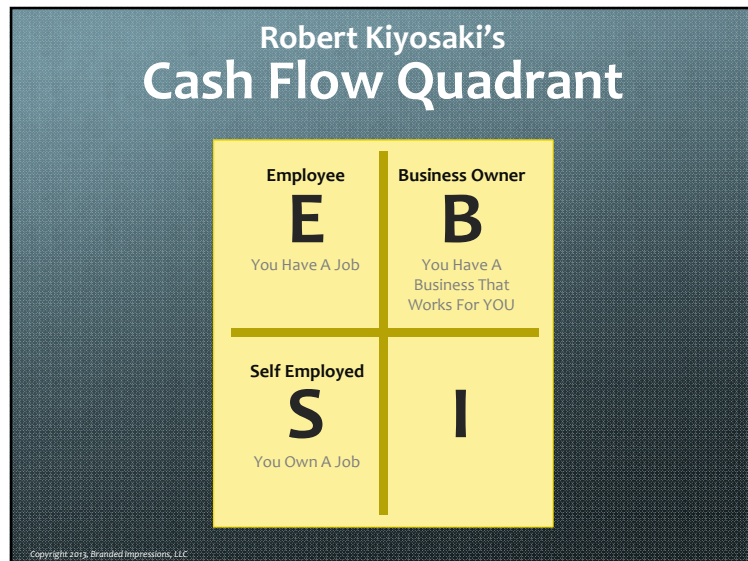
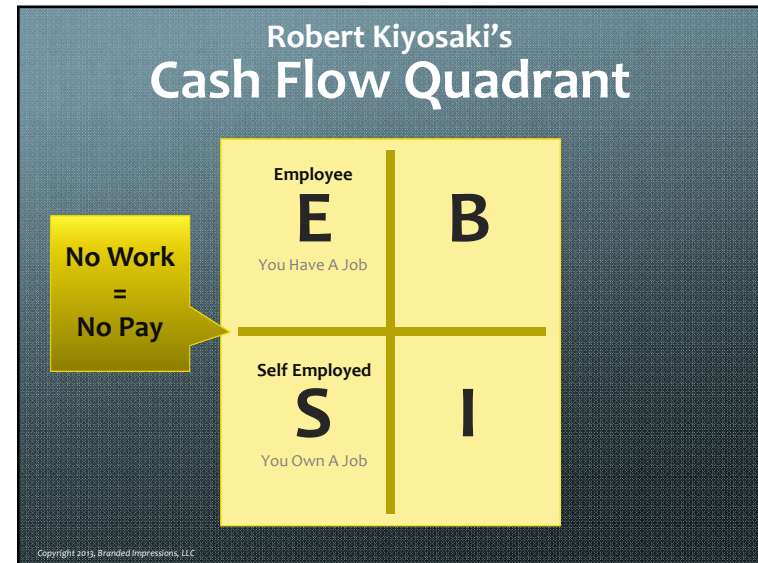
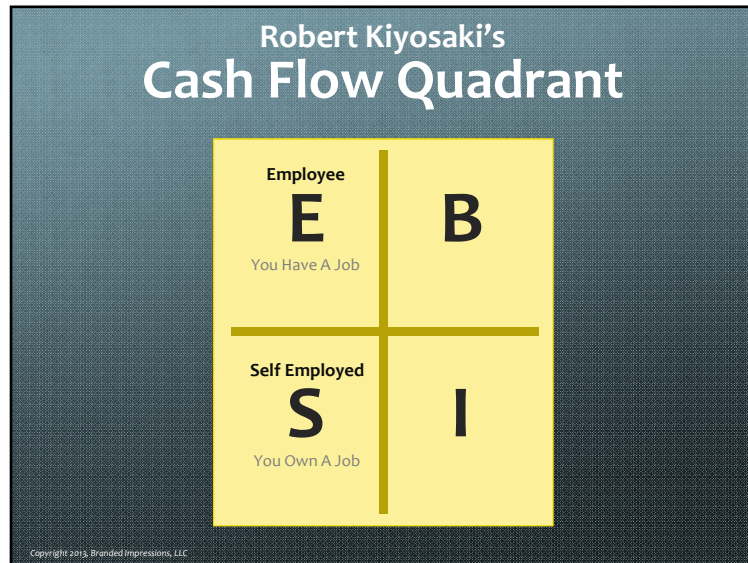


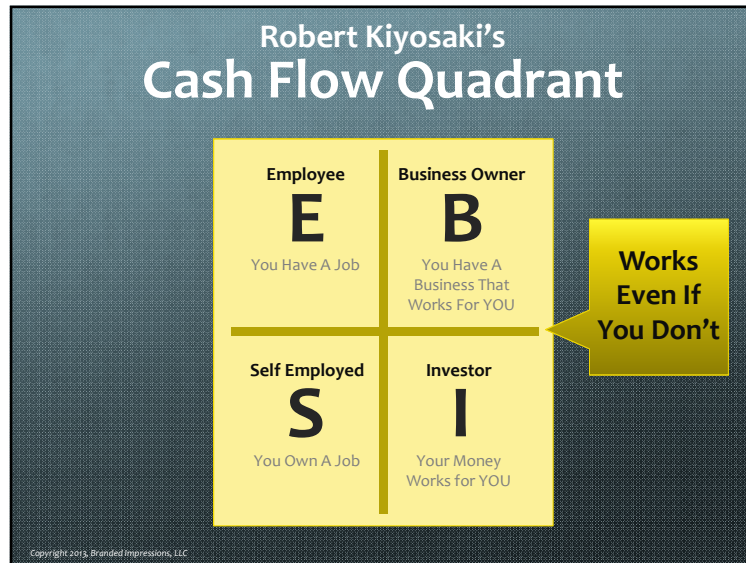
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“The size of your business will not exceed the level of your thinking. For a larger business, elevate your thinking and expand your expectations.”




Carolyn & Eddie Wightman,
Lifetime & Presidential Master Coordinators

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“You cannot surpass your thinking in this business; if one does, it's only temporary.”




Roland Oosterhouse,
Lifetime & Presidential Master Coordinator

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While working with someone we should be spending 80% of our time helping them with their thinking and 20% of the time helping them with “how to” build their business.



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Non-Business Perspective

- They say “My Doctor Said”
- They say “Food – or nutrition – doesn’t make a difference”
- The products are “too expensive”
- “I have tried other vitamins”
- “It is all about DNA and genetics anyway”
- “I must ask my doctor first”



Employee Thinking




What are the chances of this person becoming a Master Coordinator – or even a business owner with a modest team?

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Customer/Member Thinking

- “I can’t sell.” – Terrified for someone to think they’re selling
- “Nobody can afford this”
- “I don’t know anyone who would want to buy”
- “I am too busy to do the Shaklee Business”
- Having a business isn’t for me
- “I can never do what you do”




What are the chances of this person becoming a Master Coordinator – or even taking a leader role as a Small Business Owner?

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E
Employee
Thinking

Mini Mart Owner

- Volume 1000 per month
- They say “I just want to help others.”
- “I don’t want to sell.”
- “I don’t want to make money”
- “I don’t want to sell to family and friends”
- Concerned about ‘rejection’
- Don’t see the value of investing in their business
- They focus on negative press of ‘networking marketing’ and don’t see this as an honorable profession.




What are the chances of this person becoming a Master Coordinator?
What chances can they move to Small Business Owner (Director) and sustain a solid business?

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Director

- Volume 2000 – 2500 per month
- “I hope the customers will buy more”
- Tend to be more concerned about their own personal business and less about the people in their group
- They always worry about their business volume
- They quickly ask questions like:
 - “How much do you want to make”
 - “When do you want to be a Director”
- “You know the sky is the limit”



What are the chances of this person becoming a Master Coordinator?
If people follow the model they’re setting, how far do you see their business organization expanding?

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E
Employee
Thinking
Looking for
Direction.
Following
Programs.

Director

- “I hope I can get higher volume”
- They lack confidence for others and themselves
- They have a hard time accepting success
- They tend to make statements – ask very few questions
- They are always looking for Business Builders in spite of the fact they don’t have a goal for themselves

E
Employee Thinking
Looking for Direction.
Following Programs.



What are the chances of this person becoming a Master Coordinator?
If people follow the model they’re setting, how far do you see their business organization expanding?

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Executive Coordinator

- On average, they make \$50,000 a year
- Approximately 5 – 7 Directors in the group
- They say things like “I can help you build”
- They tend to be forceful and are seen as ‘the leader’
- They like to use different programs and keep changing
- They try to control everyone’s business in their group
- They attempt to use excitement and activity to build their group

S
Small Business Thinking
Does most of the work themselves.



What are the chances of this person becoming a Master Coordinator?
Probably about 5%.

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Organization Builders

- They have about 20+ Directors in their group
- They are risk takers
- They know the direction they are going
- They talk about their goals with clarity
- They ask lots of gentle questions – such as:
 - Why does Shaklee interest you?
 - How do you feel about changing people’s lives?
 - How do you feel about investing in prevention?

B
Business Owner Thinking
Develops Independent Leaders.



This person can become a Master Coordinator and can build other Master Coordinators!

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