

Conference call 8-9-06  
The Equation for Success - Structural vs. Fluid Factors  
by Mike Akins

Welcome!

We appreciate those of you on the call who are loyal distributors and customers. We have come to a place where people appreciate each other and care about each other. I appreciate each of you duplicating this and sharing from your hearts. Around the world, we are developing a very unique organization of people who really care about each other. I have been in this business for 39 years, and so often, I run into people who are greedy, selfish, and step on people to get places. That is not the way we are. Great leaders learn to serve and I know that many of you are servants on this call tonight. I appreciate that.

Tonight, our training tonight will last for 20-25 minutes then question and answer session.

Announcements:

The video e-mail system continues to do well. I keep announcing it because we keep getting people each week saying they are using it and it is working well to educate their downlines and to educate prospects. That is something offered by Dr. Robertson at [www.clipsender.com](http://www.clipsender.com) for \$19 per month.

The new booklet is now at the printers. I thought it was at the printers before, but it was not because 4Life wanted us to change a few things. The printers are projecting that these booklets will be available around Labor Day. Generally, the fall season does not start until about the second or third week of September, so this will work out about right. If you get those in the mail the first week of September, they will be reaching people about the time that our season picks up with people getting back to school, etc. The booklet looks great. We have seen a copy of it. The front cover will be glossy. It is a beautiful booklet. They have worked very hard on it; had a professional advertising agency assisting Sean. We think it is going to be really hot.

Last month was another all time record. I would like to congratulate each of you. Whether you just order products or bringing people into the opportunity - whatever you are doing, you are still a part of the overall victory. No one person creates this tremendous record month. For example, I did my 200 LP or whatever I did; I did not create millions of dollars of LP by myself. It is all of us working together. Each of you, all of us working together created another record month. I really appreciate that and appreciate what you are doing. Remember, when one is rewarded, we all are blessed. As people make more money, they invest it back in their business, they help their downlines more, we invest back into our business; we help our organization with new literature, new ideas, new resources as we go forward as we all achieve.

We really need to be the type of people who rejoice when one person in our group achieves something. If it is on the board, get on the board and congratulate them. I love it when I see 20, 30, or 40 people congratulating someone else that they do not even know, but they are our family members, our marketing family members. It just gives the atmosphere of friendliness and

caring. I have prospects who visit our board and they say that. They say that is what attracted them here. They say we seem like we have a warm caring attitude. Rejoice when anyone achieves something.

We have had some achievements this last month. Some of them are on the board. We have had a new Gold International Diamond in Malaysia. We have a new Diamond in the Philippines and a new Presidential Diamond in Chile. There is actually a lot more going on than that, but that is what has been reported. I believe we actually have like 235 diamonds in the Philippines. If there is more than one new diamond, but only one has been reported, it does not get noticed. If you know someone achieved something, compliment them on the board. It does not have to be a rank. If you know someone has been in there working hard and doing something, they need recognition. Put them on the board.

The growth in 4Life continues to be solid. For the past couple years, there has only been I believe one month that we didn't break a record. I would like to share my heart with you before I get into tonight's training. Consistent solid growth is very healthy. Now is the time to build. Of course, you can say anytime is, but it is better than ever. When I think about my early years in network marketing - when I first entered Amway back in 1967, and the other opportunities that I have entered into, Shaklee, Herbalife, etc. - when those companies were about our size, about \$150-200 million in volume per year, that is when all those billion-dollar companies took off. The early years were hard. There were a lot of years of pioneering, getting the computers and literature right - every company goes through that period - getting solid, getting inventory to match the growth, which is major in these businesses, anticipating growth curves. We are here, eight years, solid as a rock. We have a good product line, unique, effective. We have a tremendous management team. We are really blessed. We have a great support team and all you are part of that. This is the time to do all you can do. I know some of you build easier than others, and some of you don't build as easy. That doesn't matter. We are all different, but the deal is we all can do it. We just have to find a way. We evaluate. We keep learning and helping each other. Let's all get there together. It is a great time to do anything you can think of. Be creative. Network marketing, when it is done right, can change your life. It is not the only thing in the world. Money is not everything, but you know, we learn as we reach out. We develop our character when we are disappointed and face challenges. The more challenges you face with the right perception, the greater and stronger you become, the more your character is refined. You have two sides to you. You have the insecure side, the self-esteem side that is bruised and hurt and that we grow up with. On the other side is all this talent. The insecure side, the fears, the judging of self, and low self-esteem, inhibits these gifts. I never thought I had the gifts that I found that I had. I had to discover myself. I remember back in the late 1960s and early 1970s, coming from a poor family, dropping out of junior college, taking care of my family. I felt dumb, I felt stupid, I stuttered. I did not understand what was going on with my life. I was afraid. Everything was rough. I was depressed. As I reached out and as I had the desire to better myself (and in my particular situation there was the need to better myself), I reached out, I experienced, I got bruised a little bit, but in the end, I discovered who I was. I discovered gifts and talents I never thought I had. Now my whole life has changed. Now I travel around the world and speak to crowds. I used to stutter; I could not do it. I could not even get up in front of a little classroom. Each of you has those talents and each of you has those gifts, but you have to be willing to do through the obstacle course. You have to be willing to suffer the cure, suffer the journey of success to discover who you are and what kind of talents you have hidden in you that you never dreamed were there. This is the time I really encourage you to get involved.

Tonight, I would like to share the differences between structural factors in the equation for success and the variable or fluid factors in the equation for success. I started on this last week and we had trouble – we all got cut off. So, at the beginning, I am going to share a little of what I did last week, and then go on to finish what I did not get to share last week. We have a new conference call company that services some major companies – Texaco, Chevron, etc. I am sure we are going to have better success on these conference calls after this week. Let's go on and learn the dynamics involved in success.

The more you know, the more you understand about the dynamics involved in success in whatever the industry you are involved with, the greater the chance that you will achieve your ultimate potential. Too often, people think that all you have to do is get in, get a little product knowledge, grab a tape and hand it out, and you will reach your full potential. Sometimes people do well with just a testimony, tape, or some kind of a marketing tool. Sometimes they get on a growth wave; however, you still will not develop your full potential until you understanding of what is going on and why things happen the way they do. Part of this information has to do with things that are outside your control, and part deals with things within your control. The things that are outside of your control we call structural factors. For example, when buy a house, you don't change the foundation or generally the outer walls or the rough structure. This is the structure. The floors and wooden base of the floor, etc., but you can change a lot of things within that house that make it look very nice. There are things about network where the only influence you have is in selecting it. You select the right company. Then there are things that affect what you do with that opportunity. You have structural and variable or fluid factors. There are two different types of factors.

You have heard the cliché that perception is everything. No matter how great the opportunity is, or how many factors line up in your favor, if you or your downline do not perceive these factors correctly, they may do you little good. When you understand the factors in the equation for success in this industry, then you can develop strategies that will compensate for your weaknesses (we all have them) or the weaknesses within the plan. If you take a person and match them up with a plan, there can be weaknesses both ways, either in the plan or in the person; however, if you understand the dynamics in how the opportunity is structured, then you can compensate for these weaknesses and still be successful, at least a greater percentage of people can. At the same time you can leverage your strengths, or leverage the strength of the opportunity. Sometimes there is strength in the opportunity, but you don't understand it, so you do not leverage it to your benefit. That is one reason I want to share this tonight.

Yes we are the best of the best in my opinion. I don't claim to be the smartest guy in the world. That is why I hired a research and marketing company to help me analyze the industry back in the 1990s and help me select my last quest, my last plan. I already had several successful organizations, but I wanted one that was just as perfect as I could get it. I wanted to be involved in the company to help and maybe critique it a little bit so I could lead a million people into that final organization and spend the next 40 or 50 years using it as my financial base and your financial base. It was an important decision. I take the responsibility as your leader very, very seriously. When you lead a person into something, when you take your key of communication and place it in the hearts of people who have maybe not been really turned on to believe in themselves or to learn and realize what they can do in this life, and you turn on their dreams, motivations and hopes. What a tremendous responsibility! What if you turned on those hopes to the wrong opportunity, the dynamics work against them, and they are crushed; they borrowed money, used up their credit cards, and they don't go anywhere. It is not because of their lack. It is because the opportunity had weaknesses you did not understand. You did not know how to

help that person to leverage to their benefit, then a person is crushed. Once you turn on the hopes and dreams and they are crushed, sometimes people withdraw to their shells, never to have the courage to dream again. It is such a tremendous responsibility. That is why I invested a half-million dollars to select this opportunity. We have the best of the best. That is what my 39 years of experience tells me. But you know something, if we don't understand it, it can slip through our hands. If you and your downline don't understand this, you or they may give up before you achieve success, thinking there is somewhere better to go to.

I know friends who have stumbled over a rare coin or an antique, did not know the value of it, and just sold it at a rummage sale. Then they found out they have sold something that was worth a few thousand dollars and they kick themselves. You don't want to kick yourself down the road.

Another reason to learn what I am going to share with you tonight is your prospect may not recognize these features and understand the value of what you are offering. When you share the opportunity, sometimes you have to educate the prospect on what is important in their selection. You have to give them criteria and show them how we meet the criteria, but you have to do it in such a subtle way they receive it and believe it. That is part of what I am doing tonight, sharing information with you that you can share with that prospect to educate them so they will know: What is the value of having a full-time staff? No one else in the industry that I know of has one like this, in the whole world. Isn't that amazing? 14 million people in this country, over 40 million worldwide. No one has a staff like we do, but what is the value? Someone may not understand the value of that. They take that for granted. Many places have service people. What is the value? We need to be educated so we can educate the prospect.

You will achieve greater results if you learn how to educate the prospect and correctly sell these dynamics to him, but you also have people in your downline who may never stay because they do not understand what they have. Just because a person gets in and seems to be excited does not mean they really understand what is in their hands. So often, I have seen this happen throughout my lifetime. Someone gets in, they are all excited, and I think, "Hey, they are as excited about this as I am, they believe it like I do, and I am okay." Six months later they drop out. Why? They did not really understand.

Now, a structural factor is a factor in the opportunity that is outside your influence, such as the product strategy, the philosophy of the product, or the people behind the product. What is the strategy? Do they have a strategy? Is it long-term strategy? Is it the kind of strategy that is going to give us a viable opportunity in the years to come? These are structural factors, which are the foundation of the opportunity. It is very important to select an opportunity that has structural factors that provide you and other grassroots distributors and leaders the greatest chance for success.

This company has a strategy. Their viable strategy is to select a product arena, a certain area of science that is just opening, just coming to mankind's understanding, a new discovery that has been developed over a period of time and now technology has advanced to the point that we have this tremendous discovery; however, it is like opening the door. When we opened the door eight years ago with Transfer Factor, there was a whole, huge complex ahead of us – many rooms, many new things to experience. It was not the end product; it was just the beginning. Transfer Factor – WOW! What an exciting thing when I got involved! 103% increase in the immune system effectiveness. Soon after that, Transfer Factor Plus – 248%. Wow! I talked to scientists who were just ecstatic over that. A product that could actually modulate, suppress,

and boost natural killer cells. Then we went a little further down the line and WOW! Now we have TF Advanced, another step in that scientific journey, finding out that there is TF in eggs. We have the only patent in the world for 17 years! We found that the transfer factors work synergistically, one in depth and one in width. Now we have 283% increase instead of 103%, and 437% instead of 248%.

Then we had scientists over in this laboratory saying we believe the very basis of heart disease lies in the immune system. *Scientific American* printed a big article a few years back from some scientists at Harvard University who said that inflammation in the lining of the arteries was a new breakthrough. We were already there within three months because we had been working on it for two years. We had the only natural product in the world specifically designed for what that major discovery revealed. TF Recall – it is an unfolding.

Then they found that, not only does it regulate macrophages and natural killer cells, it regulates interferon and various other chemicals in the body. It even increases the production availability of antioxidants in our body, from right down at the DNA level, the mitochondria level, producing more glutathione and catalyst, and even increasing the levels of ascorbic acid in our serum levels. Inside. That goes far beyond consuming the antioxidants that have to go through the digestive tract, through the digestive tract and all that and through the blood. Then it has to dodge the cholesterol and then work through to the cell membranes. Cell membranes are hardening as we age and eat saturated fats; we replace the phospholipids in our cellular membranes. They begin to harden and then we have to try to get the antioxidants through there. Hey, we are causing them to be produced from within the cell, right down where the most important part of fighting free radicals is, at the DNA level. You have new cells on your face every few months. Why is it, then, when you are almost 60 years old like me and you have a big wrinkle on your face, your cells are replaced, but you still have the same wrinkle? It is because the DNA has been damaged and the RNA carries the blueprint of a damaged cell. My new cells are like my old cells, so DNA is vital in the aging process.

The science goes on and on. Structural factor, product strategy, product philosophy, the very nature of the product. What is the nature of the product? What are the competitive advantages or disadvantages? How easily are they copied? These are all important factors when you are talking about structural factors, aspects of structural factors.

I remember when Kaire International came to the United States with grape seed and pine bark extract. It was a major atomic bomb blast you might say. Everyone was looking for it and wanted it. People thought they were going to get rich and stay rich. Actually, I believe that is where I met Richard Talkington, who is on the call tonight. He wanted to sell me on Kaire, grape seed. Now he is with me. I am glad we had a reverse solicitation there. What happened? That was not a good product to market. Do you know why it wasn't? Because that was so easy to produce, it was so easy to market, and so easy to get your hands on. Everyone can have it now. Even Wal-Mart has it. People who tried to build their future on that made a lot of money in the early 1990s, but they are not making any money on it today. It was the wrong product philosophy, wrong product strategy, and the nature of the product was not conducive to your success. It was okay to have as a backup product, but not as a flagship product. Blue Green Algae came on the scene with CellTech. Huge, 500,000 distributors in the first few years. Again, you can get it anywhere; it is easy to produce. Noni. Two billion dollars worth in so many years, but there are over 200 companies marketing it now. Mangosteen, Xango, Vibe, new delivery systems. These are poor products to base your life on. The nature of the product is important. That is a structural factor. Teach people how important that is. What is the value of the patent on your product?

Some patents are nothing but a charade. It is like putting a few ingredients together; there are many other products that do the same thing, so you change the ingredients a little bit, but you have the same thing. Our product is more complicated to market, more complicated to develop. It is more fragile. You cannot just throw it out there to some generic manufacturing company and slap it in Wal-Mart that easily, and still have the product be active. That is good, good for us.

What are other structural factors? Marketing strategy, philosophy of the owners. Are they humanitarians or are they greedy? How do they see us? How do they perceive the value of a distributor? The average of the top 30 network marketing companies perceive the value of a distributor at 38% of wholesale. That is the value of people in some of these company that were in this survey. Ours is 55.9%. I think we are more valued.

The compensation plan. Is it bells and whistles? Matching bonuses and car bonuses. These are all bells and whistles. They just cause people to say, "Wow." They are wow factors, but they are not based on good compensation science. Do they have a bonus system that addresses all seven categories? Do they have a bonus system for a person to get started well, but also lets the heavy hitters pull deep so they can have a lot of money to travel, help, and support? Do they have large gaps between their bonus values and wholesale so it is just a spin job? There is one out there that says they pay 40% on the second level, but it really is 26%. We look at these things. Do they have incentives for each category to move forward? All these things are important. I am not going to get into all that right now, but I want you to understand that these are structural, and you need to understand when you make a decision that they tie you into a certain percentage.

Company support, hotlines, websites, the company marketing strategy. These are all structural. The marketing strategy can be somewhat fluid, but it depends on the philosophy of the company.

Upline support is semi-structural. Generally, someone who is making a lot of money is not going to invest a lot of money to do more than what he is already doing. Why would they want to cut \$500,000 out of their pay?

But, there are variables, there are things that are fluid. Once you select the program, once you decide how you can leverage the strengths and compensate for the weaknesses (we will do that on another call), now there are variables that have something to do with you, other than just the way things go. They are just the dynamics of the market. You need to understand them so you can endure the journey to success. I wish I could tell you the journey to success is easy. I wish I could tell you the journey to success would have no hard knocks, no disappointments, but I have never seen anything in life like that, whether it be a marriage, family, a church, business, country, world peace. Everything is very difficult in this life at times and you need to understand it.

We need to educate ourselves, educate our downline, and educate our prospects so they have the very best chance of success and not just try to sell them. You see, selfish people would just try to sell people. They don't really care if it is for good as long they can make some money. But, you are not that way. I know this because you responded to us, and we are not that way. When you read the article about me in Home Business Connection, many of you got in after you read that article. I was not talking about that. They wanted to interview me. They wanted me to have boats and big houses. They wanted me to show off my diamond rings, if I had any, and show that I was a rich guy and I know how to make you rich. I said no. No, I don't want a picture of my

house, my car, my boat, I don't want any of that in there. I want a picture of what is important to me, caring about people. The only thing we could think of to express that was having those children around me. The whole article is different, and people comment on that.

Birds of a feather flock together. You are here; you are the type of person who cares, but you can have a caring heart and not know how to express it, not know how to invest it, and not know how to use it to touch lives.

What are these variables that are important for people to know? (These are not listed in order of importance.)

1. Luck of the draw. Isn't that a funny one? People need to know that things just go a certain way sometimes and there is nothing you can do about it. If you get a list of names to call, like Barry (I think he is on the call tonight). Barry is calling a lot of people. If he calls 100 people in the next two days and the 50<sup>th</sup> person he calls just relates to what he is saying and says, "YES, I want to sign up." Now, what if that person was the first person he called? What if he would have started in the middle of the list and called that person first? He would have called and said, "Mike, Ed, the very first person I called got in." But, it wasn't really the first person. I don't know how many he called, but it wasn't the first. It might have been the 50<sup>th</sup>, but you have to endure the 49. That is just the way things go. Sometimes you get them first and sometimes you get them later. Sometimes you call them and they have a headache and they are not interested in anything, having a bad day, dehydrated because it is so hot out. The luck of the draw, if there is such a thing. It does not follow a person, though. There is no such thing as a person having bad luck. There is luck, bad and good and we all have a taste of it one way or the other once in a while. No big deal, but you have to understand that you do not want to judge temporary circumstances. Don't judge a program or your ability on temporary circumstances that change, that are just the luck of the draw. People need to know that because they get discouraged and think, "This is not going to work for me. I have talked to five people and they are just not interested."
2. Seasons. There are seasons in this industry. If you try to get someone in the middle of the summer, it is tougher, but you work. I want to work. If I can get a few people going and help them be successful in the summer, that is fine. I am a step closer to my final goal. But, seasons make a difference. You need to understand how they start, how they work, etc.
3. Temporary market fads can affect you. How can they affect you? A fad comes up that has some type of charismatic attraction, and you are going to have a ton of people running to that fad and less people to select a bona fide opportunity that does not have the charisma. It is not some South Pacific island with the hula girls, or the coral reefs with the Coral Calcium that you take and you can live to be 100, even though the people on that island don't even take that. Fads. Fads will come, and it makes it tougher on the rest of us until it fades on. When you know that, you can understand the cycles you are going through and not get discouraged. You can help your downline through it and help the prospect understand these things.
4. Lead generating overuse. Everything has to be looked at long-term. Things go in cycles. You will get a lead company with some good ideas and everyone wants to buy leads from that company. Let's say they can produce 100,000 good leads a month and they are a good company. Everybody is crazy about them. Then they have 500,000 orders because those 100,000 leads were so good and everyone wants to order from them. Now they need a half

million leads, so they start changing their advertising to get more responses. Then the half million are not as good as the first 100,000. They get big and people stop buying from them because their leads are no good. Then they change their tactics back to the right tactics and they do good again. You jump around from one to another and so on. Lead generation is tough. It all comes around in cycles.

5. Downswings after superficial growth waves. I have seen, I think, about three or four in the last 10 years where there was a major growth wave, and then the market is burned out for a while. People get frustrated, they have tons of tapes, like the "Dead Doctors Don't Lie" tape situation. I probably had a couple of cases of them sitting around that people sent me. For a while no one even listened to a tape. They were burned out. A superficial growth wave will burn your prospect market out for a few months.
6. Personal situations. When you call someone, they have a headache. The next person calls them, and they get in. They didn't have a headache that day. They just had an argument with their wife or husband and you happened to call at the wrong time. You have to realize that, just because the first 10 say no, it does not mean that these same people might not be interested later. That is why I believe in working leads repeatedly. If you get a good person who will talk to you and listen to you, but they are not interested, send them something every month. Six months or a year down the road they get in your business. Many times that works.
7. Motivation changes. We all go through cycles of motivation and de-motivation. That's life. It is a variable. You don't want to live off of motivation. You want to teach your people to live off of motivation. If you are around me very much or you listen to my calls on the membership site, you will find that I am not a very motivating person. Tonight, I am a little hyped up more than usual, but I am more of an educator. I don't necessarily like superficially building people up and motivating them because motivation can be like a roller coaster ride. I used to go to rallies, and on the way back we would be singing. My wife and I were so excited. We were going to go back and change the world, and then we hit bottom in about two weeks. Manic depressive. The higher you go up, the further you come down. That is exaggeration, but remember, the best motivation in the world is reality, the needs a person has. Empowering a person is the greatest motivation you can give a person, empowering that person with communication techniques, with knowledge. That is real motivation. That is solid. It does not take you up as high emotionally, but it does not take you as low either.
8. Discouraging temporary results. People need to realize that you have to know you are going to have a learning experience. You have to learn, but you don't have wait until you learn to begin your journey to success; however, you have to realize as you go through, you will evaluate and learn. You act, you evaluate, you learn. Action, evaluation, learning. You have to be prepared for the discouraging times. It is just life. If you tell people that when you train them, you will be surprised how that prepares them. People can do just about anything if they have the knowledge and understanding. This is where false or realistic perceptions or expectations come in.
9. False or realistic perceptions or expectations. Don't build a person's expectations up beyond reality. You really don't know what is going to happen. Give them a wide range, between 1-100. If they hit 2, they are not shocked. If they hit 100, they are overjoyed. Don't build a person's expectations up unrealistically, because you are crucifying that person. You are putting a stumbling stone in their life, and they might have made it if their expectations

weren't so high. Example: You might give a person high expectations of a time frame of what is going to happen in six months or a year or two years. I know people who would be glad to make \$10,000 a month if it took them five years, but they thought it should take six months, and they got discouraged and quit. Then they came back a few years later working a job, making \$2000-3000 a month, not making \$10,000 like they could have made if they would have stayed in for a few years. Work with a person's perceptions and help that person to have the right perception.

These are variables, and there are more, but I wanted to give you an idea of what structural factors are, what variables are, and that you can have a lot to do with variables. You can help your people with variables, but help them understand structural factor. That is where educating your prospects comes in, educating your downline, and carrying your own anchor so you won't get blown away with a little famine for a year or a season. The dust will come from the famine, but you will be anchored down. You will understand what is going on in your life and you will be able to keep that motivation because it is on a solid rock, on solid ground.