THE 7 STEP SUCCESS SYSTEM TO BUILDING A $1,000,000 NETWORK MARKETING DYNASTY

How to Achieve Financial Independence through Network Marketing

DR. JOE RUBINO

John Wiley & Sons, Inc.
What People Are Saying

Having met Dr. Joe Rubino at his introduction to the Network Marketing industry, I have been privileged to witness his metamorphosis into leadership mastery. The key to Dr. Joe’s wisdom is his being the consummate student. Through *The 7-Step Success System* we are the benefactors of his passion for research and marketing success.

—Randell Anderson, Author, *High-Performance Networking*

I consider this book to be the Bible on how to become successful in network marketing. It outlines a proven, high-integrity, people-honoring approach that will lead to your success and that of your team. Study and follow these steps and you will be successful!

—Richard Brooke, Network Marketing Visionary and Author, *Mach II Starring You*

Joe has created a wonderful book for anyone who wants to achieve greater success. It gives a sensible roadmap to effectively using networking to achieve your dreams and solves age-old challenges with real, modern, equitable solutions.

Dr. Rubino’s 7-Step System to Building a $1,000,000 Network Marketing Dynasty is a true gift to all who desire to build wealth from home. With this simple, detailed system any new distributor can take years off the learning curve and any already successful leader can now share a proven business-building and personal-development structure to support others to be successful.

—Bob Burg, Author, Endless Referrals

Dr. Joe Rubino’s 7-Steps outlines exactly what it takes to build an ultra-successful network marketing business. By following these steps, I replaced my 6-figure professional income after 18 months.

—Dr. Tom Ventullo, President, Visionary International Partnerships

He’s done it again!! Joe Rubino is one of the world’s top networkers and in this tremendous new book he lays a roadmap for success that anyone can follow. If you’re serious about creating success in network marketing this is a “must read” book!

—Cliff Walker, Network Marketing Millionaire

In the network marketing profession, few books spell out exactly how to achieve top-level success in point-by-point detail. Fewer still are written by experts in the network marketing and personal development arenas who have actually achieved top success with integrity. Dr. Joe Rubino’s “7-Step System” is such a book and offers readers a clear and powerful guide to achieve million-dollar earner status. I strongly suggest you apply this wisdom if you want to EARN $500 to $50,000/month.

—Capt. Dave Klaybor, President of www.PowerLineSystems.ws
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Create a compelling vision, learn to prospect for distributors to accomplish your vision, train them for success, and develop them into leaders . . . well, that sounds like a plan.

So what does a dentist know about network marketing? Good question. A lot. Joe Rubino took the time to learn dentistry and became a successful dentist. He followed that same success pattern to learn how to become a network professional, a teacher, and a leader for his successful organization.

You don’t become a successful dentist by signing an application and grabbing a drill, and you won’t become a successful network marketing leader by simply purchasing a distributor kit.

Joe Rubino took the time, invested the effort, and learned the skills necessary to create this seven-step plan. All you have to do is to follow Joe’s steps.

Pay close attention to the beginning of this book while Joe helps you create a real vision, one that you can work with, a vision that will motivate you to succeed. Too many people try to rise to the top without a “workable vision.” Let Joe take you through the steps and make your vision something that will be part of your everyday life.

Using the same detailed steps, you will be taken through the complete seven steps of your plan to greatness. You won’t have to fill in missing parts. Joe makes sure you won’t be left scratching your head and thinking, “What’s missing?”
You can easily modify the examples Joe shares for your business. Joe has been there, he has done it, and he shares what worked for him. Radio advertising? Long distance prospecting? Local niche prospecting? Joe shares what worked for him by using real life examples. That’s what you want to hear. Facts from someone who did it, not theories from someone who drank a beer and wrote a book about his 10-day career.

Make sure you complete the entire book. Why? Because you will really see the big picture when Joe gets to leadership. Did you ever wonder what leaders do and say? How leaders react to criticism? And what leaders try to accomplish?

Well, find out as you complete your journey through the *The 7-Step Success System*.

Enjoy your journey.

Tom “Big Al” Schreiter
www.fortunenow.com
Network marketing is simply defined as the movement of products or services from the manufacturer to the ultimate consumer through a network of independent distributors. Whether they realize it or not, most people are already involved in some form of network marketing on a daily basis. For example, if a new restaurant opens in your town and you try it and like it, you are sure to recommend it to your friends. Because of your endorsement, your friends decide to visit the restaurant, which then benefits from your word-of-mouth recommendation. Your enthusiastic referral has resulted in an increase in business for the restaurant. Similarly, when you see a good movie, you tell others, who decide to see it because of your suggestion. In so many areas of our daily lives, we recommend products and services we like to others. The manufacturer or owner of these products and services benefits as a result of this behavior. The only difference between this casual recommending and formalized network marketing is that network marketing companies actually pay their independent associates for recommending the products and services they gladly share with others because of their satisfaction with them.

More than $85 billion worth of goods and services are distributed each year worldwide via the structure of Direct Selling, in which the representatives who offer these products to others are paid through compensation plans based upon network marketing. Network marketing products are known for
being unique, of the highest quality, and backed by a money-back guarantee. There are literally thousands of products and services successfully recommended to millions of satisfied customers through the vehicle of network marketing. These products and services are too vast in nature for me to mention all that are offered but range from nutritional and weight loss products to pet-care, household, and personal care products to telephone and electric service to travel and health or legal insurance plans, to name just a few categories.

In America alone, someone new starts their own home-based network marketing business every 11 seconds. Fifty-five percent of Americans have purchased a network marketing product or service. More than 13 million people participated in network marketing sales in 2003. Each of these people wants the same thing: a step-by-step plan to show them how they can be successful in creating a life-changing income from home. This book speaks directly to this need.

Network marketing has often been called The People’s Franchise because it allows almost anyone to get started in a business possessing the potential for extraordinary success with a small, low-risk investment. Indeed, the benefits of network marketing, in contrast to traditional franchising, are many:

- Low startup costs typically of a few hundred dollars compared to franchise fees typically ranging from $50,000 to $1 million or more
- No employees in contrast to the hassle of hiring, firing, and managing employees
- Flexible hours as opposed to a fixed, full-time retailer’s schedule
- The ability to leverage your time and efforts by earning income from the efforts of many others
Tremendous tax advantages allowing you to potentially write off your lifestyle
Freedom of choice in determining with whom, where, and when you work
Unlike traditional franchising, no need to pay royalties back to your parent company
The potential for the creation of long-term residual income, allowing you to profit from the efforts of those you introduce, even if you should eventually opt to retire from actively building your business

However, in spite of the many benefits that network marketing offers, many, if not most who pursue a home-based business, struggle, suffer, and fail in their efforts to build significant wealth.

The reasons for these widespread failures and unrealized expectations are clear. With a traditional franchise, every single aspect of what to do is clearly spelled out for the franchise owner. For example, if you decided to spend a half-million dollars or more to purchase a McDonald’s franchise, you’d receive specific training on every aspect of running your business. You’d follow a detailed layout for the setup of your restaurant. You’d be given a manual that teaches you what ingredients and amounts go into each menu item. You’d learn where the french-fry maker goes, what your employees need to wear, and what they say to customers. You’d be schooled in how to up-sell customers and how to greet and thank them for their patronage. Every aspect of running a successful McDonald’s franchise would be laid out for all franchisees to follow exactly to the letter.

In contrast, most who become involved in network marketing do not approach their businesses by following the structure of a proven system that would dramatically increase