



# LESSON #1 – MAKING FRIENDS

## HOW TO MAKE FRIENDS

1. If you want to make it big in Network Marketing, then this should be your number one priority
2. For some people this comes naturally and for others this is quite a challenge. But when we talk about friends we don't mean that they must be so close to you, that you invite them over every Friday night for dinner. (obviously that is up to you)
3. When we say friends we mean someone that, when you see them in the shopping mall you will greet them and have a 5-minute chat, so more of an acquaintance type of friend.
4. So why do we want to make all these friends? It's quite simple if you think about it.
5. If a stranger came up to you and said, "I found some gold in my garden would you like to come over and help me dig?" What would your answer be? "NO" right, who the hell are you, what's the SCAM right.
6. But if one of your friends called you and said the same thing, what would you do? You would rush over there with your picks and spades, am I RIGHT?
7. People buy from people they like, trust and respect.
8. So, trying to get someone that you have never spoken to before to buy into your opportunity is probably not going to work. This is one of the main reasons so many people in Network Marketing don't make a lot of money.
9. We need to stop trying to sell everyone we meet, you look desperate.
10. Just make friends and over time they will like, trust and respect you. **But you do need to believe that what you are offering can really help them.**
11. How do we make **FRIENDS**,

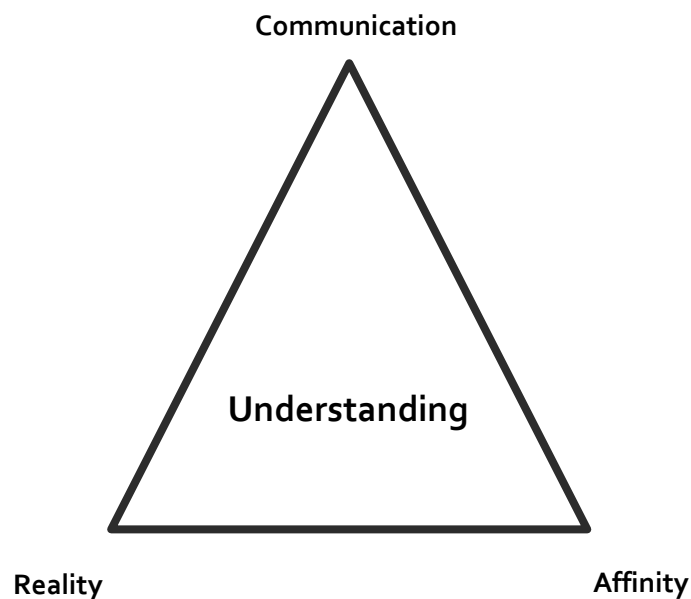
What happens when you see someone you would like to talk to or get to know. Do you just walk up to them and start talking? "NO"

Why not? Because they may not want to talk to you.

So what should we do before we go over and talk to them? Think of something of interest to them, that you know they may be willing to talk about.

**This is extremely important if the person you want to talk to is a celebrity.**

There is a triangle called the **A-R-C triangle**, it helps us understand the importance of communication and how simple it is to get into communication.



**The first corner of the triangle is AFFINITY.**

The word affinity in this context means "Love, Liking or any other emotional attitude."

**The second corner of the triangle is REALITY.**

The word reality in this context means "What we agree to be real is real."

**The third corner of the triangle is COMMUNICATION.**

Communication is the most important corner, communication is the solvent for all things (it dissolves all things).

This information comes from the Basic Teachings of L. Ron Hubbard

How the three corners relate to each other becomes apparent as soon as one asks.

“Have you ever tried to talk to an angry man?”

Without a high degree of Liking (Affinity) and without some basis of agreement (Reality), there is no communication.

Without communication and some basis of emotional response (Affinity), there can be no Reality.

Without some basis of agreement (Reality) and communication, there can be no Affinity.

Desiring any corner of the triangle, one must include the other two.

The intention to send and the intention to receive must both be present, in some degree, before an actual communication can take place.

12. We need to stop getting rejected, most people can't take a lot of rejection. Hell, only one member of their family has to say something hurtful like, **“it's a scam”** and that's it they give up immediately and never try again.
13. Now if your family can stop you reaching your dreams, then just think about how quick you will quite when people you don't even know start making comments like that.
14. The solution is to STOP getting rejection. HOW?
15. So, what we do is we teach you how to make friends and ask them if they would be open to an opportunity, before telling them about the opportunity.
16. When you do it this way, you don't waste time telling them everything and then they shoot you down.
17. You have become acquaintances and had a few brief chats, you find out if they are open and if they say “NO” you say no problem and talk about other things. The two keys to succeed with this is, see if they OPEN and give them and OUT.
18. Here is an example: “hey I just started in this new business, I'm only doing it part time at the moment to make some extra money, and hey I

wanted to see if you were open to taking a look at what it's all about, if you are GREAT and if your NOT no big deal. **(It is important to use the word OPEN and not the word interested)**. No one wants to NOT be OPEN.

19. This way you have no rejection, you are both still friends and you can ask that question again in a month or two if something changes in their life.
20. If you understand that the purpose of the business is to help, and uplift others and **you believe that is what you are doing** then there is no fear.
21. You would also understand that some people don't want help, so there is no point in trying to help them. If you stay friends, one day when they do need help they will come to you.
22. So how do we make these friends?
23. These people could be people you see at work, could be your hairdresser, motor mechanic, plumber, electrician someone that shops at the same supermarket the same day and time you do. A parent that you see at the school when you drop your child. Someone you see at the bus stop every day. These are people just like you, they have the same challenges, problems and desires as you.
24. The first meeting is just a casual, "Hi, how are you today" and each day it becomes a few more sentences.
25. The next think to remember is that you are actually trying to find out more about them, so STOP talking about yourself.
26. You need to be like a consultant, you want to know how many children they have what ages they are and which school or university are they going to. You want to know what they do for a living, what their spouse does for a living. They may say oh I work for that company and I'm a book keeper, you could say (that's great I would love to do that – **create reality and rapport**), you have just said you admire them and would like to do what they do. "Do you like your job, is it highly paid or do you feel they should pay you more?"
27. In one week, you know their name, where they work, how many children they have. Where the children go to school, how expensive the schooling is. How bad their job is and how badly they get paid.
28. If you have been asking the right questions, you need to be like a consultant, ask the right questions so that you uncover their pain, fear, challenges and dreams.

29. Once you have all this, now you can start moving towards **seeing if they are open and give them an out.**
30. Remember you can't just say, "are you open?" The person will think that you have gone nuts.
31. You need to be a bit more diplomatic about it, something like this.
32. You know they are very unhappy at work and they believe that they are badly paid. So, you can open with something like this.
33. "You know you were telling me how much you hate your job and you really need to earn more money."
34. Well I have recently started a new business; I wanted to see if you **would you be open to seeing what it's all about** if you are **great** and if not **no big deal.**
35. If they say "I don't have time for anything like that" you say no big deal. You carry on with the rest of your conversation. Don't get emotional about their reply. They need more time – education.
36. If you go to a restaurant and the waiter asks you if you want ice cream and you say NO, do they get upset. NO they don't. Start being a professional.
37. This process could take a few weeks, but we could be talking to 5 or 6 different people each day.

One of the best books I have read on making friends is, "**How to WIN friends and influence People**" by Dale Carnegie.

One of the notes from his book – First arouse in the other person an eager **WANT**. He who can do this has the whole world with him. He who cannot walks a lonely way.