



LESSON #5 – DUPLICATION

SUCCESS & PASSIVE INCOME IS IN DUPLICATION

If the fortune is in the follow-up, then passive income starts with Duplication.

So, what is duplication and what does it mean?

The meaning of the word from the dictionary is – one or two things exactly alike.

In Network Marketing duplication is your key to the **Passive Income** everyone talks about.

Before you get to duplication, Network Marketing is just a JOB. It may be a great job, it may be simple to do, it will be one that you love and enjoy doing. But it will remain a job until you get the duplication working for you.

In Network Marketing we talk about duplication, and we mean getting others to do exactly what you are doing.

This is why, whatever we do has to be simple, so that people will say,

“Is that all I have to do, I can do that.”

Think of it this way,

1. If you went out and got 11 friends and family to join
2. You then spent a bit of time with them educating and helping them understand all the benefits of being a part of the solution in South Africa.
3. If you did this well, then these 11 distributors of yours, would do the same thing.
4. They will each get 11 of their friends and family to join. That would give you 121 people on your second level.
5. They would then, spend a bit of time with their team, educating and helping them understand all the benefits of being a part of the solution in South Africa.
6. If they did this well, then these 121 distributors of theirs, would do the same thing.
7. They will each get 11 of their friends and family to join. That would give you 1331 people on your third level.
8. And so on and so on and so on

I am sure you can see how powerful this is and understand why duplication is most important part of network marketing if you want a **Passive Income**.

You would have 1463 people in your downline and would be earning more than **R18,945 per month**.

If you stopped prospecting at this point in time, but all the people in your downline continued to prospect, do you understand that your income will increase every month without you doing anything.

The 11 people you introduced and educated would be earning around R1,700 per month. Do you think they are going to stop investing the R300 per month?

The trick is to keep it simple, so what is simple?

I think the **STOKVEL explanation** is as simple as it can get, and I believe most people would understand what you are talking about and understand the benefits.

Do NOT!!

Start telling someone about all the benefits.

This can be seen as additional bonuses once they understand the business and are happy to help others.

Talk about what the companies main focus is Education of the youth in SA, they may not be interested.

Do not talk about the bonuses and rewards, until they have agreed they understand how much more powerful our Stokvel on steroids is and love the idea.

If you can get them to buy into the idea of investing in the Stokvel,

Why would they invest in the Stokvel?

1. Because it's safer than a normal type Stokvel. (No Risk)
2. Because they would be investing in their children's education.(better schools)
3. Because they would be investing in themselves. (self-development)
4. Because they would be investing in their community. (by educating others on the opportunity, people have more money to spend, they would spend in their community)
5. Because they would be investing in our country. (uplifting others, reducing poverty and crime)

6. Because they would be investing in our economy. (more money to spend, moves the economy forward)
7. Although they invested the R300 every month, they get to spend the R300 and still earn a commission as well.

Then all the extras are cream on the top, it's like Christmas for them when you start talking about all the other benefits.

In a normal Stokvel if I wanted to get a lump sum of R3600 one month of the year, then I would need to do the following.

1. I would need to find 11 friends that I trust and like to join my Stokvel.
2. We would each then have to pay in R300/month, so that one of us could take out R3600 each month in turn.
3. Then if someone has their turn and then decides they are no longer going to pay in all the other members lose.
4. But at the end of the day you are putting R300 away each month, so that in month 12 you will have a lump sum of R3600.
5. So you could just put it in a bank account and earn a compound interest over the year, if that was 0.5% per month. You would get your R3600 + R119.17 interest after 12 months.
6. So you get 6% percent per year due to inflation you have lost money anyway, but it is better than the average Stokvel.

In our Stokvel Network you will

1. Also need to find 11 friend that want to earn an income and have all these benefits as well.
2. You would invest your R300/month.
3. You could earn R142.45 or more per month in commission, that is more than 47% interest per month. (on what you are spending)
4. **Not only that!!!** we allow you to order R300 worth of groceries from our website each month, so you can use the money you invest.
5. **You will be a part of the solution** to the education crisis and be helping your child get the best possible education, because we will also give the school 5% commission on your investment.

6. Our Stokvel Network will also allow you to **help your parents**, if they are pensioners. We allow them to become a part of the system for 12 months without investing anything, but we will still pay them commission each month, from the 11 people you introduce.
7. We have some amazing rewards and prizes for our customers, they range from R500 to R600 000.
8. You will be helping others improve their Quality of life.
9. We will teach you how to become an Automatic Millionaire
10. We will teach you how to pay your home loan off 7 years early without paying any extra money in.
11. We will teach you how to get most of your TAXES back