

THE HISTORY OF “THE 45 SECOND PRESENTATION”



The 45 Second Presentation has sold over 5 million copies and is in over 20 languages. It is the bestselling book in the world on Network marketing.

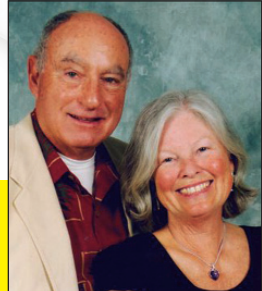
How did this all come about? The book came out in May of 1981 and ten years before the book Don and Nancy used to use a product approach to building their business. However they did one thing different from every-one else and doing this made us very successful.

Before they would let their new person talk to anyone about their business they would teach them what became known as the napkin presentations. There were ten of them and to do this properly and with all the interruptions this would take three hours. Once the prospect knew the napkin presentation they UNDERSTOOD network marketing.

We then coined the phrase , now they knew how to drive. Once they know how to drive then they will need a vehicle. The problem today is everyone wants to lead in with the company and products first. They get their prospect excited and they sign up and go talk to their best prospects and they are crashing and burning all over the place because they don't know how to drive. They don't understand networking.

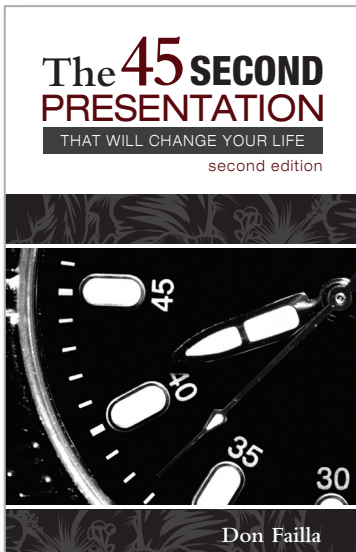
100% of the people in the world who are not in network marketing don't understand it. 80% to 90% of the people in Network marketing don't understand it. WHEN THEY READ THE 45 SECOND PRESENTATION THEY WILL UNDERSTAND NETWORK MARKETING. NOW THEY KNOW HOW TO DRIVE. It is like your vehicle is your company ,products and marketing plan. Let's say you have a really hot vehicle. Everyone thinks their vehicle is the hot one. Let's say your vehicle is a Lamborghini.

Would you let your best friend go for a drive around the block in your new Lamborghini, if they did not know how to drive? Of course not. Then why are you spending two hours in someone's home telling them about your hot vehicle and they go out and talk to people and they do not have a clue about network marketing . They don't know how to drive.



TO BE CONTINUED NEXT ISSUE
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“Over 5 Million Sold in 20 Languages”



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People who read *The 45 Second Presentation That Will Change Your Life* understand it and succeed!
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