

**BECOME
A
VIRTUAL
MILLIONAIRE**

**Live the life of a Millionaire
and show others how to do the same**

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BECOME A VIRTUAL MILLIONAIRE

How? By helping other people improve their health, their wealth and their energy levels, and perhaps become virtual millionaires themselves...

Introduction

Before we go any further, first let's clarify what a virtual millionaire is.

Imagine if you won a million pounds on the Lottery. If you invested that million at six percent, which is not very likely in today's market, you would get £60,000 a year or £5,000 a month in interest. Now, if you could earn £5,000 a month without any investment or much effort, you would be a virtual millionaire.

In this eBook, we are putting together a simple system whereby simply spending in the region of £50 a month you could, over a period of a year, develop an income somewhere between £5,000 to £10,000 or more a month. Far more than you would get from investing a million!

"You can have whatever you want in life as long as you are helping other people get what they want."

Zig Zigler

The two major causes of stress today are health and wealth or the lack of both. Wouldn't it be great to be able to help ourselves and others overcome these two problems...and get well paid for it?

When you think about it, we all want the same three things in life:

- **Health** is our most important asset. Once we lose that, everything else pales into insignificance.
- **Wealth** is another relative concept. It means different things to different people. To one person, earning £30,000 a year may seem to be a great deal of money, whereas to another person £30,000 a month is not enough. It seems that no matter how much we earn or have, we could always do with more and we never seem to have quite enough.
- **Wellbeing** simply means having our lives working in all areas. This means being contented and happy and knowing that we have all we need in our lives but also that we are making the world a better place for other people.

In this eBook, we are going to see how we can earn a large monthly income by helping people maintain optimum health, overcome chronic disease and dramatically improve their income at the same time. By seeing themselves as health and wealth coaches, they will be able to help anyone who is interested in achieving all this and more. If you read the following chapters, you will find out how you only need to pass this information on to as many people as possible and those who have the vision will do the same as you, helping you to steadily increase your income.

Chapter One

THE KEY TO PASSIVE WEALTH

What is passive wealth?

It is money that you keep on getting even though you are doing nothing to earn it. Normally you only get this from having a great invention, making a hit song or writing a great novel and getting royalties for it. The only other way is to invest a large amount of money and get regular interest on it. As most of these are unlikely for most of us, we need to find another way.

Fortunately there is another way. It is called network marketing or MLM (Multi Level Marketing). Before you throw up your hands in horror and start muttering the words pyramid schemes and scams, read on and discover the truth. Many people agree with the concept of network marketing but believe they cannot do it because they are not sales people or they don't want to be accused of pestering their friends and neighbours. It doesn't have to be that way though. Just read on and find out how with a little effort and no rejection, you can help thousands of people to make a huge difference to their health and their wealth and get well paid for it.

The ideal of getting a passive income from network marketing products from *Neways International* is to help people improve their health, wealth and wellbeing by getting them to read this eBook. They then become their own health and wealth coaches. The mission of our company is to create healthy homes across the country and around the world, one household and one person at a time.

This is not as complicated as it sounds. All you need to do is pass this eBook on to as many people as possible. Those who have the vision will take up the mission and do the same as you are doing. Once people choose to get involved and decide that they do want to improve their health and their wealth, the process of achieving it will be revealed one step at a time.

It sounds too good to be true?

You know the old saying if it sounds too good to be true it usually is? If you read this eBook to the end and still believe it is too good to be true then you haven't wasted too much of your time. However, it could just change your life!

The first thing to understand is that everyone uses personal care and cleaning products. Many others use cosmetics, skin care and hair products and a large proportion of people use vitamins and nutritional supplements. Imagine if you could find a way of getting all these products of optimal quality at a wholesale price and get paid for recommending them. Also imagine if you got paid for those people recommending others and so on, up to seven levels down. If you work it out the earning potential is tremendous.

Let us first take a basic example for someone who hasn't got much money but wants to build a large income without a huge investment. They would need to spend £40 a month plus VAT and postage and packing. If they did this and found one person a month to do the same, they would receive 7% commission on everyone they introduced, and everyone they introduced would buy from the company, up to seven levels down.

Remember, this would only be money they would be spending anyway so it is not costing them anything extra.

If they found one person a month who found one person a month and so on, after four months they would have 16 people. If they each spend £40 a month with the company, you would receive a commission of 7% on the total spend which would be £640 – giving you an income of around £45 a month.

This may not seem like much but you are now virtually getting your products **FREE**.

But consider this:

After eight months:

256 people spending £40 = £10,240 a month
7% = £700 a month.

This might also not seem to be a great deal of money to you.

However, after 12 months:

4,096 people spending £40 = £164,000 approx per month
7% = £11,000 a month

A pretty good return on only spending between £40 and £60 a month on things you would be buying anyway! ***And all by just finding one person a month to do the same.***

More Options

Let us imagine that you circulated this eBook as widely as possible and found one person a month to do what you are doing and, at the same time, do a transfer spend of £100 a month. In other words, rather than buying the products at supermarkets, pharmacies or health shops, those people did it direct from the company at wholesale prices and had it delivered directly to their door. You will again be spending money that you would have been spending anyway. You can spend less if you like but if you eventually aim to spend £100 a month, it will increase your commission.

To continue our theoretical model then, if you found one person a month who found one person a month and you got an average of 10% commission for every person, this is what would happen.

At the end of the first month you would have found one person so there would be two of you. At the end of the second month there would be four and so on.

After four months

16 people spending £100 = £1,600
10 % = £160

which would mean that you are already getting back £160 for every £100 you are spending.

So you are getting these top quality products free of charge and are making £60 a month profit.

It gets even better. If this process continued, at the end of eight months you would have 256 people each spending £100 a month.

After eight months:

256 people spending £100 = £25,600
10% = £2,560

and the company would give you an extra 10 percent of that towards a new car or towards helping to pay your mortgage.

After 12 months:

4096 people spending £100 = £409,600
10% = £40,960 every month

plus a good sum towards your mortgage or a new car.

We realise that this is only a theoretical model. Imagine though if you failed 90 per cent, you would still receive an income in excess of £4,000 a month plus get a payment towards a new car or your mortgage. All you would ever have done is to forward this eBook to as many people as possible and plug them into the system.

Do you have the vision?

Have you got the vision to grasp the possibilities of what we are talking about? Even more importantly, do you have the motivation and enthusiasm to take on a mission that could help thousands of people to achieve health, wealth and wellbeing and enable you to accumulate a large passive income at the same time?

Would you like to start your own business?

According to research by different banks, 80 per cent of small businesses go bankrupt in the first five years and 80 per cent of the rest go bankrupt in the next five years. It has also been said that in the USA, someone is opening a home based business every 11 seconds. Research has also shown that very few home-based businesses go bankrupt because they have virtually no overheads. Many people feel that because they lack business expertise, they should buy a franchise. This is because with a franchise you get all the training, support and back-up you need. A franchise can cost anything from £10,000 to £250,000 or more. Even though you get the business model and all the training and support, you still have to find the customers for yourself. Many people have bought franchises with high hopes and ended up losing everything.

Case Study

We knew of a couple where the husband had been declared redundant. He decided to buy a printing franchise with his redundancy money which cost him over £15,000 while his wife started a network marketing business. He laughed at her but at the end of a year he was out of business and his wife was earning in excess of £2,000 a month.

With network marketing, you get a multi-level franchise at a tiny fraction of the cost, if not free of charge. Unlike a franchise, you get paid on multiple levels down and, once you have built it, you get paid forever. Not only is there no initial outlay but your running costs and overheads are virtually zero. Plus you get all the tax benefits of running a home-based business.

In addition, you still get all the ongoing training and support that you would get from any franchise and, in most cases, much more.

Benefits of Network Marketing

- ***Multi-level franchise***
- ***No initial outlay***
- ***Minimal running costs***
- ***Tax benefits***
- ***Training & Support***

What do you need to do?

Step One The first thing is to register with the company and receive your website. Once you are plugged into the system, you will automatically receive all the support and training you need. You then need to become a product of the products. You couldn't recommend a film you haven't seen or a restaurant you haven't been to. Once you are able to determine the benefits of these exclusive products for yourself and benefited from the health giving properties of the nutritional supplements, you will be in a much better position to recommend them.

Many supermarkets give patrons points for shopping at their branch on a regular basis. This system goes one better. Not only does it reward you for recommending their products but it also rewards you for the people they recommend and so on, down for up to seven levels.

Step Two Your second step therefore is to simply get as many people as possible to read this eBook and get them to familiarise themselves with the mission and the benefits, both financial and health-wise, that they will achieve from getting involved.

Step Three The third step is to find out who, after reading the eBook, is interested in improving their health and making some extra money. You would then simply send them to your website, help them to register with the company and then start them doing what you have just done.

It couldn't be easier or simpler.

Remember you are not selling products or hassling your family, friends or neighbours. You are simply circulating this eBook to as many people as possible and thereby recommending the products and the opportunity to them.

As we discussed at the beginning, all we are doing is helping people to improve their health and their wealth and then giving them the opportunity to help others to do the same. We feel that one of the keys to success in life is to do something that you enjoy doing, that helps other people and makes you a good deal of money. That certainly is our definition of success and we would like to help you make it yours.

Chapter Two

THE KEY TO AVOIDING ILL-HEALTH

There are many causes of ill-health and chronic disease, probably too numerous to mention. One of the main causes is **auto toximia**, which means poisoning with toxic substances during intestinal digestion. It has been said that the average person takes in about five kilograms of toxic chemicals every year. This is about 12 pounds.

It is not surprising then that the rate of cancer today is around one person in three and by the end of the next decade, will be one in two. It perhaps also explains why one person in three dies from cardio-vascular disease and perhaps also why so many people suffer from chronic ill-health with no definite symptoms or causes.

The hidden threat

Some years ago, it was stated by the Food & Drug Administration in the U.S.A that there were in the region of 884 toxic chemicals in all personal care, skin, cosmetic and cleaning products - of which 125 were highly dangerous and carcinogenic. It has now been realised that there are up to 3,000 potentially harmful ingredients in these products and none of them have ever been checked for their potential health threat.

In recent times, there have been many articles in the media about some of these toxic chemicals found in various products. Among them are sodium laurel sulphate which is used for manufacturing engine degreaser and warehouse cleaner and is known to be a carcinogenic. Propylene glycol which is used for manufacturing industrial antifreeze can cause liver and kidney damage. There are also parabens which are linked to cancer. We could

go on but these few will serve as an example.

There are many books out there such as *Cleaning Yourself to Death* by Pat Thomas and the *Safe Shoppers Bible* by Sam S Epstein M.D. which will go into the subject in much more depth. People used to say that the kitchen was the most dangerous place in the house but now it seems as though it is the bathroom.

Recommended Reading

- ❖ *The Safe Shoppers Bible*
Sam S Epstein M.D.
- ❖ *Cleaning Yourself to Death*
Pat Thomas

These chemical toxins are found in virtually all skin care products, hair products and cosmetics. In fact, it has been said that in an average lipstick there are up to 14 carcinogens and the average female ingests around seven pounds of lipstick in a lifetime. When you think how often a lady uses lipstick, washes her hair, uses moisturisers and other skin products and cosmetics, you begin to get some idea of the danger these present.

The same thing goes for cleaning products which are full of even more dangerous toxins which can come into contact with the skin or be inhaled.

Why we started

The founder of *Neways International* was a bio-chemist and his original business was in industrial chemicals. When people came to buy his chemicals, he asked them what they were using them for. They replied that they used them for manufacturing personal care, skin care, hair care products and cosmetics.

When he told them these chemicals were dangerous and when his workmen worked with them they had to wear protective clothing, they replied that these were only used in small amounts. He replied that these chemicals tended to stay in the body for a long time and weren't easily eliminated and became cumulative in the system. When he asked why they had to use these particular chemicals, they said that it was because they were cheap.

If you swallow toxins, the liver is able to filter them so that they don't do too much damage. When you put them on the skin, they tend to go directly into the bloodstream and by-pass the liver. People originally thought that the skin was a barrier and nothing penetrated it. Since the advent of HRT and nicotine patches, people now realise that the skin is not a barrier but rather an organ, and chemicals of a low molecular structure are able to pass through it into the bloodstream.

Our founder was convinced that he could manufacture superior products with safe ingredients and set out to prove it. He began working with his wife from their kitchen table and made some very effective skin and hair products. The first cleared up his wife's long term skin problem and the second enable his son to re-grow the hair that had fallen out.

Soon these products became more and more popular and his market grew steadily. He realised that he would have to sell his products via people because an explanation was required to make sure that the products were correctly used so that the people got maximum benefit from them. The company grew steadily and eventually became a multi-million dollar international business.

Changing the habits of a lifetime

The sad part is that when you explain to people about the toxic products problem, they agree but then do nothing about it. A friend of ours who was having chronic allergic reactions to the skin products and cosmetics she was using came across our products. She started using them and found not only did she not have any bad reactions but her skin improved considerably within a short space of time. She took all the top of the range products she had been using previously and took them around to her neighbour. She said to her that she knew her health wasn't very important to her so she could have these products. The lady was so surprised she asked what it was all about and when she heard the whole story, she decided to use our products herself.

Too Little, Too Late

The main reason why most people don't take any notice of the toxic chemical warnings is because it usually takes a long time before you see any bad effects. It is much the same with smoking. One cigarette won't kill you. Probably even smoking for a few years won't show any discernable bad effects. The trouble is that by the time you see the danger, you already have lung cancer and giving up is too little too late.

Leading the way

Most people are fixed in their life habits and find it hard to change. It is going to take a great deal to finally get the message through to people. In reality, it is already happening. Many people are waking up and beginning to vote with their feet by reading the labels on the products they are buying.

Because of this, other companies are following the lead set by us. They are now leaving some of the worst offenders out of their products. Even the supermarkets are advertising certain ranges of toxin-free products.

The trouble is that they are way behind us and will never catch up. Whereas most companies are leaving one or two or perhaps even six chemicals out, they do not have the technology to replace them with top quality products like ours. We are leaving up to 3,000 potentially harmful ingredients out of our range and it will take the other companies years to catch up with that alone because they simply don't have the technology. In addition, no other company has the vast range of products that we carry, which in turn puts them even further behind.

Our company also has a mission. It is to create healthy homes across the country and around the world, one household and one person at a time, and help them to achieve health, wealth and wellbeing.

As we spread this message across the country and stop more and more people from destroying their health by using toxic products, we will get paid for helping them and have a lot of fun and fulfilment along the way.

Chapter Three

THE KEY TO OPTIMAL HEALTH

There is an old Eastern saying that goes; *if you don't look after your body, where else are you going to live?* The tragedy is that although our health is our most precious asset, it is also our least appreciated asset. The majority of people take better care of their houses, their cars and their clothes than they do on their bodies. The average person will go to the garage and put the best petrol and oil in his car, then he will go to the restaurant and order a hamburger, chips, doughnut and a coke. There are five main causes of disease:

5 main causes of disease

1. **poor nutrition**
2. **dehydration**
3. **auto toximia**
4. **lack of exercise**
5. **stress**

When we are coaching people, they can see for themselves that all of this is basically common sense except for the fact that common sense is very rare these days. The common sense diet for example consists of eating predominantly vegetables, fruit, whole grains, fish and chicken, all organic wherever possible. So, there are six steps for optimal health:

6 steps for optimal health

1. **eat a healthy diet**
2. **drink plenty of alkaline ionised water**
3. **take regular supplements**
4. **get regular exercise**
5. **avoid chemical toxins both in food & personal care products**
6. **maintain a positive, optimistic, stress free disposition**

The importance of nutritional supplements

Unfortunately in today's world, eating a healthy diet is not enough. The sad part is that many doctors tell their patients that they get enough nutrition from their food and don't need to take supplements. The truth is exactly the opposite. In fact it has now been revealed that around 3,000,000 people in the U.K. are suffering from malnutrition, costing the country in the region of seven billion pounds a year. How can this happen in such an affluent country where there should be enough food available for everyone?

The answer is quite simple. Firstly, many people live on junk food which is devoid of nutrition. Secondly, so called 'healthy foods' may have severely depleted mineral and vitamin levels. It has been found, for instance, that broccoli has less than half the amount of magnesium it used to have and the amount of iron in spinach is down by about 70 per cent.

Vitamin C in oranges is virtually non-existent. This has all come about because of intensive farming methods, where all the minerals are drained from the soil and replaced with NPK, (nitrogen, phosphorous and potassium).

Apart from this, the food is usually irradiated to make it last longer and is also sprayed with herbicides, fungicides and pesticides, leaving very little nutrition in the food.

In the U.S.A in 1936, a report to congress revealed that only 36 per cent of minerals were left in the soil and the situation is much worse now in the U.K.

The expert's view

According to Linus Pauling, a winner of two Nobel prizes, all illnesses, ailments and diseases are the result of a mineral deficiency of some kind. Dr Coop, ex Surgeon General in the United States, said that virtually all chronic diseases were caused by a nutritional deficiency of some kind. This is backed up by masses of evidence from many quarters.

The need to take supplements

This leaves only one practical answer. We need to take nutritional supplements. According to Dr. Joel Wallech, who has written numerous books on dietary deficiencies, the body needs:

- **60 minerals**
- **16 vitamins**
- **12 essential amino acids**
- **3 essential fatty acids**

We need this in a bio-available form, as in many cases the vitamin tablets we take simply pass through the body. The more reasonable one which costs a bit more only lets us absorb between 10 and 30 per cent. The solution is to take micro-colloidal minerals and vitamins which are highly bio available. These are the ones we use and we can absorb up to 98 per cent.

Although these are relatively expensive, to get the equivalent in tablet form from a health shop would cost about six times as much.

More than 25,000,000 bottles of **Maximol** have been sold around the world in the last 10 years. We have used this micro-colloidal mineral vitamin combination on ourselves and clients with excellent results over the years. It is the most comprehensive multivitamin / mineral / amino acid combination we have come across. It is also the most bio available, which means that it is more easily assimilated than virtually anything else we have used.

Maximol
Over 25,000,000
bottles sold around
the world in the last
10 years

What else do we need?

Another thing we all need is a powerful anti-oxidant. According to medical research, over 100 diseases including heart disease, cancer, arthritis plus ageing are all caused by free radical damage. It is now believed that in today's world for people over the age of 40, every cell of their body is attacked by 10,000 free radicals every day.

To really understand free radicals in very simple terms you should imagine rubber hardening, food rotting or metal rusting. This is all part of a process called oxidation and is continually happening in the body.

This means that the normal anti-oxidants such as vitamins A, C and E are no longer enough. The powerful anti-oxidants now contain grape seed and cocoa bean, among other things. The one we use contains all this and more. According to Russian scientists, it is the most powerful anti-oxidant on the planet today.

Why do we need essential fatty acids?

Modern research is increasingly revealing the vital importance of essential fatty acids in maintaining optimal health. They are particularly useful in building up the nervous system, helping with depression, thinning the blood, helping to protect the joints and also helping with learning difficulties. They have many other benefits too numerous to mention here.

*Did you know?
The body needs equal amounts of Omega 3 and Omega 6 but, as a rule,
it usually gets 16 times more Omega 6 than Omega 3.*

Omega 3

We need to boost our levels of Omega 3 and the best way to do this is through the use of fish oil and, to a lesser extent, flax seed oil. Although there are many sources of Omega 3, these are the best two. Unfortunately, a lot of fish today are full of mercury so when we eat more fish, we are also in danger of raising our mercury levels, which can be extremely dangerous. We produce Omega 3 in capsule form and it is obtained from freshly caught fish in North Alaska where there is virtually no pollution. Although it costs a little more, it is certainly worth the price for the quality and peace of mind you are getting.

Why do we need probiotics?

You can hardly turn the television on these days without seeing some advert for probiotics. When this happens, you know that people are beginning to realise the importance of probiotics for general health and wellbeing.

Probiotics help

- ❖ *Assimilation*
- ❖ *Elimination*
- ❖ *Immune function*

It is said that there is approximately 200 trillion bacteria in the bowel and they perform three major functions. First of all they help with assimilation, with elimination and with immune function. When through bad diet, excessive sugar intake or the use of antibiotics these healthy bacteria are destroyed, a yeast infiltration takes place. This condition is called ‘Candida’ and can be the cause of a whole range of conditions ranging from Irritable Bowel Syndrome to cancer.

As we get older, the bacterial flora in the bowel is not replaced naturally so we would be wise to do this in supplemental form. Unfortunately, most of the products promoted on television are inadequate and inefficient. To get the best results, you need to take powerful probiotics that help to rapidly repopulate the bowel with healthy bacterial flora. The one we use contains 2.8 billion bacteria and also contains five different strains of bacteria. Although this costs a bit more, in the long term it works out much cheaper.

What other useful supplements are there?

There are many other supplements which have proven extremely useful in helping to correct certain conditions. Some of them have been used for hundreds, and sometimes, thousands of years.

Noni juice which has been used by the Tahitian and Hawaiian islanders for hundreds of years. Many doctors around the world use it to help with a whole range of health problems. It seems almost too good to be true. There are doctors' testimonials claiming it is helped with conditions varying from backache, heart problems, hormonal problems, arthritis, headaches and virtually any other disease you can think of.

Aloe Vera which has been used in the East, particularly India, for thousands of years for a wide range of illnesses, particularly with digestive problems and burns.

Life Enhancer is said to have been used by the Chinese nobility thousands of years ago to maintain youthful vigour and prolong life. It was deemed so important that if commoners were caught using it, they were sentenced to death. It is a very valuable supplement, especially in relation to hormonal problems.

Glucosamine hydrochloride is a highly superior form of glucosamine, which is very effective in treating arthritis and other joint problems.

Green QI is a combination of organic greens in powder form and including chlorela and many with high potency nutritional value. It helps to alkalise the body and supplies essential nutrients.

There is a whole range of high powered supplements which are unique to our company, all highly effective in helping you to attain and maintain optimal health. To be a successful health coach, you simply need to give out some basic advice and either direct your contacts to someone who has more information than you or send them to your website, which is provided automatically.

Chapter Four

THE KEY TO INCREASED ENERGY

Low energy seems to be a major problem for many people, both young and old today. In fact, there is currently a huge market for energy drinks and it is worth five billion pounds in Britain and Europe and around 10 billion pounds globally.

There are a whole range of energy drinks available, most of them made up of chemicals, caffeine, sugar or sweeteners and water. They might give an energy surge for a short while but then you come down again. These drinks are not particularly healthy.

The energy drink our company has produced is called ***Acai Action*** and contains eight different fruit juices including;

- **acai berries**
- **three different types of grape**
- **apricot**
- **pear**
- **apple**
- **kiwi**
- **pomegranate**
- **blueberry**
- **green tea with natural caffeine**
- **guarana**
- **yerba mate**
- **vitamin B1**

It is 96 per cent fruit juice and as well as supplying energy, it is also high in anti oxidants which can help to prevent sports injuries.

Not only does it taste delicious but it also keeps energy levels up for a longer time. It seems to boost energy in all areas and has a definite feel-good factor. It appears to be one of the very few healthy energy drinks on the market today.

Ideal for everyone

Acai Action is great for sports people who can use it either just before or during activity, with positive results within 20 - 30 minutes. It would be ideal for football players to take at half time as it would give them an extra surge of energy towards the end of the game when both energy and concentration are flagging. It is also ideal for executives who are working long hours and are under pressure. People who have to go on long journeys are finding it extremely useful as well. It is also good for harassed mums who are coming to the end of their tether after a long day of looking after their children.

With the huge energy drinks market out there, this is a fantastic product to promote.

Acai Action

A brilliant product to introduce to the younger market and, if you can combine this with our fantastic range of skin, cosmetics and hair products, you will have reached a market which in total is worth close to eight billion pounds a year.

Once you have experienced its benefits, you will feel confident recommending it to a wide variety of people. Although it costs a bit more, the price is comparable with competitors less healthy drinks. Whereas our drinks contain 90 millilitres of liquid, most of the others are only 60 millilitres. The average energy drink cost out at about 3 pence per millilitre; ***Acai Action*** costs out at around 3.2 pence per litre - not a huge difference for a far greater quality product.

Chapter Five

THE KEY TO WELLBEING

What is wellbeing?

It means different things to different people. To us, it means having your life working in all areas. It means first of all having optimal health and enough wealth to live on comfortably without stress. It also means having good loving and social relationships.

It also means helping to make the world a better place for ourselves and for other people. It means being able to give freely of yourself and helping other people to improve all areas of their lives, especially in the areas of health and wealth. It means being able to teach, coach and mentor people not only in the process of achieving health, wealth and wellbeing but also teaching them how to help others to do the same. If it sounds like hard work, it isn't. It should be fun!

Achieving wellbeing

As we said at the beginning of this eBook, the ideal in life is to do something that you enjoy doing, that helps other people and makes you a fair amount of money. Becoming a coach and promoting the keys to health and wealth, with the aid of this eBook, enables you to do all this and more.

We also said earlier that our mission is to create healthy homes across the country and around the world, helping people to achieve health, wealth and wellbeing, one household and one person at a time. When we are doing this honestly and successfully, we will be well on our way to achieving that feeling of wellbeing.

Once we become imbued with this mission, in a practical sense rather than a religious sense, we will really begin to enjoy the process rather than seeing it as a struggle and constantly fearing rejection.

Making a start

The first challenge we have to overcome is the apathy of people in general. The second is their scepticism. Once you have overcome these two and aroused in people a feeling of enthusiasm for the mission, you can give them a feeling that they can actually do it

Remember!

If you opened a shop, a restaurant or a hairdressers and hundreds of people walked past every day, you wouldn't feel rejected.

You would just deal with the people who walked through your door. The same goes with what we are doing here. Once again we come back to the original idea of getting this eBook into circulation and testing people's reaction to it.

Some people will ignore the eBook altogether, some will download it and read it and take no action, while others will read the eBook become interested and approach you for more information.

You will then explain more to them if you wish to or initially you could simply send them to your website or refer them to your upline coach to handle things for you. However you go about it, the first objective is to build a relationship with them, either over the phone or by email.

You are the Key

Always remember the whole thing is a process and not a sales mission. People are not joining a business or a sales project or even a mission, they are joining **YOU**. They usually get involved because they are impressed either by the mission, the earning potential or the desire to be healthier but *ultimately they are joining because they like and trust you.*

Personal Development

An integral part of this whole business is personal development. As we grow in ourselves, so we are better able to help others grow and they, in turn, are better equipped to help others to do the same. Along the way, we can refer people to various websites, books, ebooks, CD's or videos that focus on personal development in its various forms. Many of these can relate to positive thinking, self-esteem and self-confidence, powers of communication and persuasion, interpersonal skills and many other aspects which may be relevant to them.

Personality Types

There are four basic personality types and you can reach each of these by understanding them. This is a big study on it's own but we will give a brief summary of it here. Originally, hypocrites divided people into the following: choleric, melancholic, sanguine and phlegmatic.

Others have given these four basic types different names but perhaps the simplest has been to divide them into colours. Once you understand each personality type properly, you can then talk to them in their own language.

Reds These types are usually leaders, more often in business or the military. Appearance is important and they are usually impatient and direct. They are self-motivated and expect others to be the same. Reds are often motivated by money and power. When approaching Red types, you need to emphasise how much money they can make and how much prestige they can get from moving up the ladder.

Yellows are the opposite. They dress casually, are very much 'people people' and are motivated by things like saving the planet and helping people. When you approach these people you need to show them how they can become part of a team dedicated to helping others and making the world a better place to live in.

Blues on the other hand are outgoing and flamboyant. They like to drive fast cars and have no sense of time. They always look at the big picture and like to meet people and have fun. When approaching Blue types, you need to focus on all the great people they can meet and how much fun you can have. Also mention that the company helps you to buy your own car. Never go into details with these people, just give them the big picture.

Greens on the other hand are detail people. They are slow moving, dress conservatively, drive practical cars and are slow speaking. They are usually accountants, lawyers or engineers. You must never push Green types or try to persuade them. You should give them as much information as possible and leave them to make up their minds.

Chapter Six

THE KEY TO SUCCESS

Communication

When you communicate with people, you are going to do it in one of three ways. It will either be personally face to face, by telephone or through writing which means emails, faxes, texts or by mail. By any of these means, you need to communicate with the individual according to the personality type.

You also need to find what motivates the person. Some are motivated by money, others by the desire to improve their health, others by their desire to retire early or by a desire to help others. There are still others who want to be able to pay for their children's education, while others would like to leave a legacy to them.

There are still others who get involved because of their desire for personal development and others who just want to get involved for the pleasure they get from working with motivated people.

The important thing is to work out beforehand the 'hot buttons' or the motivating factors of an individual person. Ideally, you build a relationship with the prospect and question them to discover their personality type, as outlined in the previous chapter, and their individual hot button.

Obviously this is easier and quicker when you are talking to them directly. When you are communicating by email, it will take longer. If you do the questioning in a positive way, you will naturally keep the relationship and the communication going while you find out what it is that they really desire. You will then proceed to show them how by joining this business, they can fulfil their desires

'Hot Buttons'

- *Money?*
- *Improved Health?*
- *Early retirement?*
- *Helping others?*
- *Children's education?*
- *Leaving a legacy?*
- *Working with people?*

Benefits

You can initially go through the following questions which are all benefits they would gain from joining our business and the refusal or rejection rate will be dramatically reduced. Some of the benefits are listed below. So by joining **Neways International**, it will:

- give you the ability to create a long term and unlimited passive income
- give you the guidance and support to help you directly improve your health
- enable you to retire early, perhaps much earlier than you ever thought possible
- enable you to pay for your children's education
- enable you to leave them a legacy
- give you have more time to spend with your children
- enable you to pay off your mortgage much earlier
- save you from having to commute to work every day
- enable you to start your own business with minimal costs and overheads
- enable you to meet great people and widen your social network
- give you plenty of opportunity for personal development
- give you a chance to help make the world a better place to live in

Questions

When you have presented them with this list of benefits, you would then ask them a number of specific questions, such as:

- Which of these appeals to you the most?
- How important is it to you?
- What would your life be like if you didn't achieve it?
- Where will you be in a year's time if you don't do anything?
- If you are really serious, could I show you a way that you could achieve it?

In most cases, once you have found what the person's motivating factor is and asked them the questions, they will at least want to find out more. Depending how motivated they are, they will take the matter further and in many cases get involved.

Ideally they could just read the eBook, go through the benefits and then ask themselves the questions. If they are interested or motivated, they will come back to you for more information and you can then apply the steps we discussed earlier.

In most cases you would direct them to your website, send them more information or organise a meeting with them and get one of your upline coaches to go along with you. Or you could involve your coach and prospect in a three way call.

Once they decide to join, you can help to register them online and provide advice on which products to order initially. Once they have joined, it is important to maintain contact with them and constantly be there to support, teach, coach and mentor them until they are totally confident and fully competent.

IF YOU SUCCESSFULLY ACHIEVE THIS, YOU WILL NOT ONLY EMPOWER YOUR PROSPECT TO BECOME SUCCESSFUL, YOU WILL ENSURE THAT THEY ARE ABLE TO DUPLICATE WHAT YOU HAVE DONE AND SUCCESSFULLY BUILD THEIR OWN BUSINESS.

THIS WILL ENSURE THAT YOU ARE ABLE TO BUILD THE BUSINESS ONCE, HAVE IT PAY FOR EVER AND CONTINUE TO GROW, EVEN IF YOU CHOOSE TO STOP DOING IT IN THE FUTURE.

If you have found this eBook of interest, please contact the person who sent you details of the website.

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