The powerful expressions in Talk the Talk are Proven communication tools, shapped by years of trial and error and handed down from leader to leader.

You'll hear the Diamonds use the expressions in this book over and over again because THEY WORK!
Talk the Talk contains the key questions and phrases that will empower you to:
• Handle objections with confidence
• Make new contacts effortlessly
• Sort the real prospects from the pretenders
• Motivate and train your new distributors

What took us Diamonds years to learn, you can have at your fingertips immediately!

Always remember ... Before you can Walk the walk to Diamond, you have to be able to Talk and Talk,

God Bless,

Angelo M. D’Amico
Amway Diamond

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Treasury of Quips, Quotes, Questions & Words of Wisdom Essential for Building a Large, Successful Networking Business

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Contents Reviewed by the Amway Corporation For Distributor Education

CALL UP LINE TO ORDER THIS BOOK
About the Author

Angelo M. D'Amico
Amway Diamond • Motivational Speaker • Best-Selling Author

At age 38, Angelo M. D'Amico was a highly respected businessman and church and civic leader. Despite being a million-dollar annual producer in the insurance business, Angelo was in debt over $100,000 and struggling to fight off bankruptcy and foreclosure of his family's dream home when he was first approached about the Amway opportunity.

After overcoming his skepticism that "this thing was too good to be true," Angelo placed his faith in the power of the Amway opportunity and the Inter NET educational and training system and went to work, achieving Silver producer in 111 days. Emerald in 20 months and Diamond in less than four years.

Today Angelo and his wife, Cindy, are financially free with a significant, ongoing income and live in a beautiful water-front estate on four wooded acres in Jacksonville, Florida. Their two sons, Brain and Mark, work-in the family business.

If I can do it, you can do it, too.

—Angelo MD'Amico
Acknowledgment

I would like to thank my beloved wife Cindy, my gift from God in whom I am well pleased, for her undying support and unshakeable faith in both me and the Amway opportunity.

With the greatest humility, I thank God for allowing me to be born in the United States of America, the world leader in free enterprise; and I thank my parents, Sam and Marie D'Amico, for encouraging me to dream big dreams and for showing me how to accomplish those dreams through discipline and hard work.

A special debt of gratitude goes to the founders of the Amway Corporation, Rich DeVos and Jay Van Andel, for having the vision and the know-how to create a model corporation and an extraordinary business opportunity based on "compassionate capitalism."

A big "Hank you" to the Amway Diamonds for creating a superior support system and for sharing their wisdom freely and openly with everyone who is willing to ask questions and go to work.

Finally, my gratitude and deep admiration goes to the Greatest Networker in the world, Dexter Yager, for his enduring wisdom, loving encouragement and unselfish leadership.

You only live once,
But if you work it right, once is enough

—Joe E. Lewis, Comedian

What this book can do for you

"The will to win is important. But the will to prepare is vital."
—Joe Paterno, Penn State football coach

"One surefire way of persuading others is to tell them what they want to hear. They'll always believe that."
—Hermann Holtz, author of Persuasive Writing.

Communicate communicate communicate

Your success—and the success of your organization—depend entirely on your ability to communicate the Amway opportunity professionally, accurately and effectively.

By internalizing and mastering the questions, phrases and expressions in Talk the Talk, you will be able to:

☐ Provide prospects with information that will intrigue and excite them
☐ Handle objections with confidence...
☐ Make new contacts effortlessly...
☐ Identify hot prospects...
☐ Motivate and train your new distributors

How to get the most out of this book

For the next several months, your job is to invest 20 minutes a day reading, memorizing and practicing the expressions in Talk the Talk. You should make it your goal to read this book a minimum of 100 times during the next 90 days!

You should carry this book with you everywhere you go and fill out the Daily Progress Report located on the inside back cover each time you re-read this book! Like Talk the Talk says,

"Inch by inch, anything's a cinch. Yard by yard, everything's too hard."

Once you begin memorizing the material in Talk the Talk, you need to start USING IT IMMEDIATELY!

I'll guarantee you this. If you master the material in Talk the Talk, use what you have learned to present the Amway opportunity with posture four to six times a week...you'll be well on your way to WALKING THE WALK TO DIAMOND.
Part 1: Commonly used power phrases

It's not what you tell your players that counts
It's what they hear.
— Red Auerbach, Hall of Fame Coach of Boston Celtics
If the blind lead the blind, both shall fall into the ditch.
— Matthew 15:14

Every business has its own jargon, its own special language. Everybody whoever operated a computer had to learn key words and phrases in order to communicate, such as "hard drive" and "software" and "floppy disk."

Before my career in Network Marketing, I was a "Successful" insurance salesman. The first thing I had to do to sell insurance was learn how to build communication bridges. I didn't say, This policy will cost you $200 a month. The company will bill you by mail.

I learned to say, your monthly premium is only $200, a very reasonable investment to guarantee a secure future for your, spouse and children, wouldn't you agree? The most successful agents knew how to talk the talk. They knew what to say and when to say it.

Network Marketing is like any other industry in that regard. Successful distributors always have a ready answer or a clever saying. They speak naturally, easily... and with great confidence. That's why after almost every training I hear new distributors comment about the speaker's "way with words" or "talent for speaking."

Want to know a secret? What most people mistake for a "God-given talent" is really a hard-earned skill. Believe me. Most diamond; weren't born with the gift of gab. But what we were born with was the same thing I believe all of us are born with — the desire to learn, to improve, to grow and most of all, to excel.

Ever notice that every great trainer in Amway asks a lot of questions? It doesn't make any difference whether they are speaking to thousands... or talking privately with a new prospect, does it? Tom Hopkins, America's number one sales' trainer, sums up the power of questions this way:

It I say it, they can doubt me. If they say it, it's true.
Every successful leader knows that asking questions is the most powerful way to communicate. Questions encourage people to discover for themselves what you already know, don't you agree?

The most powerful question of all is this one: **May I ask you a question?**

Then ask the person an appropriate question or expression from *Talk the Talk*. In fact, wouldn't you agree that you can turn any of the quotes, phrases and expressions in this book into a question by starting the phrase with one of these questions?

Wouldn't you agree that....
Isn't it true that....
Can you see that....
Doesn't it make sense that....
Or by ending a phrase with one of these:
...wouldn't you agree?
...isn't that right?
...isn't that true?
...Do you see how that works?

For example, on page 9 you'll find this aphorism:

**People don't care how much you know until they know how much you care.**

If you tell someone that, they may think you're talking down to them. But if you turn it into a question, they have to agree, right? The same aphorism is even more powerful as a question, isn't it?

Wouldn't you agree, Charlie, that people don't care how much you know until they know how much you care?

May I ask you a question? If I could show you a tool that could double or triple your confidence, significantly impact your sponsoring rate and thus positively impact your income, would you use it? Great!

Then get busy memorizing and using the questions, phrases and words of wisdom in *Talk the Talk* - today!

And always remember:

**Have Fun! Success is a journey, not a destination!**

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**The power of dream building**

'It you can dream it, you can do it. Always remember that this whole thing was started by a mouse."

—Walt Disney

"Don't let anyone steal your dream!"

—Dexter Yager, Crown Ambassador

1. Can you realistically accomplish your dreams doing what you're currently doing?

2. **WHY** you do something is more important than **WHAT** you do or **HOW** you do it.

3. The tires of your motivation are fueled by your dreams.

4. When I was working for someone else, I was building someone else's dream: Now that I'm working for myself, I'm building my dream!

5. You've got to have a dream you are willing to work for and fight for.

6. Always be dream-focused and goal-oriented.

7. Most people lower their dreams to match their income expectations because they don't have any way of truly accomplishing their dreams.

8. If you want your dream bad enough, you'll find a way to get it.

9. You'll never have anything until you discover what you want.

10. If you don't have a dream, how can you have a dream come true?

11. Find your why before your why finds you.


13. You're as old as your cynicism or as young as your dreams

14. Live all your dreams with passion!

15. Keep your eye upon the donut, not upon the hole.

16. If your dream is big enough, the facts don't count.

**Positive Affirmation #1:**

*I will accomplish my dreams of tomorrow by acting today!*

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*Dreams are the touchstones of our character.*

- Thoreau

*Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it.*

- Goethe

*Begin it now!*

- German author

*Without a vision, the people perish.*

- Proverbs
Developing a positive attitude

'It you think you can or you think you can't, you're right.'
— Henry Ford
'It's been my observation that people are about as happy as they make up their mind to be'
— Abraham Lincoln

When life gives you lemons, make lemonade.
- Ann Landers, newspaper columnist

Your attitude is not a state of mind but a reflection of your values.
- Rich Wilkins; writer and motivational speaker

You will be tomorrow a combination of the books you read, the tapes you listen to and the people you meet.
- 'Tremendous' Iones

As a man thinketh in his heart, so is he.
— Proverbs

1. If it's to be, it's up to me.
2. It is impossible to perform inconsistently with how you see yourself.
3. If you're having a tough time changing your future, change your attitude first.
4. Life is 50% attitude. The other half is attitude.
5. Successful people learn something new every day because they remain teachable.
6. Tell me who you hang around with and I'll tell you who you are.
7. We're all born equal with the right to become unequal.
8. Tough times don't last. But tough people do.
9. Attitude, more than aptitude, will determine your altitude.
10. Garbage in = garbage out. Your mind is the most valuable computer you'll ever own.
11. Everybody's got an attitude. You've either got a good one or a bad one. The choice is up to you.
12. The only joyful people in the world are looking forward and not backward.
13. If you hang around dogs long enough, you're going to catch fleas.
15. How are you ever going to soar with the eagles if you are always hanging around with turkey $?
16. Everyone lights up a room. Some when they enter. Some when they leave.

Positive Affirmation #2:
I will make a life-long commitment to learning growing and changing

Understanding principles of success

'Be not afraid of greatness: Some are born great, some achieve greatness and some have greatness thrust upon them.'
— William Shakespeare
'You're sure to lose far more pursuing security than you will ever lose pursuing opportunity.'
— Lawrence Thompson, entrepreneur

1. Success often takes place when opportunity meets readiness.
2. Success is the progressive realization of a worthwhile goal or dream.
3. A "Big Shot" is nothing more than a "little shot" who just kept on shooting.
4. Successful people like the idea of controlling their own destiny.
5. Diamonds succeed because they show the right plan in the right way to the right people at the right time for the right reasons.
6. Successful people DO what unsuccessful people WON'T DO.
7. Success is a journey, not a destination.
8. The harder I work, the luckier I get.
9. Are you a success looking for an opportunity... or an accident looking for a place to happen?
10. If you're going to be successful in life, you're going to have to learn to be comfortable with being uncomfortable.
11. Recognize the people who are the "later's" and work with the people who are the "now's."
12. The only difference between ordinary and extraordinary is that little word extra.
13. It's choice, not chance, that determines destiny.

Positive Affirmation #3:
I will make things happen instead of waiting for something to happen.

Success is never final.
— Winston Churchill
Success in life comes not from holding a good hand, but from playing a poor hand well.
— Denis Waitley; writer & sales trainer

The mass of men lead lives of quiet desperation.
— Thoreau
The beginning of every great success is desire.
— Napoleon
Work, persistence & commitment

When work is a pleasure, life is a joy.
When work is duty, life is slavery.
— Maxim Gorky, Russian author

Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'press on' has solved and always will solve the problems of the human race.
— Calvin Coolidge

Somebody please explain this to me: Why would most people prefer to work for 40 years building someone else's dream just to end up broke?

Angelo D'Amico

The uncommitted life isn't worth living.
— Marshall Fishwick

Things may come to those who wait. But only the things left over by those who hustle.
— Abraham Lincoln

1. Just get off your "but's" and do it.
2. If it's to be, it's up to me.
3. You're either part of the solution or part of the problem.
4. There's no PV in TV.
5. There are only two ways to make money in this business. One is to start. The other is to quit.
6. It's better to wear out than to rust out.
7. Never mistake activity for productivity.
8. If you don't start, it's certain you won't finish.
9. TV stands for the Vacuum. It sucks out your brain.
10. If you are looking to blame someone because you're not succeeding in this business, look in the mirror first.
11. You can make money or you can make excuses. But you can't make them both at the same time.
12. You've got to get yourself committed.
13. Persistence beats resistance.
15. The question isn't whether or not the business works. The question is whether or not YOU WORK the business.
16. Problems are nothing more than opportunities in work clothes.
17. To get to the top you must first get off your bottom.

Positive Affirmation # 4
I consider it a privilege, not a sacrifice, to be able to work to accomplish my dreams.

Making the system work for you

A house divided against itself cannot stand.
— Abraham Lincoln.

Dorothy: But how do I get to Emerald City?
Good witch of the North: It's always best to begin at the beginning. And just follow the Yellow Brick Road.
— From The Wizard of Oz

1. You can't short cut the short cuts. The short cuts are built into The System.
2. Experience is only the best teacher when it's someone else's experience.
3. If it ain't broke, don't fix it. The wheel is round and it rolls. We don't need a new wheel!
4. Everybody is sponsorable by somebody at sometime.
5. You're in some kind of system, whether you are in or out of our business. So wouldn't it make sense to exchange a negative system for our positive one?
6. We're not in the business of selling kits. We're in the business of sponsoring people.
7. Why do you think we call it a system?
8. Don't innovate—just duplicate!
9. Stay plugged into THE SYSTEM, not your system.
10. Mini-decisions are made at mini-functions. Major decisions are made at major functions.
11. A freight train off the tracks is free. But it can't move.
12. The grass is always greener on the other side. But you still have to mow it.
13. We use our business to build people. We don't use people to build our business.
14. He who shows The Plan the most; wins!
15. The purpose of THE SYSTEM is to duplicate the already existing success of your upline into YOUR ORGANIZATION.

Positive Affirmation # 5:
I will ask questions not to doubt The System, but to find out how I can better make it work for me.
Taking action, getting results

Do or do not. There is no try.
— YODA (Star Wars)

Being on the tightrope is living. Everything else is waiting
— Kari Wallenda of the Flying Wallenda's

I have always thought the actions of men the best interpreters of their thoughts.
— John Locke, statesman

Your future is hidden in what you do daily.
— Mike Murdock, author and motivational minister

Anything worth doing is worth doing wrong—until you learn how to do it right. So just go out and do something!
— Jerry Meadows, Triple Diamond

1. I will do today what others WILL NOT DO so that I can be tomorrow what others CANNOT DO.
2. What you DO speaks so loud that what you SAY can't be heard.
3. Ignorance on fire is better than knowledge on ice.
4. The difference between success and failure is knowledge—but only knowledge that is acted upon!
5. When you stop trying and start doing, you'll accelerate your progress.
6. The only people who don't make mistakes are people who do nothing.
7. There are only two things in life—excuses and results. And excuses don't count!
8. The 20/80 rule is alive and well in our business, too. 20% of the distributors do 80% of the work. Decide to be a 20%-er!
9. Choice, not chance, determines destiny!
10. If you do enough of the right things long enough, this business has to work for you.
11. Don't just be efficient. Be effective.
12. If you know how to swim, it doesn't matter how deep the water is.
13. Measure your commitment by your actions. Your success will follow.
14. It's easier to change the direction of a body in motion than to start a body in motion. DO SOMETHING!
15. Control what you can control, accept what you cannot control and learn the difference between the two.

Positive Affirmation # 6:
I will act with courage and boldness in all my endeavors.

Building life-long relationship

The Amway business is built on the three M's:

Mission: To help people to help themselves

Message: I believe in you and you can do it, too

Methods: The how-to's of the business change. The mission and message never do!
— Rich De Vos, co-founder of the Amway corporation

For me, the word TEAM stands for Together Everyone Achieve More
— Mary Lou Retton, 1984 Olympic gold medal winner in gymnastics

1. People don't care how much you know until they know how much you care.
2. You have to have a big heart in this business.
3. Build a friendship and a Directship will follow.
4. Networking is 100% a people business.
5. Build Bridges, not walls.
6. People will do things faster for their reasons than for your reasons.
7. We practice compassionate capitalism. People helping people to be help themselves
8. Wouldn't you agree with the old saying that if you give a man a fish, you feed him for a day. But if you teach a man to fish, you feed him for a lifetime.
9. When you are successful, you'll find that ALL your friends are in this business.
10. Let's agree to disagree if we must. But let's work together any way.
11. Don't be consumed with the splinter in your brother's eye, missing the log in your own.
12. Friendship means caring enough to confront gently when necessary.
13. Don't sponsor people you don't like. You may end up on a beach in Hawaii with them.
14. Don't just show The Plan. Show people how you will help them accomplish their life-long dreams.

Positive Affirmation # 7:
Without exception, I will do unto others as I would have them do unto me.

Set sail in two ships-mentorship and friendship!
— Kris Grippi. Emerald

We make a living by what we get. But we make a life by what we give.
— Winston Churchill

The best way to cheer yourself up is to cheer everyone else up.
— Mark Twain

If you help enough people get everything in life they want, you've got everything in life you want.
— Zig Ziglar
Duplication: the key to networking

There are two ways of spreading light:
To be the candle or the mirror that reflects it.
—Edith Wharton, Author

I'd rather have 1% of one hundred men's efforts than 100% of my own
—J. Paul Getty, billionaire...

Networking is the greatest business concept of the century
- Success Mag.
May 1993
He that will not apply new remedies must expect new evils.
- Francis Bacon. English poet and playwright

Lord, deliver me from the man who never makes mistakes, and also from the man who makes the same mistake twice.
- Dr. W.J. Mayo, co-founder of Mayo Clinic

1. Duplicating is working smarter, not harder.
2. If you do what the Diamonds are doing, you will have-- what the Diamonds have.
3. Your organization will duplicate everything you do -- good and bad!
4. The Golden Rule of duplication is "keep it simple."
5. Can you see that by duplicating yourself, you can create both time and money?
6. Are you worth duplicating?
7. Would you get excited about your organization if you sponsored 20 people just like yourself?
8. You'll never get rich trading time for dollars.
9. This business is the average person's best chance to take advantage of on-going income.
10. In this business you get time working for you instead of you always working for time.
11. Width builds profitability. Depth builds security. So do both simultaneously!
12. Would you rather have a million dollars... or a penny a day doubled for a month? (a Penny a day doubled for a month adds up to over $5 million dollars!)
13. There is no logical reason not to be involved in this business.
14. You always need to be networking, not pin working.
15. In Networking you get paid what you are worth, not what the job is worth.

16. Networking is a whole bunch of people each moving a little bit of product and finding others to do the same.
17. Networking is a simple business. Don't complicate it.
18. Doesn't it make sense to get time working for you instead of you working for time?
19. The formula for success in Networking is simple:
   NUMBERS = DOLLARS!
20. Most people over estimate what they can achieve in a year and underestimate what they can achieve in five years.
21. Check upline before doing anything for the first time.

Positive Affirmation #8:
If I must doubt something, I will doubt my limits!
Accepting the challenge of Leadership

If you're Not the Lead Dog, the View Never Changes
—title of best-selling book by newspaper columnist Lewis Grizzard, Anybody who thinks they are a leader and doesn't have anybody following them is just out for a walk
—John Maxwell, author, leadership nd pastor

Some of us are like wheelbarrows only useful and very easily upset
- Jack Herbert

I would sooner fail than not be among the greatest.
- John Keats, British poet

A leader is a person who knows what to do next; knows why it's important to do; and knows how to get the job done!
- Bobb Biehl, writer and business consultant

1. The speed of the group is set by the speed of the leader.
2. Lead, follow or get out of the way.
3. You can't ask someone to do what you're not willing to do yourself.
4. Don't try to have what the Diamonds have. Try to become what the Diamonds have become.
6. The difference between BOSSHIP and LEADERSHIP is a boss tells you what to do and a leader shows you what to do.
7. Be a balcony person, not a basement person... encourage, don't condemn.
8. There are three kinds of people in this world. People who make things happen. People who watch things happen. And people who are wondering "What's Happening?"
9. If you want to talk about a million dollar business, you need to look like a million dollar business person. So dress for success.
10. Leadership is lonely. But it pays VERY well!
11. It's a lot easier to find a leader than to develop one. But you can learn to do both.
12. It's easier to give birth to a new distributor than to raise a dead one.
13. A boss says GO! A leader says, LET'S GO!
14. Find the leaders who will build the numbers, or build the numbers and find the leaders.

Positive Affirmation #9:
I will lead my group into positiveness and prosperity.

Nurturing personal growth

Change your thoughts and you change your world.
—Dr. Narman Vincent Peale

When I was a child, I thought as a child. Now that I am a man, I think like a man.
—The Bible

1. If you keep doing what you've always done, you'll keep getting what you've always gotten.
2. If you don't change directions, you're sure to end up where you're headed.
3. If you don't make a choice, someone else will make it for you.
4. Control your own destiny — or sor leone else will.
5. With all the economic uncertainties today, don't you think it makes sense to diversify your income?
6. For things to change, you have to change. For things to get better, you have to get better.
7. A rubber band stretched will never return to its original size.
8. I know plumbers, doctors and attorneys who want to become Diamonds. But I haven't met any Diamonds who want to become plumbers, doctors or attorneys.
9. Don't complain about things you permit. If you don't like what's going on in your life, change it!
10. It's better to reach for the stars and hit the moon, than to reach for the ground and end up with a handful of mud!
11. Life isn't about finding yourself. Life is about creating yourself.
12. When you stop growing, you die.
13. If you don't like the results you're getting, you have to change your approach!

Positive Affirmation #10:
Each morning when I look in the mirror, I'll be able to honestly say to myself, "I'm a better person today than I was yesterday."

Frustration is the father of progress.
—Kenny Stewart, Crown

We must either find a way or make one.
—Hannibal, military legend

When you come to a fork in the road, take it.
—Yogi Berra, Hall of Fame baseball player
Goal setting & goal getting

If you deliberately set out to be less than you are capable, you'll be unhappy for the rest of your life.  
—Abraham Maslow, author and world-renowned phycologist

If you don't know where you're going, you're sure not gonna get there  
—Yogi Berra

1. Inch by inch, anything's cinch. Yard by yard, Everything's too hard.
2. If you want something you've never had, you have to be willing to do what you've never done.
3. Half the battle of getting what you want is knowing what you want. The other half is doing what it takes to get it.
4. If you don't expect anything out of life, you'll accomplish all your goals.
5. Anyone who has accomplished all their goals in life doesn't have high enough expectations.
6. Keep your eye on the prize, not the prize.
7. Live for today, plan for tomorrow.
8. People don't plan for tomorrow.
10. Plan your work and work your plan.
11. If you aren't planning to accomplish anything, don't worry. You'll be successful!
12. Successful people spend as much time working on themselves as they do working on their business.
13. He who shows The Plan the most, wins!
14. Plan your plan to show The Plan.
15. Hitting a target you can't see is as difficult as hitting a goal you don't have.

Positive Affirmation #11:
I will eventually realize my biggest dreams by working daily on my listless goals.

Anita Koddick

Learning to earn through knowledge, wisdom & common sense

There was a time when Mrs. Einstein knew a lot more than her son Albert.  
—Marguerite Kelly

Today we get twice the information we need, but we have half the knowledge and a quarter of the wisdom.  
—anonymous

1. The mind is like a parachute. It only works when it's open.
2. Try first thing you need to know about our business is this: "You don't know what you don't know."
3. A wise man investigates what a fool takes for granted.
4. Francis Bacon said, "Knowledge is power." We say, "Knowledge put into action is power."
5. Common sense isn't so common anymore.
6. Good judgment comes from experience. Experience comes from bad judgment.
7. The System is your best teacher.
8. Take notes! A short pencil is better than a long memory.
9. Networking is the business of teaching teachers to teach teachers to teach.
10. It's better to be thought of as a fool than to open your mouth and remove all doubt.
11. "The greatest of all is the servant of all."
12. Replace fear with facts.
13. What you EARN is directly proportional to what you LEARN.

Positive Affirmation #12:
I will become an active, eager learner by listening to tapes, reading books, attending seminars and associating upline at every opportunity.

BURTON HILLIS
American humorist
Overcoming fear of failure

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in the wood, and I
— I took the one less traveled by,
And that has made all the difference.
— Robert Frost, last stanza of the Road Not Taken
I have a lot of things to prove to myself.
One is that I can live my life fearlessly
— Oprah Winfrey
God has not given you a spirit of fear.
But of love, power and a sound mind.
— 1 Timothy 1:7

Impossible is a word to be found only in the dictionary of fools.
— Napoleon
Bonaparte

A man's not finished when his defeated.
He's finished when he quits.
— Richard Nixon

Procrastination is the assassination of inspiration.
Don't kill your dreams — execute them!
— David D'Aroko, Emerald

1. Winners never quit and quitters never win.
2. Failure is never permanent. But quitting always is.
3. Worry is faith in failure.
5. Overcome your fears with action.
6. Show me a man who has never failed, and I'll show you a man who has never tried anything.
7. Failure is an event, not a person.
8. If it's better to wear out than rust out.
9. There's no disgrace in failure. The only disgrace is not trying.
10. The only thing we have to fear is fear itself.
11. Cast your cares upon the Lord, for he careth for you.
13. The secret of overcoming fear is to do it afraid!
14. Fear, not doubt, is the opposite of faith.
15. The Bible states hundreds of times, "FEAR NOT!"
16. FEAR stands for False Evidence Appearing Real.

Positive Affirmation # 13:
I will live each moment of each day with passion, conviction and courage.

Making money & finding freedom

Anyone who says he's not interested in money will lie about other things.
— Zig Zigler

No one would have remembered the Good Samaritan if he'd only had good intentions. He had money as well.
— Margaret Thatcher

1. Money isn't the key to happiness. But the more money you have, the easier it is to get the key made.
2. Have you ever been so broke you couldn't even pay attention? It's no fun — rich is better!
3. If you're good with a little money, you'll be great with a lot.
4. Instead of making a living, wouldn't it be nice to make a life?
5. Living well is the best revenge.
6. Ever hear the saying, "Money is a good servant, but a bad master"?
7. What would you do with any extra income you earned — Save it? What for? Spend it? What on?
8. Status is the thing that makes you buy stuff you really don't want with money you really don't have to impress people you really don't like.
9. The more money you have, the more options you have.
10. People who make money don't make excuses. People who make excuses don't make money.
11. When poverty comes in the door, love flies out the window.
12. If your "out go" is greater than your income, your upkeep becomes your downfall.
13. Wouldn't it be nice to have more money at the end of the month, instead of more month at the end of the money?
14. We make our money the old fashioned way. We work for it.

Positive Affirmation # 14:
I trust in my actions. I will do what needs to be done on a daily basis, trusting that the money will follow.
Developing faith & belief

"One person with belief is equal to a fortieth of ninety-nine who only have an interest.
—John Stuart Mill
You've Got to Believe It to See It
—title of best-selling book by Dr. Wayne Dwyer, Psychologisi

1. The Bible says, As a man thinketh in his heart, so is he.
2. If you think you can or you think you can't, you're right.
3. What your mind can conceive and your heart can believe, you can achieve.
4. Excuses are the lack of faith in your own abilities.
5. SW4=Some Will. Some Won't. So What? Somewhere there's six for me!
6. If you don't live it, you don't believe it.
7. When you put your heart in something, the rest will follow.
8. You gotta believe in something or you'll fall for anything.
9. Without faith in the future, there's no joy in the present.
10. Faith is the opposite of fear.
11. Have faith in The System. It can help you become more successful more quickly.
12. You can't jump start anyone unless you're charged up yourself.
14. The Bible says, "Faith comes by hearing."
16. You gotta believe!
17. Tough times don't last. But tough people do.

Positive Affirmation # 15: I believe in myself, in my opportunity and in The System.

Part 2: Contacting

If I didn't have to work with people all the time, I could do this business."
—Anonymous frustrated distributor
He who stops being better stops being good,
—Oliver Cromwell, British Politician

There are two kinds of people in our business — and only two kinds. Product Movers and Business Builders. If you're a Business Builder, you have to talk to people each and everyday. End of subject! Period! Over and out!

When you're contacting people, you don't want to force your opportunity on them. You don't, for example, corner a stranger in the frozen food section of the local grocery store and shout, "Wanna get rich?"

Your goal with a new contact is to strike up a conversation... establish a bond and a climate of trust... and get a business card or phone number so that you can get back with them a week to 10 day later.

Think of all the times we meet new people. Waiting in line at the bank. In the reception room of your doctor's office. At church, school or professional meeting. These are perfect opportunities to strike up a conversation.

You don't know what to say to people? Then use the acronym F.O.R.M. to break the ice. F.O.R.M. stands for Family, Occupation, Recreation and Money.

Remember The real purpose of talking to lots of people and asking lots of questions is to interview people to see if they want them as future business associates, right? When you meet negative, sarcastic people, do you want to show them The Plan? No WAY!

For more information on how to interview prospects, turn to the Qualifying Prospects Section, page 27. On the next page is a list of questions you can ask new acquaintances to break the ice.
**F.O.R.M. Questions**

**Family**
1. Are you married? How long? What’s your spouse’s name?
2. Any children? How old are they? They must keep you busy, huh?
3. Did you grow up in the area? If not, how long have you lived around here? Where did you grow up?
4. What part of town do you live in? Do you like it, or are you looking to move?

**Occupation**
1. What do you do for a living? What does your spouse do? Gee, heard that WAS a great company (Industry) to work for? (wait for a response — it’s usually negative!)
2. How long have you been there? What made you choose to become
3. You must love it, huh?
4. Ever consider owning your own business?
5. Have the layoffs hit your business yet?

**Recreation**
1. What do you do for fun?
3. Where do you like to vacation? What are your vacation plans this year?
5. What do you dream about doing with your life?

**Money**
1. Are you making all the money you want?
2. Sounds like you make a lot of money — do you have enough time to enjoy it?
3. If money and time weren’t a factor, what would you do with your life?
4. What things in your life would change if you won the lottery?
5. Do you ever seriously look for other ways to make money?
6. Can you get everything you want out of life doing what you’re currently doing?

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After F.O.R.M.-ing someone, end the conversation with the following question that is sure to open the door for a follow up call:

*Let me ask you a simple question. Do you know any good ways of making extra money? (They Usually say “No!”) Well, if you find something, I’d appreciate your giving me a call. Have you got a business card? (If they don’t ask them to write their name and phone number on the back of your card). Great? Let’s stay in touch.*

*Here’s a number where you can reach me. (Then hand them a business card).*

Then call them in a week to 10 days. By priming the pump with 5-10 contacts (like this one) per day in the first few weeks of your business, you will always have a list of people you can call back. Remember: It’s always easier to make a follow up call than an initial contact.

Obviously, you’re also going to contact people you’ve known for years, such as family, friends, business associates and the like. I encourage new distributors to “set the table” with their warm market by calling their acquaintances one or two weeks before the first invitation in order to stir up their curiosity.

*Here’s what you might say: (Ring, ring, ring)*

*Hello?*

*John? This is Angelo. How ya doin. Just called to (catch up with you, check on you and the kids, etc.) Have you got a few minutes?*

*Listen John, I can’t talk long. I’m on my way out the door. But before I go, I just wanted to let you know I’ve found a business that looks good. Tremendous income potential Let me ask you a question, If there were something in it for you, would you like for me to give you a call back when I have more time to set something up for you to take a look?*

*Well, What’s it all about, Angelo?*

*John, I don’t have time to go into it right now, I’m still in the learning stages right now, and I can’t promise you anything. But if you want me to*, I’ll call you when I know more. How’s that? Great! Say hello to Linda and the kids, and I’ll be talking to you. Take care.*
Part 3:

Inviting

Once you master the art of contacting and inviting with posture, you will devour this business.
—Terry McEwen, Amway Diamond

The minute you start talking about what?
You're going to do if you lose, you have lost.
—George Shultz

Think of Contacting and Inviting as love and marriage. When you date someone, you're getting to know them, right? In effect, you're really qualifying that person as a possible life partner, aren't you? If he or she qualifies, you invite that person to become your spouse by proposing.

Same thing in Networking. The purpose of the Contact is to qualify people for your business by finding out if they are looking for more in their lives. The purpose of Inviting is to get prospects to commit to a specific time and place to see The Plan. That's it. Period!

You don't go to the grocery store without a list, do you? So why would you launch a people-driven distribution business without a list of contacts? This business starts and ends with making a list.

This book is not the Place to go into the details of making a prospect list. But I will give you one great tip on how to expand your list dramatically. Ready? First, list the names of everyone you know. When you're done, take out a clean sheet of paper, and list the names of everyone who knows you!

Think about it. If you're a teacher, for example, you know all the teachers at your school, right? But the parents of each of your students know you? If you teach a hundred students, you just added a hundred hot prospects to your list, didn't you?

Once you decide that a friend, business associate or new contact qualifies for your business, the next step is to invite them to see The Plan at a home meeting, a one-on-one presentation or an open meeting.
Never lose sight of your purpose:

**YOUR PURPOSE IS TO SET THE APPOINTMENT TO SHOW THE PLAN. DO NOT TRY TO SELL THE BUSINESS OVER THE PHONE!**

**How to invite**

1) **Be prepared.** Prospects will ask questions, you can bet on it! So be prepared to answer them. (Be sure to master this section and the Answering Questions & Handling Objections section, page 29 of this book before Inviting you prospects).

2) **Be excited, confident & Enthusiastic.** Prospects listen to the music, not the words! Sound excited!

3) **Be brief.** Avoid saying too much! The purpose of the Invitation, remember, is to set an appointment for your prospect to see The Plan in person.

4) **Be in control.** You have the cookie, right. You’re calling them with an opportunity, right? You’re running the show, not them. And don’t you forget it!

**ALWAYS TELL THE TRUTH! THERE’S NO NEED TO LIE OR EXAGGERATE ABOUT A BUSINESS THIS GOOD!**

Most of your Inviting will be done on the phone. Here’s a script that is getting some great results in our organization. It’s designed to set the appointment, not sell the business.

Of course, be sure to check with your upline before making any phone calls.

Ring, Ring, Ring. Hello.

Hello, Fred. How ya doing? This is Tom. I haven’t talked to you in a while.

Listen, I’m in a hurry, I’m about to walk out the door... but before leaving, I wanted to give you a call. I just became associated with (Name of your upline Diamond’s company and city) You’ve heard of them, right?

(wait for replay, then, continue)

I feel I was in the right place at the right time. It’s a very successful company and we’re growing by leaps and bounds.

We’re looking for quality people in your area that are business-minded... long-term thinkers... people who are serious about increasing their income significantly over the next 2, 3, 4, 5 years or so. And I thought about you since you always impressed me as being sharp and ambitious.

Fred, let me ask you a simple question. Are you the type of person who looks at different ways of increasing (diversifying) your income or leveraging your time?

If they say "NO,"... say,

Oh, sounds like you’ve got it made. Once things are up and running here, I’ll check in with you from time to time to see how it’s going for you, how’s that sound? Great. Listen, I’m out the door. I’ll keep in touch, bye.

If they say "YES," (as most people will), they’ll usually ask, what’s it all about?

Fred, like I said, it’s part of an outfit called ___________

When we get together I’ll give you all details. I’ll need about 30 to 45 minutes of your time. What’s best for you, Tuesday or Thursday?

But what’s the company do?

We’re a distribution organization that has access to products from major companies, like 3M, AT&T, Arrow Shirts, Del-Monty Foods, Firestone, Hanes, Lipton, Mars Candy, MCI, Motorola, Magnavox, Nabisco, Sanyo, Zenith, among others, through our contracting corporation. I’ll fill you in on all the details when we get together. What’s best for you, Tuesday or Thursday?

(If he keeps asking questions, take control by saying:)

Excuse me, Fred, I don’t mean to cut you off. But like I said, I’m in a real hurry. Let me ask you a question: Do you have a lot of marketing or distribution experience?

(No matter what the answer, respond with:)

Well, listen, Fred, that’s not really a prerequisite. But when we get together I’ll explain all the details. What’s best, Tuesday or Thursday?

(To handle questions like, Can you tell me more about it? and Is this Amway? and Do I have to sell something?, see the Answering Questions and Handling Objections section of this book, Page 29.)

Fred, look, like I said, I’m pressed for time. I can’t promise you anything. This may be for you, or this may not be for you. You may not even fit the criteria we’re looking for. But I promise you
Part 4:
Qualifying prospects before showing the plan

God gets you to the plate. But once you're there, you're on your own!
—Ted Williams, Hall of Fame Baseball player

The world is full of willing people, some willing to work, the others willing to let them.
—Robert Frost, American poet

You've got a great prospect, right? Sharp as a tack. Been successful in everything he does. Knows everyone in town. Great dresser. Outgoing. Never met a stranger. This is your ticket to the top, right? Show him The Plan and then get out of his way, right.

Slow down. Buster. Just because you think he's perfect for the business doesn't mean he's a likely candidate, much less a future Diamond.

When I was in the insurance business, I'd occasionally meet someone who would say, Hey, you're just the man I wanted to talk to! I need more life insurance! A dream come true, right? A slam dunk, right? Not necessarily. A few qualifying questions could turn this "noradder "into a "noway."

Here's the first question I used to ask an eager prospect looking to buy life insurance. Ever had a heart attack? If the answer is "yes," the deal was off. Just like that. The company seldom issued life insurance to someone with a history of heart trouble or cancer, so by qualifying the prospect, I could save both of us a lot of time and effort.

Same with this business. If they don't fit the criteria I'm looking for, I don't even bother showing them The Plan. Why bother? Hey, this business is hard enough as it is without setting yourself up for failure, right?

Use the appropriated questions on the next page to qualify your prospects.
Part 5:
Answering questions & handling objections

The future belongs to those who believe in the beauty of their dreams.
—Eleanor Roosevelt

Facts do not cease to be because they are ignored
—Aldous Huxley, author of Brave New World

I honestly believe that if every single person knew what I know about this business, everyone would be an Amway distributor! That's why I say there's no logical reason not to be involved in this business — it's that good!

But not everyone understands the business like the Diamonds do. There's a lot of negativity out there, and let's face it, most people have a lot of misconceptions about our business. More to the point, they have a lot of misgivings about their ability to succeed in life, especially in a business like networking, which required working with many different types of people!

Ever hear the expression, 'Tuning is everything in business'? That's especially true when it comes to presenting the opportunity. And the time NOT to present the opportunity is over the phone!

Use the phone to set the appointment. That's your one and only goal... to agree on a time and place to get together to see The Plan and discuss the opportunity. Period.

When you're setting the appointment via the phone, you don't have to worry about overcoming objections because you won't be selling the business. But you must be prepared to answer three questions that will come up in 90% of your phone calls.

1) What's this all about? (or What is it?: or Can you tell me a little bit about it?)

2) Is this selling? (or Do I have to sell?: or What are you selling?)

3) Is this Amway (or the name of some other Networking company).
Here's what I found works best. There's no one answer to these questions, of course. So be sure to counsel with your sponsor to see how your upline suggests you respond to the following questions:

**Answering the three most commonly asked questions**

**1. Question:** What's this all about? (or What is it? or Can you tell me more about it?)

   This is a perfectly legitimate question. It's not an objection, so a simple answer will satisfy most people.

   **Response:** I'm sure you've heard of (name of upline Emerald or Diamond's company and city), right?
   
   No... Can you tell me a little bit about them?
   
   Absolutely. I'll fill in all the details when we get together. What's best for you, Tuesday or Thursday?
   
   I mean, What do you do exactly?
   
   I'm a business associate of ________. Through our contracting corporation we have access to a wide range of products from companies like Magnavox, Kellogg, Van Heusen, Coca Cola. Companies like that.
   
   (If he starts to ask another question, take control of the conversation by saying:)
   
   John, excuse me. I don't mean to cut you off, but like I said, I'm in a hurry. Let me ask you something. What kind of marketing or distribution experience do you have?
   
   (Whatever he says, answer:)
   
   Well, John, that's not really a prerequisite. But when we get together I'll give you all the details. What's best for you, Tuesday or Thursday?
   
   (If they continue to ask questions, it's best to get off the phone and call back another time.)
   
   I'm running real late. I'll tell you what. Let me get back with you when I have more time to talk how's that?

(Then call them back in a few days or so and conference them in with your upline and let him or her answer questions and set the appointment).

**2. Question:** Is this selling? (or DO I have to sell? or What are you selling?)

   Most Americans don't trust salespeople. Which means you need to overcome your prospect's fears and reassure them with a humorous or non-threatening response.

   **Response:** Let me ask you a question: Do you like to sell?
   
   (no matter what their reply, say:)
   
   Boy, you sure sold me! (laugh)
   
   OR
   
   Great! Then you're gonna love this business. When we get together I'll fill in all the details. What's best for you....
   
   (If they ask, What are you selling?, reply:)
   
   Do I sound like a salesman? Well, if I do it's because I'm excited and in a hurry. When we get together, I promise that you won't have to buy anything or sign anything — now does that sound like I'm trying to sell you something?

**3. Question:** Is this Amway? (Often people will include Amway in a list of other networking companies).

   This is the big one — the $64,000 question! The biggest challenge facing the new distributor is the ability to successfully handle this question without getting flustered. **Handling this question with confidence is the key to success in this business!**

   Below are some great answers. But remember: There is no one right answer to every question. Be sure to counsel upline for suggestions on how best to handle this — and other — questions and objections.

   **Response:** If you are thinking about getting into the Amway business, do yourself a favor and check with me first. Really, (Prospect's first name), can you get everything in life you really want doing what you're currently doing? If not, let's get together to go over the details. What's best for you, Tuesday or Thursday?

   OR
   
   Funny you should say that. Through our contracting corporation we have access to products and services from many Fortune 500
Companies, including Panasonic, Motorola, Kellogg, Coca Cola" and on and on. Amway is the contracting company associated with (upline company name). Great company. I'll fill in the details when we get together. (If they keep pressing, "Is this Amway?," or "Are you in Amway?," answer.)

Which Amway? The old one that sold soap door to door?... Or the new one with annual revenues of over $5 billion that offers over 5,000 products from hundreds of companies?

(Wait for their reply, and then say:)

Like I said, Amway is the contracting company that deals with the Fortune 500 companies I mentioned earlier. They're the best at what they do, no doubt about it. That's the key — we're associated with the best of the best. When we get together, I'll have more time to explain each company's role. What's best for you, Tuesday or Thursday? Then set the appointment!

### How to handle objections

People don't always say what they mean or mean what they say. When prospects say "no" to your opportunity, chances are their 'no' is symptomatic of a deeper conflict. A "no" usually means one of four things:

1. Fear of failure
2. Fear of rejection
3. Low self image
4. Misconceptions based on ignorance, not facts.

If your prospect is totally negative, there's nothing you can say that will change his or her mind, so the best thing to do is change prospects. It's called NEXT!

Ignorance, however, isn't sin—it's just lack of knowledge. Like world-renowned economist Paul Zane Pilzer says, "Networkers get paid very well for educating people!"

Here's some tips on how to handle sincere objections to your opportunity:

1) Listen carefully. Never interrupt
2) Never argue with your prospect. Appreciate the reason for their objection, or repeat their objection so that you clearly understand what they're saying.
3) Use words like feel, felt, found, appreciate, understand, realize.

### Handling the 15 most common objections

**1. Objection: I don't have enough time.**
**Response:**... what is it you don't have time to do — own your own life or make more money?

**OR**

Gee, did God shortchange you and give you only 23 years in a day? (laugh) Seriously, wouldn't you like to create more time?

**OR**

People who trade time for money rarely do. People who duplicate themselves have all the time in the world.

**2. Objection: I already know all about it.**
**Response:** Oh, really? Then why didn't they let you in? (laugh) Seriously, what do you know about it?
OR

That’s interesting. But can I ask you a simple question? Can you get everything you REALLY want out of life doing what you’re currently doing? (Get a YES or NO response)

In that case we need go get together to go over the details, (so the appointment).

3. Objection: I can’t do what you do.
Response: What is it you can’t do — by at a discount… or share golden opportunity with the people you care about?
OR
I understand how you feel. But do you realize that you could have sponsored me first, and I’m going Direct. That could have meant thousands of dollars to you! Who else do you know that the two of us could share the concept with?

4. Objection: This isn’t for me.
Response: What isn’t for you — working with winners or setting your own hours?

5. Objection: This kind of thing never works.
Response: John, let me ask you a question. Do you think I’m stupid? "No? Well, I’m excited about something you’re not. Since you don’t think I’m stupid, is it possible that you could be mistaken about the facts?
OR

John, let me ask you a question. Do you base your decisions on false assumptions or solid facts? Great! Then don’t you think you deserve to review more information so that you can make an intelligent decision?

6. Objection: I want to think about it.
Response: Great. I certainly respect that. Just out of curiosity, what is it you want to think about — making more money or having the time to enjoy it?
OR

What is it you want to think about — owning your own “shopping mall” or building a future for your family?

7. Objection: Is this one of those illegal pyramids?
Response: Didn’t you know that illegal pyramids are illegal in this country? The courts ruled back in 1978 that Network Marketing was a legal form of business and Amway has become the model of a multi-billion dollar a year industry.

OR

I think I understand why you have that concern. If felt the same way until it was pointed out to me that every organization was shaped like a pyramid, including our churches, schools, Fortune 500 companies and the government.

OR

What makes Networking legal is that it requires the movement of products and services before anyone can make money, just like any other type of legitimate business.

8. Objection: You have to get in early to make money in these things.
Response: If that’s the case, why are we setting new sales records and breaking new Diamonds every year?

9. Objection: I don’t have any money.
Response: Would you like to do something about that? Let me ask you a question. If you keep doing what you’re currently doing, will you have any more money?

10. Objection: Too many people are doing it; or Too many people have already heard about it; or it’s saturated.
Response: If you truly believe that, you’d better get started as soon as possible!
OR

Let me ask you a question. Do you own a refrigerator? A TV? If everyone owns one, why are people still buying them? Saturation is a myth. In fact, I hope it saturates — We’ll all be successful!

Response: I know people who dropped out of high school. Does that make high school bad? This business doesn’t work unless you do!
OR

Our business isn’t on trial. The question is, “Do you have a reason to make it work for you?”
Part 6:

Follow up to follow through

"If you have faith, focus and follow through — then fulfillment will follow.

—Rev. Robert Shuler
Even if you're on the right track, you'll get run over if you just sit there.

—Will Rogers"

1. Follow through is a process, not an event. It may take several meetings.
2. Assume consent. Expect your prospect to get involved and act accordingly.
3. Make a prospect list. Discuss the people on the list and identify the top 20 or so prospects.
4. Plug them into the System. Loan them some books and tapes, and loan them some products. This could be a good time for a three-way conversation with your upline Direct or above.

Follow through

The prospect and the process

Effective follow up

Positive Affirmation #19:
Every day I will incorporate something new I have learned from a tape or book into my business.
Follow-up questions to ask

1. "Are you ready to get started or do you need to see The P again?
2. What would you do with the first profits from your new business?
3. When is the best time to begin accomplishing your dreams?
4. Who have you been thinking about that you'd want to sponsor?!
5. Who would you like on your Board of Directors?
6. What did you see for yourself in the opportunity?
7. Wasn't that an exciting presentation? Can you see how you can begin to accomplish your dreams through Networking?
8. Getting started usually takes two to three meetings, including making a list... Learning how to contact and invite... learning how plan product orders... explaining The System... And so on. We don't want to put you into information overload. So let's set our next get together on (day and time) so that we can invest 4 to an hour getting started.

The system is the answer

The system is designed to duplicate the success of your upline into your organization. Be sure to use the business support materials (books, tapes, manuals, handbooks, ad packs, videos, literature, etc.) that your upline suggests in order to get your people off to a fast start.

Remember—there are only two ways to build this business, FAST OR PAINFUL! Which would you and your new distributor prefer?

You really haven't successfully completed the follow through until your new distributor becomes active. A complete follow through usually takes days or weeks — and it may even take months.

Here's a checklist that your new distributor may wish to complete before becoming totally active:

1. ☐ Listen to the follow up tapes. Read the follow up literature
2. ☐ Watch the follow up videos
3. ☐ Start a Prospect List
4. ☐ Start a Dream List
5. ☐ Meet your upline and start a new friendship
6. ☐ Attend an open meeting or home meeting in your area
7. ☐ Place the Amway Sales' Kit
8. ☐ Attend a mini-regional seminar or major function

9. ☐ Place first product order
10. ☐ Subscribe to standing order Tape of the Week, Go-Getter Tape of the Week and organizational book and tape of the month.
11. ☐ Subscribe to Upline Newsletter and Dream-Builder Review
12. ☐ Sign up for MCI, VISA, motoring plan and Amvox
13. ☐ Begin passing out prospecting tapes, add packs, videos, books and literature
14. ☐ Start making prospecting phone calls with upline
15. ☐ Be ready, willing and able to put prospects in front of upline
16. ☐ Plug 100% into The System and duplicate successful upline.

Remember, selling a kit doesn't sponsor people. Only through proper follow through will prospects become truly sponsored.

Positive Affirmation # 20:

I will follow up and follow through on every prospect who has listened to a tape, read a book or seen the plan.
Part 7:

Parting words

**Verses to live by**

**Work**

See a man diligent in his business? He shall stand before kings; he shall not stand before mean men.

—Proverbs 22:29

He becomes poor that deals with a slack (lazy) hand; But the hand of the diligent makes one rich.

—Proverbs 10:4

Remember the Lord your God: it is He that gives you power and wisdom to gain wealth; that He may establish his covenant (promise) to His people.

—Deuteronomy 8:18

Beloved, I wish above all things that you may prosper and be in health, even as your soul prospers,

—3 John:2

This book of the law shall not depart out of thy mouth but thou shalt meditate on it day and night, that you may observe to do "" according to all that is written in it; for then you shall make your way prosperous, and then you shall have good success.

—Joshua 1:8

Blessed is the man that walks not in the counsel of the ungodly, stands in the way of sinners, nor sits at the feet of the scornful. But his delight is in the law of the Lord; and in his law does he meditate day and night. And he shall be like a tree planted by the rivers of water, that brings forth his fruit in his season; his leaf also shall not wither; and whatsoever he does shall prosper.

—Psalm 1:1

God is able to do exceedingly abundantly above all that you can ever ask or even think according to the power that works in you.

—Ephesians 3:20

**Wealth**

(personal, financial, spiritual)

**Dreams**

Jesus said, "the thief comes only to steal and kill and to destroy. I have come that you may have life and that you may have it more abundantly."

—John 10:10

For with God all things are possible

—Mark 10:27

For a dream cometh through a multitude of business.

—Ecclesiastes 5:3

For God so loved the world He gave His only begotten son, that whosoever believeth in Him should not perish, but have everlasting life.

—John 3:16

But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you.

—Matthew 6:33

Forgetting what is behind, and staring towards what is ahead, I press on towards the goal to win the prize for which God has called me, Heavenward in Jesus Christ.

—Phillipians 3:4

**The Truth**

My people are destroyed from a lack of knowledge.

—Hosea 4:6
What Are You Building?

An Amway Parable

We often hear the Diamonds talk about the importance of dreams... how distributors need to see the Big Picture... how the key to success is attitude... how YOUR WHY is more important than YOUR HOWTO.

When new distributors ask me what it takes to become a Diamond, I tell them this story:

A stranger was walking through a construction site where hundreds of men were busy at work. The sun was unbearably hot. Not a cloud in the sky. The workers were complaining about everything — the heat, the lousy tools, the other workers, the design of the building. Everything.

Each time the stranger walked past a sweating worker, he'd ask, "What are you doing?" And each worker would scowl and angrily reply, "What does it look like I'm doing? I'm laying bricks. Get out of here and leave me alone!"

But one man stood out from the rest. Although he was soaked in sweat and filthy from the dust and mortar, he was humming a tune, and the stranger could swear the man was smiling.

"All of these men are miserable except you," commented the stranger. "You're all slaving away under the same hot sun, doing the same hard, tedious task over and over. Yet you're smiling while you're laying bricks and they're swearing. Why?"

The smiling worker turned to him, mopped his brow and replied in a strong, proud voice:

"I'm smiling because I'm not just laying bricks. I'm building a Cathedral."

What are YOU building...?