

NEIL YOUNG
COACHING

10 STEPS

Coaching Modules FREE Guide

Our Goal is simple.....
to help you achieve yours!!

Neil
Young

Preface

Thank you for taking the time to download the free guide to the 10 Coaching Modules. This guide is designed to give you an outline or a summary of the comprehensive manual of how to build a network marketing business as detailed in [The 10 Steps Success System Workbook](#).

By way of introduction I would say that I have been very fortunate to work with some outstanding professionals in the field of Sales, Management and Network Marketing over the last 30 years. From the age of 21 to 35, I worked firstly in sales in the health insurance industry and then in sales management. As my career progressed from interacting with members of the public in their homes to presentations to directors of large corporations, I was able to develop the skills and confidence that underpin consistent high level performance.

This enabled me to understand clearly the basic fundamentals. At the age of 35 I yearned to do something more rewarding with more personal freedom: I wanted to be my own boss, work from home, collect my children from school, play football with them at 4pm and travel the world with my family. So, naturally, I joined a network marketing company...

I was sold the dream and I thought with my transferable skills I was bound to succeed. I worked really hard for a year. I travelled the length and breadth of the country to attend meetings to listen to hyped up stories of wealth & lifestyle. I read loads of books and listened to audio cassettes all day long in the car between appointments in the day job. After a year of working 7 days per week my best cheque for a month was..... drum roll please..... £38!

So if you are already involved in network marketing, maybe not quite where you want to be; I hope you feel better now!

One of the things I learned during that year was that success in Network Marketing is dependent on helping large numbers of other people to **duplicate simple systems** rather than being brilliant yourself. It is about coaching people to reach levels of competence and confidence; **like a driving instructor**. Ultimately, you end up being able to coach and develop the driving instructors. That way, you build rock solid residual income.

So I had to **unlearn** some things and develop new skills. Twenty years on, I have been able to educate my 3 children privately from my only income; that of my network marketing business. I have travelled literally to the best 5 * destinations all over the world. I was awarded Top New Business Sales 2011, double Distributor of the Year 2011 and 2015, Top Senior Executive Team Business growth 2012.

The 10 Steps Success System is a comprehensive manual with Zero hype; with a foundation course of development with built in competence levels. **The Steps are**

also sequential; following a logical process. The importance of this is actually often overlooked. To return to my **driving instructor analogy**; you would not ask a learner driver on their first lesson to do a hand brake turn! It takes time to master the basics which are worked in a structured way through competence levels 1, 2 and 3 and incorporates all the necessary elements to create success. **The key thing to understand is that The 10 Steps are designed to build people.**

This guide is a summary only. I hope it gives you sufficient insight to [book a free consultation](#) with me so that I can share the best methods with you to create the future you deserve. I wish you a long and satisfying journey, that you enjoy; one step at a time.



Free Guide

Coaching Modules of the 10 Steps

The 10 Steps System is the powerhouse that will build your business.

The key principle on which the network Marketing is built is ***duplication***.

Duplication; is the copying of a system that can be shown to have been tried and tested over long periods of time.

It is important to point out that **absolutely anyone** can copy this system because it is very simple. A person's background, education, work experience and location are not important.



Step 1 – System Fundamentals

Residual/Royalty income is usually only available to musicians, authors and actors.

However the network marketing industry worldwide is now bigger than the film, music and gaming industry combined.

Step 2 – Personal & Professional Development

We all have varying degrees of knowledge and skills in different areas of our lives. It is our **knowledge, skills, and choices** that are responsible for our current circumstances.

So if we want to improve where we are and what we have; then we need to improve who we are. This is known as personal development.

There are 10 core books we recommend you read in your first year to get started on your journey of personal growth



Step 3 - Goal Setting

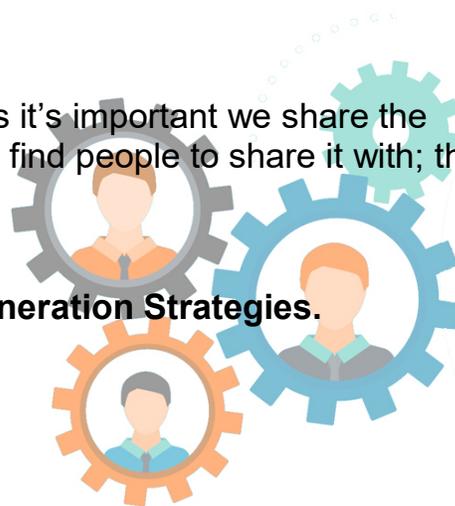
“A person with a clear purpose will make progress on even the roughest road. A person with no purpose will make no progress on even the smoothest road.”- Thomas Carlisle.

This business is easy to do but it's also easy not to do! We all need motivation to get the job done. It is essential that you have specific goals that you are working towards in the business.

Step 4 - Lead Generation & Know Your Numbers

In order to create growth in our business it's important we share the opportunity with others but first we must find people to share it with; this is known as LEAD GENERATION.

There are 4 Key Social Media lead generation Strategies.



Step 5 The Telephone Process

The telephone process is a “**sorting**” process rather than a “**convincing**” process. We do not seek to persuade people who are saying **No** to say **Yes**. We sort through the enquiries, to find the people who are open minded and genuinely willing to find out more about our business.

Our unique simple formula of coaching will achieve all of the following.

1. You're going to need to be confident
2. You're going to need to be in control.
3. You're going to need to relate to the person.
4. You're going to need to have an agenda.
5. You're going to need to finalize the next step.



Step 6 - Showing the Business

This is the simple bit. We use a website to explain the network marketing concept and the support system.

We share the idea so that the person looking at the business understands how the opportunity meets **their needs**.

Step 7 - Follow up and Online Registration

FOLLOW UP = FORTUNE

The most important part of Step 7 is to follow up and actually ask the person if they want to join the business.

Very rarely will people call you back even when they like the idea!

Some people will join immediately at the end of an appointment. However some will want to think about it so we have a system for following up



Step 8 – Getting Started

This step is a vital part of building the relationship with your new distributor.

Book the Getting Started session and the Induction webinar whilst you are on the telephone/Zoom completing the registration.

The session should be done, wherever possible, on Skype/Zoom using Zoom will help to build rapport. The purpose of the Skype call is twofold:

Firstly; to find out the new distributors priorities and secondly to gain commitment to the systems

Step 9 – Promoting Events

This step pays huge money because events are the glue that holds the team and the system together. It is only by attending events that people learn the system. You will identify your future leaders from those you see regularly at events.



Step 10 – Coaching, Duplication & Leadership

Learn, copy and teach the system. Even if you are just getting started the system will build your business.

Coaching

- 1) People don't care how much you know until they know how much you care

Duplication

- 1) Follow the system
- 2) Promote the system to your team
- 3) DO NOT CHANGE THE SYSTEM
- 4) Edify the system, the company and your upline

Leadership

- 1) Become the most positive and enthusiastic person you know
- 2) Never pass negative downline
- 3) Set a good example

