

The Million Friends System can help you beat the coming inflation!

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Page 4 – How to get on Bob's Leader List (7 questions to answer)

This opening is adapted from our training document, the Spiral Notebook Plan. I wonder if you agree with this powerful proposition.

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- 1 Join now while the timing is so excellent.
- 2 Make a sincere effort to use all aspects of the Million Friends system.

If you'll do these 2 things...

You Will Not Fail

There are different levels of participation. Using Million Friends as a casual participant is easy. Sort of like joining a civic club and attending the functions but never volunteering to do any of the civic work.

An 'I refuse to fail' effort is a much bigger thing.

An 'I refuse to fail' participant will be on 3 or 4 Million Friends calls every week...and that's not all.

An 'I refuse to fail' participant will really know his way around the chippynews.com website.

An 'I refuse to fail' participant will invite new people to our system at a good clip.

An 'I refuse to fail' participant will be intent on doing 2 to 5 presentations every week to distributors who need to be pumped up, new candidates, or to groups.

An 'I refuse to fail' participant will run circles around 99% of all other Vollara people. Hard workers cover a lot of ground. Because they are more active, they must deal with more obstacles. They respond to each and every issue and move on.

An 'I refuse to fail' participant who does these things will reach Gold or higher within 1 to 3 years. That's \$2,000 to \$30,000 per 28-day cycle—and rock solid. Is that kind of success worth working for?

$\$2,000 \text{ per cycle} \times 13 = \$26,000 \text{ per year.}$
 $\$30,000 \text{ per cycle} \times 13 = \$390,000 \text{ per year.}$

Question

Why are we so confident that this is possible?

Answer – Vollara has the potential to grow 40x bigger than it is today. We have an impressive history, but when it comes to the future...we're just getting started. People with endurance, talent, and a good work ethic can go as high as their dreams will take them. Years of growth lie ahead, and we have room at the top for hundreds and hundreds of well paid leaders.

You Will Not Fail is an opinion, not a guarantee. It is my way of declaring that the Million Friends system and Vollara's opportunity are really solid.

Million Friends rates high on the honesty scale. We want our friends to join this company with high hopes and big dreams...but not because we have hyped them. We want them to have an honest grasp of the levels that can be attained and the work that is required to get there.

Anyone can join just to buy the products. No work is required. No quotas. No pressures. On the other hand, the guy who wants to build a career and make big money will have to do a lot of the right things.

These factors are lined up in our favor:

Perfect timing. The US economy will turn around and when it does we can count on a run of expansion that will last for decades.

Our excellent products make people's lives safer, better, and healthier. They are good for the planet and for American jobs. We sell a rare made-in-America home appliance—LaundryPure.

Our owners are competitive and committed to the goal of building the best and biggest network marketing company in America.

Next comes one of our best strengths. We are much smaller than the giant companies in this industry. That's exactly where we want to be. Their big growth years are ancient history. Ours lie ahead.

So is anything holding you back? Money won't be a problem. We have a zero cost option AND financing. Time won't be a problem. Our system is up and working. You can invest 10 hours a week or 110.

Building a 6- or 7-figure annual income calls for good technique and plenty of work. I'll stick with you all the way because I'm a believer and a hard worker.

**You have to be a believer, too.
But being a believer is not quite enough.**






You have to be able to influence other people to be believers. This isn't direct marketing, it is multilevel marketing. Don't leave out the "multi" part!

Bob Giddens (these guys relied on a common success principle)



Gates Romney Ford Stewart Kroc You Giddens

The Spiral Notebook Plan was mentioned. It's an 8-page essay—available on www.chippynews.com—that teaches you where and how to find...

-  **Plenty** of prospects. And...
-  **Better** prospects. It teaches you to focus on your strongest prospects (to sort them based on talent and potential). And...
-  It enhances your ability to recall old acquaintances. And...
-  It teaches you to focus on your most significant Legs (it helps you think strategically, as leaders must). And...
-  It serves as a training and recruiting aid.

Here is what the Spiral Notebook Plan says about getting started....

Start Immediately - List 70 prospects within 24 hours or by the end of your first weekend. If something is worth doing, it's worth doing now. And it's worth doing well. I won't say it's worth doing big because the size of your goal is up to you. The Spiral Notebook Plan will work if your goal is modest, medium or gigantic.

Write Some Goals - Here are some basics: (a) Set a goal for the number of names you will add to your prospect list every week, (b) Set a goal for how many presentations you will do each week, (c) Set a goal for the number of people you'll invite to conference calls, (d) Set a goal for the number of leader candidates you will "sell" on using the Million Friends system within 60 days.

Pick Your Winners - Once you have 20+ names, get out a highlighter and rate your prospects. By placing a ★ by the good ones, you make them stand out. You'll spot them in a hurry. It stimulates you to think about working them when you might otherwise forget to.

★ 1-Star is for people you are definitely going to contact. This becomes your PROSPECT sub-list. Prior to this you had a MASTER list. Zero-star people will lie dormant. You may never touch them. Or you may review your list in the future and add a star where for now there is no star.

★★ 2-Stars designate especially fine prospects. Call these first. Include your closest friends and hottest referrals.

★★★ 3-Stars are those who are very close to saying yes. They listened to a conference call, tried an air unit or a gallon of water, attended a meeting, reviewed a web page...and said they were interested. These become MOST WANTED and can be listed on a separate sheet: your SIX MOST WANTED LIST.

★★★★ 4-Stars are signed up. Based on your analysis they are decisive, talented, and responsible. They have good attitudes. They are good communicators. If they can make Vollara work, this could become their life!

The Spiral Notebook Plan will teach you to think strategically.

Add New Blood – Take charge of your future. For 2 60 consecutive days add 10 or more new names to your list every day. I'm asking you to add 600 names from all possible sources. A determined person can meet this goal or come impressively close.

Buy into the idea that prospects really are everywhere. Hour by hour you will add (a) additional people from your past (amazing how memory works), (b) downline candidates, (c) casual contacts you meet as you go about your activities, (d) people who answer ads, (e) cold calls on businesses, (f) names from purchased lists of MLMers, (g) phone numbers off service vans and store windows, (h) leads from a phone book or Online directory [duct cleaners, carpet cleaners, insurance agents, salon owners, and the like], (i) leads from fishbowls and drop boxes, (j) classified advertisers [people selling litters of dogs, mold restoration guys] (k) referrals, (l) people you meet at garage sales, (m) Online resumes, (n) trade show exhibitors, (o) company leads, (p) customers, (q) people you meet at a health club or golf course, (r) referrals from leads groups or Chamber of Commerce events. Once I set up a card table along a jogging track and waited for joggers to stop and ask what I was doing.

This is not a joke. It helps if you are \$300,000 in debt (as I was) and viewing this opportunity as your last chance in life. That motivation really helped! With great discipline, I was able to add more than 10 new leads per day. For 100 days, I maintained or beat that pace.

By the way, it's not enough to have distributors. To succeed, you must build a LEADER NETWORK. End of story. There is no other way.

Most people in network marketing do not "get" this very basic concept: **You must have leaders under you and leaders under those leaders and leaders further down.** The most limiting factor to any organization's growth is a shortage of leaders. There is room at the top for all who want to be leaders and build sub-leaders.

Network marketing is about leadership

As you mature in Vollara you must increasingly focus on finding leader candidates and on training them as leaders (they won't be leaders automatically). Just as a sports team maps out its plan to acquire players (trades, cuts, scouting, retirements, money allocation), so must you map out your organization. How much width do I need? How much depth do I need? Who are my best candidates to fill in this plan? Address these questions again and again.

Full Responsibility - It's not enough to start using the Million Friends System and imagine how great it would be if you could somehow get lucky. No matter how well the system is laid out, it still depends on you. You have to bite the bullet and decide to do take full charge...not just for a day while you are inspired but for 100 days, then for 18 months, then for 5 years. Million Friends is a fantastic resource. The point of this newsletter is to sell you on using it!

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How sweet would it be if everyone we approached immediately said yes to our offer?

That wouldn't be sweet at all. No kidding. Anything that easy would fall apart. The company wouldn't be able to support all the new people. We'd constantly be running out of products. It would seem exciting for a few months but all too soon it would become harder and harder to find prospects because almost everyone would be signed up. There would be a lot of griping. Spinoff companies would be formed and many people would jump ship. The opportunity would be dead.

Something akin to this is killing the tuna industry. Tuna are fast and beautiful fish that are popular for sushi, canning and fresh steaks. Tuna swim near the surface in huge schools...making them easy prey for commercial fishermen that use aerial spotters and giant purse nets. Overfishing is on the verge of taking this once plentiful species to extinction within 10 years.

The tuna industry is about to collapse because tuna are profitable and easy to catch. Too good, too easy!

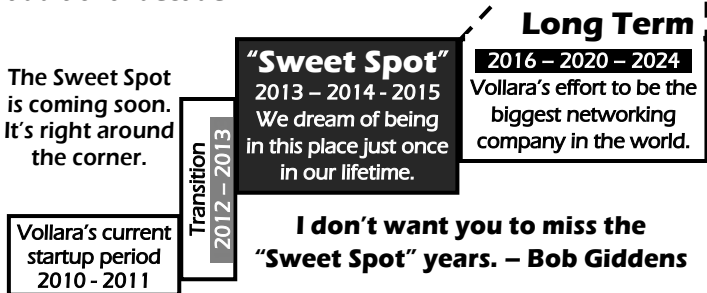
I hope you see the linkage between these stories. It will help if you understand.

I want to build a Vollara business that will last and thrive for the rest of my life. It is also my goal to help you build a lasting and profitable business.

Even when the going is tough, we must appreciate the circumstances we are facing. Thank goodness it's not a slam dunk. If it were, everyone would be dunking and we would not be able to enjoy the game.

**Easy things burn themselves out.
Substantial things have staying power.**

In the next few years we will pass through a sweet spot as Vollara flows from today's startup phase to a few explosive boom years and then to a growth era that may run for an additional decade.



Those of us who've been through growth phases with other companies are pretty much in agreement that times are tough right now. Government uncertainties and the recession are holding people back. But America will not be in a recession forever. A boom is definitely coming.

There will be a time of transition when public confidence starts to recover. At the same time, there will be a lot of talk about upcoming inflation. This transition will run for a year, more or less. 2012 might be that year. Are you ready?

Business will pick up. For the frontrunner groups (those doing the most recruiting) it will be pretty exciting. Six or 12 months down the road we will hit the sweet spot. For 2 or 3 life changing years Vollara will be relatively easy. Not a free ride. But our solid workers will begin to see lots of light at the end of their dream tunnels.

The right "strategic play" is to build as much momentum as possible during the current period and during the transition months. It takes a good deal of faith to go out NOW and sell people on what is coming. That's the point of this essay. Its purpose is to show why our faith-based optimism makes sense. Perhaps you "feel" the optimism but can't explain it without this extra help.

Pick a goal and go for it!

In my assessment of the Compensation Plan, there are 3 levels that make total sense as initial goals.

1. My vote for the most common startup goal might surprise you. It's no goal at all. I don't want to scare anyone away by insisting that a big commitment is required. "No goalers" can get in the system, use the products, recruit a few people if they want to, and make bigger choices when they are ready. Or they can stay with Vollara as "no goalers" for 30 years. We welcome all who appreciate our products. We have lots of room for these people.
2. The second goal that makes total sense is to go for GOLD. The GOLD rank requires 2 strong legs, 1 on the left side of your Placement Group and 1 on the right. By maintaining GOLD for 2 consecutive months you move into GMI and Car Qualification the next month. It's part time work. The low end income is \$2,250 every 28 days...\$29,250 per year. That's the minimum. The top potential for GOLD is \$111,800. Some people start of working for GOLD and change their minds later on. They can fall back to a lower level or surge ahead to a higher level.
3. The goal I like for highly ambitious newcomers is RUBY. It's low enough to be possible in 1 year and high enough to push you. In working for RUBY you will pass through the 4 GMI ranks: Silver, Gold, Platinum, and Emerald. At RUBY, \$107,250 will be your 12-month minimum and \$397,800 is possible at the high end of this rank.

Did you notice that a maximized GOLD could earn slightly more than a minimized RUBY? The low end RUBY, however, would have a lot more room for quick growth.

The Sweet Spot is right around the corner. Get in the game now!

Extra Legs – If you are going for GOLD where the requirement is 2 strong legs, I encourage you to try instead to build 4 strong legs. It's a better mindset and there's a good chance that 1 of more of your leg leaders will be lost.

If you are going for RUBY – The RUBY requirement is 5 strong legs. Try for at least 7 or 8. I've done networking for 41.5 years and I can't think of a single top leader who didn't lose some legs.

Giddens' Leader Mailing List – Do you think it would be good if you heard from me by email from time to time? To be included on my **Leader List**, send answers to these 7 requests for information:

1. Send me your [1] name(s), [2] phone(s), [3] email, [4] postal address, and [5] upline information: *your immediate sponsor and some upline that is famous; in other words, someone I will know.*
2. Answer this question with a **yes or no**. Will you respond to a 30-question survey about your skills, your goals, your beliefs, and your commitment?
3. Answer this question with a **yes or no**. Will you pass this Leader Mailing List offer to other people in your group?
4. Which startup goal (from the previous page) suits you best? **No Goal; GOLD; or Ruby+**
5. On a 1-10 scale, how optimistic are you that the "sweet spot" time is coming? **1=low; 10=high**
6. Have you ever listened to a Million Friends call? The schedule and dial-in information are on the Welcome Page of chippynews.com. **yes or no**
7. Regarding www.chippynews.com/KISS24.htm... Have you visited that page and scrolled through the presentations menu? **yes or no**

Inflation – The post card (at bottom) is for recruiting. 4 It can be mailed or handed out like a business card. As a part of this newsletter (make as many copies as you like) it will have the same strong effect. The full color version is posted at the bottom of KISS-24.

Chance of a lifetime – This phrase has become a cliché. But do you think another collection of circumstances like this will ever come your way again? This really may be *it*.

A shot at greatness – I'm absolutely awestruck when I read a wonderful book, hear a magnificent song*, see a great movie, watch an amazing performance, or learn the details behind a great success story. How must it feel, I wonder, to produce a masterpiece? *I dare you to listen to <http://TinyURL.com/6ylkw74>

I feel sadness for Vincent Van Gogh because his incredible art was not appreciated in his lifetime. I feel pride when I hear Kate Smith sing Irving Berlin's *God Bless America*. I feel gratitude when I read Jefferson's *Declaration of Independence*. Tears splash out of my eyes as I laugh at some of John Candy's old movies.

Won't it be great—I muse—to be a part of Vollara's rise to greatness? I want to climb Success Mountain and take 250 good Vollara friends with me. I plan to celebrate in Hawaii with some of you.

And that brings us to one final idea. You can't do network marketing alone. You must get other people to believe as you do. You simply can't make it to Gold, Ruby, or any of the other juicy positions by yourself.

(This link is not on the real post card!) **Hawaii Trip/Superman link: www.chippynews.com/Hawaii.htm**

Inflation Alert: Let's assume 2.25% inflation (low) in 2012/13, then medium inflation (4.5%) in 2014/15, then high inflation (8%) through 2019, then back to 4% (actual inflation may be HIGHER than our example). **How much will you need in 2020 to maintain the lifestyle you now enjoy? The answer: 61.5%. Do you have a way to achieve that even sooner than 9 years? We do!**

2011 Starting Point	\$50,000	\$ 80,000	\$ 120,000	\$200,000
2012 (+2.25% inflation)	W \$ 51,125	W \$ 81,800	W \$ 122,700	W \$ 204,500
2013 (+2.25% inflation)	I \$ 52,275	I \$ 83,641	I \$ 125,461	I \$ 209,101
2014 (+4.5% inflation)	L \$ 54,628	L \$ 87,404	L \$ 131,106	L \$ 218,511
2015 (+4.5% inflation)	L \$ 57,086	L \$ 91,338	L \$ 137,006	L \$ 228,344
2016 (+8% inflation)	N \$ 61,653	N \$ 98,645	N \$ 147,967	N \$ 246,611
2017 (+8% inflation)	E \$ 66,585	E \$ 106,536	E \$ 159,804	E \$ 266,340
2018 (+8% inflation)	E \$ 71,912	E \$ 115,059	E \$ 172,588	E \$ 287,647
2019 (+8% inflation)	D \$ 77,665	D \$ 124,264	D \$ 186,396	D \$ 310,659
2020 (+4% inflation)	\$80,771	\$129,234	\$193,851	\$323,086

Everyone has to deal with this. There are advantages to dealing now and disadvantages associated with putting this off.

To hold your own you'll need 61.5% more than you earned in 2011. You won't feel much pain for 3 years...but high inflation will eventually squeeze everyone. Are you prepared?

We have 3 solutions. LP can be launched for \$644. FSEPP is \$2,156.

If money is tight, we have a free plan. Fact: certain opportunities are biggest during high inflation.

The only thing we don't have is **your request for information**. Send these 8 answers and we'll rush every detail to you.

1. Your name(s)
2. Your phone(s)
3. Your postal address
4. Your email
5. Your approximate 2011 family income
6. Computer skills on 10 scale
7. New full time career needed: yes/no
8. Leadership skills on 10 scale

Request to: **Bob Giddens, PO Box 520940, Longwood, FL 32779**

Success Principle: (This principle has applied to Bill Gates, Mitt Romney, Henry Ford, Martha Stewart, and Ray Kroc.)

One's own problems are solved by helping others solve theirs.