

GO
PRO

THE ACTION GUIDE

*7 Skills. 7 Steps.
Your Roadmap.*



"Decide to Go Pro — because it is a stone-cold fact that we have a better way."

— Eric Worre, NETWORK MARKETING PRO

Based on Go Pro: 7 Steps to Becoming a Network Marketing Professional by Eric Worre

A Note Before You Begin

Go Pro gave you the philosophy. This guide gives you the action plan.

Here's the truth most people don't want to hear: reading a book doesn't change your business. **Working it does.**

Each skill in this guide is broken down the same way — the core lesson, a handful of top tips, and a short list of actions to take this week. Not someday. Not when you're ready. **This week.**

Don't skim it. Don't "save it for later." Pick a skill, do the work, and watch what happens.

Network Marketing isn't perfect. It's just better. And the people who go pro are the ones who develop the skills.

Let's go to work.

— *Eric Worre*

The Foundation

Three things you have to settle before any of the seven skills will work for you.

1. Network Marketing isn't perfect. It's just BETTER.

There is no perfect career. But this profession — done right — gives you ownership, leverage, residual income, time freedom, low risk, and personal growth. Most jobs can't deliver any of those. We can.

The catch? You have to accept a temporary loss of social esteem from people who don't see what you see. That's the price of being early. Pay it.

2. Decide to Go Pro.

There are three categories of people in this profession: **Posers, Amateurs, and Professionals.** Posers treat the business like a lottery ticket. Amateurs rely on luck, timing, and shortcuts. Professionals decide to develop the skills.

You don't arrive at Pro by accident. You decide.

3. The skills are learnable.

You don't need a degree. You don't need to be a born salesperson. Your background, age, race, gender, contacts — none of it matters. There are seven fundamental skills. Master them and you can build a serious business.

Take responsibility for your own results. Stop blaming your upline, your company, your timing, your market. From this moment on, your business begins and ends with you.

YOUR FIRST ACTION

1. Write down: **"I am going to be a Professional in this profession."** Sign it. Date it.
2. Call your upline and tell them: **"From now on, I'm taking full responsibility for my business."**
3. Turn the page. The skills start now.

SKILL #1

Finding Prospects

Most people fail in this profession because they run out of people to talk to. Pros don't have that problem — because they treat finding prospects as a **skill**, not a phase.

About 80% of distributors approach building a business with a small mental list of three or four people. When those people say no, the business is over. That's not a business. That's a guess.

Pros build an Active Candidate List — and they never stop adding to it.

Add at least two new people every day, and your list will grow by 600+ a year. Do that for five years and you'll have over 3,000 quality prospects. Now do you see why pros never worry about "running out of people"?

TOP TIPS

- Write down **every** person you can think of — no filtering. If you know them, they go on the list.
- Use the six-degrees rule. Who do your friends, family, and contacts know? Add them too.
- Add at least **2 new names every day**. That's a habit, not a campaign.
- Network on purpose. Join a class, a gym, a cause. Make friends. The list grows itself.
- Don't pitch the moment you meet someone. Make a connection first — invitation comes later.

YOUR ACTION THIS WEEK

1. Sit down today and write a list of **100 names**. No editing. Just names.
2. Add **2 new people every day** for the next 7 days.
3. Stop saying "I don't know anybody." Pros never let those words out of their mouth.

SKILL #2

Inviting Prospects to Take a Look

This is the gateway skill. If you can't get people to take a look, nothing else matters.

Here's where most people blow it: they pitch instead of inviting. They try to dazzle, they try to sell, and the prospect feels hunted. Everyone gets uncomfortable. Everyone runs.

Pros don't pitch. Pros invite — to a tool or to an event — and let the third-party tool do the heavy lifting.

There are three approaches: the **Direct**, the **Indirect**, and the **Super Indirect**. Pick the one that fits the prospect and run the 8-step formula below.

TOP TIPS

- **Emotionally detach** from the outcome. Your job is education and understanding — not signing them up on the spot.
- Be in a hurry. People are always more attracted to someone who has things going on.
- **Compliment sincerely**. A real compliment opens the door faster than anything else.
- Use the magic phrase: **"If I, would you?"** It's reciprocal, it gives you posture, and it gets results.
- Confirm three times: time commitment, time confirmation, scheduled next call. **Get four yeses, not one.**
- Be yourself — just bolder. Stronger. More confident. Most people become someone else when they invite. Don't.

YOUR ACTION THIS WEEK

1. Memorize the **8 steps**: Hurry → Compliment → Invitation → If I, would you? → Confirm time → Confirm again → Schedule next call → Get off the phone.
2. Make **5 invitations** this week using the formula. Yes — five.
3. Grade yourself on whether you ran the formula — not on whether they joined.

SKILL #3

Presenting Your Product or Opportunity

Here's the rule that changed my entire career:

In Network Marketing, it doesn't matter what works. It only matters what duplicates.

If you stand up and dazzle prospects with your wisdom and personality, you'll sign some people — and then they'll watch you and think, *"I could never do that."* And they'll quit.

Pros don't make themselves the issue. They use third-party tools. They use events. They use other distributors. They get out of the way and let the system do the work.

You're not the expert. You're the messenger.

TOP TIPS

- Master your **personal story** in 60 seconds: Background → What you didn't like → How Network Marketing came to the rescue → How you feel about your future.
- Memorize the **standard opportunity presentation**. Record it. Listen to it. I listened to mine 500 times. No exaggeration.
- Bring **passion, enthusiasm, excitement, and belief**. Then invite professionally and let the third-party tool do the rest.
- Stop trying to be impressive. **Start trying to be duplicatable.**
- When presenting to a group, preparation isn't optional — it's the whole job.

YOUR ACTION THIS WEEK

1. Draft your **4-part personal story** today. Type it out, no longer than one page.
2. Record yourself telling it on your phone. Play it back. Adjust. Re-record.
3. Tell your story to **3 real prospects** this week. Live reps only.

SKILL #4

Following Up With Your Prospects

They say the fortune is in the follow-up. They're right — and most people are terrible at it.

Here's the only mindset shift you really need:

The only reason to have an exposure is to set up the next exposure.

The first exposure isn't supposed to close them. It's supposed to keep them moving forward. So is the second. And the third. The pros never finish one exposure without scheduling the next one.

It takes an average of **four to six exposures** for someone to join. Some take ten or more. Don't take it personally. Take it patiently — and stack the exposures close together so life doesn't distract them away.

TOP TIPS

- **Do what you said you'd do.** If you said you'd call Tuesday, call Tuesday. People respect that.
- Best follow-up question ever: **"What did you LIKE best?"** Not "what did you think." Direction matters.
- Use the **1–10 question**: "On a scale of 1 to 10, where are you?" Anything over a 1 is good. Then ask, "What would help you get to a higher number?"
- **Condense the exposures.** Video, then call, then product, then webinar, then meeting — stack them tight.
- Never ever finish an exposure without scheduling the next one. Ever.

YOUR ACTION THIS WEEK

1. List every prospect who's seen your tool but hasn't decided yet.
2. Call each one this week. Ask: **"What did you like best?"** Then set up the next exposure.
3. Build a **follow-up rule** for yourself: *I never finish an exposure without scheduling the next one.* Ever.

SKILL #5

Helping Prospects Become Customers or Distributors

This skill is a natural byproduct of doing the first four right. If you've educated and built understanding, the close is just guiding them to a decision.

But here's where many of us get it wrong: we let our neediness leak through. We try to *get* them. They feel it. They retreat.

Pros are different: **emotionally detached, assumptive, prepared, great listeners**, and they ask great questions. They behave like consultants, not closers.

When you're ready to invite a decision, use the **4-Question Close**:

 **TOP TIPS**

- **Q1:** "Based on what you saw, approximately how much would you need to earn per month, part-time, to make this worth your time?"
- **Q2:** "Approximately how many hours per week could you commit to develop that kind of income?"
- **Q3:** "How many months would you work those hours to develop that income?"
- **Q4:** "If I could show you how to develop [Q1] per month, working [Q2] hours a week, over [Q3] months — would you be ready to get started?"
- **Don't prescribe — ask.** Let them set their own number. They'll defend the plan they helped build.
- Posture is everything. **Stand tall. Speak with calm authority.** They'll feel it.

YOUR ACTION THIS WEEK

1. Memorize the **4-Question Close** word for word. Then practice it out loud 10 times today.
2. Use it on every prospect who finishes their second exposure or later.
3. Audit your posture: are you trying to *get* them, or trying to *help* them? Adjust accordingly.

SKILL #6

Helping Your New Distributor Get Started Right

Most people in Network Marketing pour effort into signing people up — and then leave them to figure out the business on their own. Don't do that.

Run a **Game Plan Interview** with every new distributor. Five parts. Take your time.

Your job is to make them independent of you as fast as possible. That's how duplication happens.

TOP TIPS

- **Part 1 – Validate.** “Congratulations. I’m proud of you for taking charge of your life.” Wipe out post-decision doubt.
- **Part 2 – Set expectations.** Their success or failure is on them. You’re a guide, not a savior.
- **Part 3 – Getting-started checklist.** Right products. Right tools. Connected to events. Basic comp plan literacy. Invitation process basics.
- **Part 4 – Game plan for first wins.** First customer. First distributor. First commission check. First event.
- **Part 5 – Specific assignments with deadlines.** New people crave direction. Give it to them.
- Be the coach — not the rescuer. **Big difference.**

YOUR ACTION THIS WEEK

1. Block **60 minutes** for a Game Plan Interview with every person you sign up — within 48 hours of enrollment.
2. Build your getting-started checklist this week. Print it. Use it on every new distributor.
3. Always end with **specific assignments and a deadline.** Always.

SKILL #7

Promoting Events

In Network Marketing, **meetings make money**. Pros know this. Posers and amateurs don't.

Specifically: **destination events** — the big company conventions, the regional rallies, the leadership retreats. That's where transformation happens. Where belief is built. Where decisions are made.

The single best thing you can do for your business is be the person on your team who never misses an event — and brings as many people as you can.

Take two distributors with 100 people each. Distributor A makes events a priority and gets everyone there. Distributor B doesn't — only a handful show up. Which group is going to be more successful? It's not even close.

TOP TIPS

- **Be a promoter, not an announcer.** Tell stories. Paint pictures. Move people to action.
- **Lead from the front.** If you're not there, don't expect them to be there.
- **Don't buy excuses.** Help them solve childcare. Help with the ticket. Carpool. Share rooms. Find a way.
- Track event attendance for your group like you would a stock price — because that **is** the value of your business.
- Outlast people. **Be the most committed person in the room.** Income follows commitment.

YOUR ACTION THIS WEEK

1. Identify the next destination event. Register yourself **today** — not next week.
2. Personally invite **5 people** from your team. Phone calls. Not group texts.
3. Set a number for that event: how many people from your group will be there? Write it down. Then go get it.

The 1/3/5/7 Formula

Here's the timeline pros operate on. It's not a marketing pitch — it's reality:

1 year — to become competent and profitable. You'll know the basics, cover your expenses, and be learning at speed.

3 years — of consistent part-time effort to go full-time.

5 years — of consistent effort to become a six-figure earner or above.

7 years — of consistent effort to become an expert.

Anything worthwhile takes time. You're going to be seven years older anyway. Might as well become an expert in the process.

How to Keep Developing

Model successful behavior. Don't reinvent the wheel. The work is already done.

Read. 10 pages a day = a 300-page book a month. That's 12 books a year that will shape your career.

Listen. Audio while you commute. The repetition burns the message in.

Attend. Events are non-negotiable. Both sides of the stage are good for you.

Take action. Almost all of the learning in this profession happens in the doing. Stop waiting until you feel ready.

Plan-Do-Review. Make a plan. Do the plan. Review your results — good or bad. Make a better plan. Do that one. Review again. Forever.

Audit your associations. You'll become the average of the five people you spend the most time with. Choose carefully.

It's All Worth It

When you decide to become a Network Marketing Professional, you're choosing a path most people don't have the patience to walk.

You'll face fears. You'll face failure. You'll face people who don't get it. And along the way, you'll build something most people never get to build.

What You'll Build

- A career, not just a job.
- Real freedom — not the illusion of it.
- Lives you'll touch in ways you can't predict.
- People you'd never have met otherwise.
- Places you'd never have seen.
- Causes you can fund and lead.
- A better version of yourself in the process.

The greatest benefit isn't the income. It's who you become along the way.

My Wish for You

Decide to Go Pro. Develop the skills. Stay in the game. Make this your **profession** — not just a project.

Because it is a stone-cold fact that we have a better way.

Now let's go tell the world.

— Eric Worre