

# *Conscious Creators Global*

Get The Facts





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## Sorting Reality From Mythology When It Comes To A Home Business...

Today, more than ever, everyday people from all walks of life are looking to establish a Home Business for a variety of different reasons. Some people want to replace their current income so that they can be their own boss and spend more time with family, some just want a part time gig that can bring in a little extra cash and some want to create massive 6 or 7 figure incomes. What ever the motivation, a Home Business is a great way of achieving your goals. It must be said however, that there are a lot of misconceptions hovering around when it comes to a Home Business. If you want to be investing time and energy into anything, you want to make sure that you've got the facts upfront.

"It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so."

~ Mark Twain

There are any number of different types of Home Businesses out there these days. The type of Home Business that we're going to be discussing here is what would be typically known as 'Network Marketing'. The concept of Network Marketing has been around in one form or another for well over 100 years, and in the form that we would know it today, since at least the 1950's.

In that time, millions of people from all over the world have been able to achieve their dreams. However, in that same time it has also become one of the most misunderstood business models in the world. In this Manual, we will unravel some of the myths about Network Marketing and give you the facts.



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## Is This Some Kind Of Pyramid Scheme?

This is perhaps one of the biggest misconceptions that people have about a Network Marketing Business. And there have been no shortage of pyramid schemes over the years that have tried to pass themselves off as being legitimate Network Marketing opportunities.

Certainly, in the past there have been many scams trying to pass themselves off as being, or collecting money on behalf of, various charities. The fact that there are some scammers out there trying to scam people by using the good names of charities, in no way diminishes the good work that the actual charities do. In the same way, the fact that there may be scams trying to pass themselves off as legitimate Network Marketing opportunities, in no way takes away from what true Network Marketing companies are really all about.

So, how can you tell the difference between a legitimate business and a scam? Well, the easiest way to spot an illegal scam is this...

Legitimate businesses offer a product or service to an end line consumer. For example, Microsoft, McDonalds and Apple are all examples of legitimate businesses. They all sell products. Illegal pyramid schemes do not have a product or service to sell.

Legitimate businesses will make a profit based on their turnover. The higher the turnover, the more money they make. That's how business works. That's fair! You put in the effort, you get the result. If you open a hair dressing salon and have turnover of \$0, you'll make \$0. If you start ANY legitimate business and you have a turnover of \$0, you'll make \$0. However, if you generate turnover, you'll generally end up being able to keep a percentage of that as profit. That's how business works. That's fair!

We'll outline this in the tables on the next page...



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Legitimate Business	Illegal Pyramid Scheme
Offers a legitimate product or service to the end line consumer. <i>Example...</i> Microsoft. Amazon. McDonalds. Apple.	No actual product or service is being offered to the consumer.
Authorised representatives receive no money for recruiting people into the Business.	Participants receive a payment for each person that they recruit into the scheme.

Legitimate Business	Illegal Pyramid Scheme
Microsoft, McDonalds, Apple and Network Marketers all generate profits based on their turnover. The higher the turnover, the more money you make. That's Fair !	The more people that participants recruit into the scheme, the more money they make. No products or services are offered so therefore there is no turnover. The ONLY way to make money is by recruiting people.
Recruit 1 Person = \$0 Recruit 100 People = \$0 Recruit 10,000 People = \$0 Generate Revenue = \$\$\$	Recruit 10 people = \$\$\$ Recruit 20 people = \$\$\$\$\$ Recruit 100 people = \$\$\$\$\$\$\$ No Revenue Is Generated



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## Is This Some Kind Of Get Rich Quick Scheme?

This is perhaps similar to the last one. Some people may simply reference a Network Marketing opportunity as a get rich quick scheme when in fact they're really thinking of a pyramid scheme, which we've already dealt with.

But I think most people who ask this question are at least aware that a Network Marketing Business is at least a legitimate business, they just lack the understanding of what it's all about. Some people may look at a Network Marketing Business because they want to make a huge amount of money really fast. I want to make \$10,000 by next Tuesday, without doing any work! Well, if that's the case, then I can tell you that this will not work for you.

Other people think of the term "get rich quick" in generically derogative terms. They're basically thinking that the business will not work. So, what is the reality?

Well, it's certainly true to say that in any legitimate Network Marketing opportunity, how much you make and how quickly you make it is largely dependent on you. But let me just put this into terms that most people can understand and relate to. I refer to this as the 'back of the book' scenario.

Let's assume that you decided to start a Home Business. You decided that you would commit to doing the business no matter what, and you wouldn't quit. But let's say that there was no Conscious Creator Global, I wasn't around, you had no help at all. You were completely on your own from day 1. How would your Business develop? You'd have to develop everything from scratch, knowing nothing, no clue what you're doing, you'd do everything wrong, learn from your mistakes, try and do better next time.



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Your first year in the Business would probably be a complete disaster, you probably wouldn't make any money. Your second year, probably not much better. But all the while, you're learning, you're beginning to figure things out. You made a promise to yourself that you wouldn't quit. So, you keep going.

After a couple of years in Business, things aren't going great yet, but let's say you've at least made it to the point where you're breaking even. The Business is at least not costing you money now, you're at least covering your expenses. You're certainly not an expert, but you at least have some idea what you're doing now.

The first 2 years were set-up years. You were learning everything on the go, refining from trial and error, getting things set up to the point where you could really start to grow your Business. How's the next 3 years looking? Well actually, the next 3 years are probably looking pretty good. You're already at break even, you know what you're doing, you've got a bit of momentum, you've established a base, now you're ready to grow.

Three years' time from now, you've been in the Business for 5 years in total. What have you accomplished in the past 5 years? Well, I think most people would agree that, even if you knew absolutely nothing when you started and had no one to help you, after 5 years you could be reasonably successful in the Business.

The next phase, 5-10 years in Business, what could you accomplish? Well, by this stage I think we can all agree you'd be an expert in what it takes to make a Home Business work. I mean, could you do ANYTHING consistently for 10 years and not be an expert at it? Commit to learning the piano, practice every day. How good would you be after 10 years? 10 years running a Home Business, you'd probably be making a 6-figure income and you'd be regarded as a dynamic leader in the Business. You'd be an expert!





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So, if you're an expert who's making a 6-figure income after 10 years in the Business, where would you be in 20 years? Where would you be in 30? You'd be more than just an expert, you'd be a 'Master', you'd be the elite, probably a multi-millionaire.

### The back of the book.

Why do I ask this? Well the Network Marketing industry as we know it today has been around for well over 50 years, and guess what, a lot of people have learned a lot of things in that time. All of those things that you would have done wrong in the first 2 years of Business with no one to help you, guess what, someone has already made all those mistakes. All the tweaks and refinements that you would have made between 2-5 years in the Business, someone has already made all those. Everything you could possibly have learned in your first 10 years in Business, someone has been there, done that, got the T-shirt!

I refer to this as looking in the back of the book. It's just like a puzzle book, you can figure it all out yourself OR you can just turn to the back of the book and ALL THE ANSWERS are right there in front of you!

Every mistake you could possibly make, someone has already made that, everything you could learn, someone has already learned that. Now you could spend the next 20 years doing all that yourself OR you could just turn to the back of the book, and get the cheat sheet of 50+ years of distilled knowledge right there at your fingertips. The back of the book that we're talking about here is the exclusive System that we have for everyone on the Conscious Creators team. It's these Manuals that you can download, it's all the training that's available to you.

So, if people ask, if this is a 'get rich quick' thing, NO, it's a duplicatable system that allows you to make whatever you want, on the back of over 50+ years of distilled knowledge.



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## You Can't Really Make Money / Need To Get In At The Top

Another common misconception that people have about a Network Marketing Business is that you can't really make any serious money or that it's only the people at the top who make all the money, and it's too late to be successful at something like this now.

These kinds of arguments have been around for as long as Network Marketing has. People who are multi-millionaires today, making 7-figure incomes, guess what people told them when they got started, it's too late now, you had to get in at the top! These kinds of arguments aren't even confined to Network Marketing, they're as old as the hills. In 1889, Charles H. Duell was the Commissioner of US Patent Office. He is widely quoted as having stated that the Patent Office would soon shrink in size, and eventually close, because... "Everything that can be invented, has been invented."

I can still vividly remember when I was studying Business at college. After a particular class on entrepreneurship, a few of us were sitting around a table on our lunch break discussing the examples we'd just seen in class of people starting from nothing and creating massive businesses. One of my class mates remarked, "Well that was then. You couldn't do anything like that these days. There are just too many big businesses for any new ones to emerge. There's no way anyone could start from scratch these days and make it big".

Let me just mention a few of the businesses that have started from scratch since the time he proclaimed it was too late for any new businesses to succeed...

- Google.
- Amazon.
- Facebook.



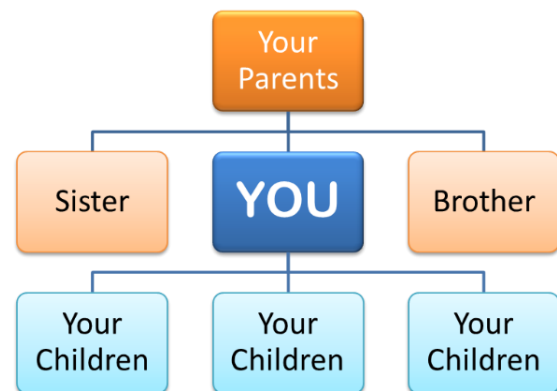


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So, is it too late? Is it just the people at the top making all the money? Has everything that can be invented been invented? Is it impossible for any new business like Facebook to ever emerge again?

Well, in the 'Your Business Model' Manual, we discuss how the structure of a Network Marketing Business is just like the structure of a family tree. In this example, you would be in the middle of your family tree, with your parents at the top. But we also know that your parents had parents, who in turn, had parents. And we know that as long as there are males and females on this earth, babies will be born, who will grow up to have babies. So even though your parents are at the very top of your family tree, they're also at the very bottom of their great-grandparents' family tree. Your children's' great-grandchildren will be at the very top of their great-grandchildren's' family tree.



Likewise, Network Marketing is the ultimate level playing field. Everyone starts out the same with the exact same opportunity. In any properly structured Network Marketing Business, you will start out at the very bottom of some else's Business structure, in middle of someone else's Business and always at the very top of your very own Business. Therefore, in any legitimate Network Marketing Business, there's really no such thing as the top or bottom of a Business because you're always simultaneously at the top of your own Business, at the bottom of someone else's and everywhere in between, all at the same time, the same as a family tree.

You start out from day 1, with the exact same opportunity as someone who is making millions of dollars per year started out with. And you have the same opportunity to build a Business which is just as big, if not bigger than they did.



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OK, so we've established the fact that it's never too late to get into any legitimate Networking opportunity, and that there's no such thing as 'getting in at the top'. But still, some people wonder if you can really make any kind of serious money in Network Marketing. After all, they may have heard a rumour from the postman's auntie's hairdresser's second cousin's butcher's brother's rugby team mate's former girlfriend that she once heard of a guy who "*tried*" one of these networking thingo's and it didn't work.



So, what are the chances of someone succeeding in Network Marketing, as opposed to say someone who is an Architect. Well, in order to compare apples with apples, we first have to define what success is. So, let's say that a successful architect would make around \$70K. What are the 'apples to apples' chances of someone in Network Marketing, who chooses to apply themselves, making around \$70K per annum? Well, actually, extremely GOOD !

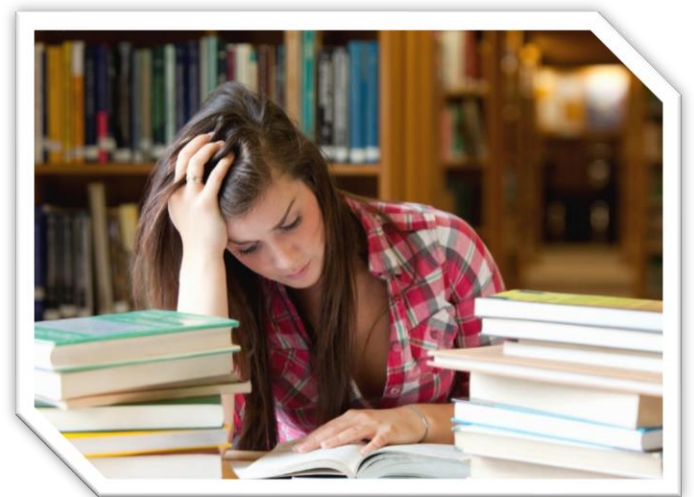
So, what's involved in being an architect? Well, first of all, you'd probably attend some kind of open day or seminar at a university to give you an overview of what's involved in being an architect. You'd get some info on the course that you'd be doing, you'd evaluate it, and assuming you decided that architecture was for you, you'd enroll. Then you'd have to spend somewhere between 5-7 years in study. That's to get you an entry level position in an architecture firm. You've got a few more years before they give you any kind of real responsibility and before your salary eventually hits the \$70K figure.



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Now by contrast, unlike our would-be architect who would constantly have work and assignments due if he or she were to go to Uni, people who do Network Marketing don't actually have anything that they HAVE TO do. There's no-one checking up on them. If they do NOTHING, there's no one to hound them about it! Therefore, there is unfortunately no way of weeding out the wannabe's who never actually get off their butt and do anything from the serious people who actually apply themselves and do the work.



So how much money would a person who signs up to a Network Marketing Business and never actually does ANYTHING actually make from the Business?

Well... about the same as someone who attends an architecture info session and then never enrolls or does a single thing related to architecture again for the rest of their lives, would make from architecture! It's not rocket science.

Can you make money? ABSOLUTELY! You call the shots. What you do, how much you make is entirely up to you. If you're ever unhappy with your results, then schedule a face to face meeting with the person responsible for them. That person is always available, all you need is a mirror because that person is YOU. Now, as we always say, everyone is different, everyone has different goals. People are going to be achieving success in different ways, at different speeds, based on their own unique goals and circumstances. But what we really want to say is simply that if you commit to actually taking action, then with the help and support of people who have been there, done that and the resources from Conscious Creators, you can't help but be successful.



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## Won't We Eventually Run Out Of People?

Here's one for all the maths and logic enthusiasts! I was always hopeless at maths at school, but I excelled in logic. In fact, I was always top of the class whenever we did logic puzzles. The first time I ever looked at Network Marketing as a business, the first thing I thought of was, I'm eventually going to run out of people!

Now I teach people to succeed with a simple 3x3 business model. You get 3 people, teach them to do the same and so on. Well, if EVERY PERSON was to recruit just 3 people, and EVERY ONE OF THEM was to recruit 3 people and so on. Eventually, you would end up with more people theoretically in your group than there are people in the entire country. If all of those people were to get just 3 people, who each got 3 people, who each got 3 people, get the idea... You'd end up with more people theoretically in your group than what there are people on planet Earth!

Think about your average teenager, if they keep growing at this rate, by the time they get to age 50 they'll be over 7 meters tall!

But luckily, I was also logical enough to realise that the Network Marketing industry had been around for well over 50 years and in all that time, NOT ONE SINGLE PERSON has ever run out of people!

## Now consider this...

In the 1980's there was an employment survey done in the US where they looked at employment trends. They looked at what the growth sectors were for future employment. Using very precise data analysis, tried and tested for accurately predicting future trends, they came to the conclusion that based on all their data, by the year 2000, 1 in 3 American males would be working as a professional, full-time, Elvis Impersonator!



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What about beds? How often do you buy a bed? Probably not that often. Are you in the market for a bed at the moment? Probably not? Do you know anyone who is in the market for a bed right now? Probably not. Even though everyone would only buy a bed very rarely, yet there are so many places that sell beds these days. Every time you walk into a bedroom showroom, there's all these people who buy beds very rarely, but right now, just happens to be that one rare time when they're actually in the market for a new bed!

Now, think about reality...

There's so many examples of things which seem illogical or unsustainable at first glance. Fortunately, when I first started looking at Networking, I had the good sense to look beyond the theory of what I THOUGHT MIGHT happen and look at the reality of what ACTUALLY IS happening.

I asked a simple question, are we running out of people in Networking? No. Another question, in the entire history of our planet, has there ever been anyone involved in Network Marketing that has ever run out of people? No.

I realised that there were 2 things that were happening with Network Marketing every single day. Firstly, the number of people involved with Network Marketing increases. And secondly, the number of people involved with Network Marketing as a percentage of the population decreases. That's because the number of people who join any kind of Network Marketing company on any given day, is less than the number of people being born every day. Every day the opportunity is getting bigger and bigger not smaller.

If you're worried about running out of people, just ask yourself... In the last 50 years, has anyone ever run out of people? NO. As long as there are males and females on this earth, we'll never run out of people!



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## How Many People Does It Take To Succeed?

One of the biggest misconceptions about the Network Marketing Business is how many people you need to succeed. People make it way harder in their minds than what it ever is in reality. Obviously, it does take effort to succeed, but what it really takes to succeed is often a lot less than what people think it takes.

One of the most common questions I get from people is, how many people do you need to have in your network in order for you to succeed?

Well, I always say to people as a rough guide, aim initially to get to 30 people in total (that's not you personally recruiting 30 people, that's the TOTAL number of people in your network). Once you get to 30, you've got some momentum and you can see how things are going for you. Once you do that it's easy to make projections and see what you would have to do in order to achieve your goals.

In just about any Network Marketing company, if you get a group of 100 or more people, then you would be making reasonable money. And remember, it's not YOU personally recruiting 100 people, it's 100 people in TOTAL in your network. You get a few people, who get a few people. It's everyone doing a little bit rather than anyone doing a massive amount.

When I ask people, how many people do you think YOU would have to PERSONALLY recruit in order to be making a six-figure income for example, I get some pretty wild guesses. People say, well to make that much money, I guess you'd probably have to recruit at least 100 people, 200 people. I've even had someone guess it would take over 500 people that you yourself would have to personally recruit. So, if you're thinking that, then the reality may surprise you!





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## Making a million...

I was once lucky enough to spend some time with a guy who was one of the worlds top Network Marketing experts. This was a guy who had over 400,000 people in his network, was the top income earner for his particular company, and one of the top income earners of any Network Marketing company in the world. This guy knew what he was talking about!

He gave me the actual stats from the particular company that he was working with, but he said, look, it doesn't matter what company you're with, these numbers tend to be about the same across the industry.

He said when you look at people making not just 6-figures, but look at the people making 7-figures, over \$1 million per year. This is what he told me...

## Of all the people in his company that were making over \$1 million per year...

- The average number of people personally recruited was 13.
- The lowest number of people personally recruited was 7.
- The highest number of people personally recruited 19.

So, you can't do nothing and hope that it magically happens, it does take some effort, but can you see just how wrong some people can be! People can get this idea in their heads that to make \$100,000 per year you'd have to personally recruit over 100 people, when in reality, to make over \$1 million per year, only takes, on average, 13 people.



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## The Theory Vs Reality.

Through the vehicle of Conscious Creators we provide people with all the information and training they need to develop a strong and profitable Business. At the core of our training is the 3x3 business model. This is a system that has worked for countless people before you and will work for you too.

We do want to warn people upfront however, that this is a 'perfect' mathematical model. In reality of course, it won't always work out as the 'perfect' model, get 3, they each get 3 ect. There's no reason why it can't work out as a perfect model, and in some cases it does, but in most cases what you get is something which works out about the same on average, but the actual numbers will vary.

So, for example, when you do recruit 3 people, you may find that not all 3 will go on to build groups of their own. Perhaps you may need to recruit 5 people, in order to get 3 people that will actually build the business themselves. Once you've got those 3, perhaps 1 of them builds to 30 people, another 1 only has 10 people and the third person may build a group of 100 people! It's not always going to work out as a perfect 3, 9, 27 model but it tends to average out the same in the end.



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### Think about driving a car.

You punch an address into the GPS and it might give you 3 different routes. They all go a different way, but all take about the same time. Even going the same way can produce variations. Let's say you go the same way to work every day, and it always takes you about 30 minutes on average. One day it may take 29 minutes, the next day 31. One day you're stuck at one set of lights, the next day you get through those lights and get stuck at a different set. But you know that on average, it's going to take you about 30 minutes each day.

### The higher the number, the more accurate the averages.

Another important point to make is, the higher the numbers, the more accurate the averages tend to be. Toss a coin 10,000 times and on average you'll get a 50/50 split between heads and tails. Toss a coin 10 times and you may get 7 heads and 3 tails.

It's hard to make projections for your Business based on a total group size of 5 people. But once you get to 30, you can see how it's trending, you've got a bit more of an idea. Get to 100 people, you have a much better idea. If you have a total group size of 1,000 or more then you can really make some accurate forecasts.

A guy walks into a McDonalds store, the staff behind the counter have no idea what that individual person is going to order. But the Manager could tell you pretty accurately how many Big Macs they're going to sell over the course of a week. They know this because the averages work out. That guy who has 400,000 people in his Network Marketing group, he can forecast into the future with astonishing accuracy. Why, because he knows, in precise detail, what his averages are.



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## Human Psychology. (not wanting to admit you failed).

Another thing that you need to be very wary of is just simple human nature. No! Not the Boy Band, Human Nature! I mean, as human beings, it's within our nature to want to present ourselves to others, especially people we know, in the best possible light.

If we try something and it doesn't work out, we don't want to admit that we failed, there must be some other explanation, right? We buy a used car, a week later we see the exact same car for \$3,000 less, what do we say, "Must be something wrong with it for that price!" This is human nature right!

So, when we miss an opportunity, we tend to blame the opportunity. Human nature is to think that if we admit we missed it, it might make us look bad. So, we blame the opportunity. Not our fault, it must be illegal, immoral, unethical or at least fattening!

So, when the postman's auntie's hairdresser's second cousin's butcher's brother's rugby team mate's former girlfriend says that she once heard of a guy who "tried" one of these networking thingo's and it didn't work, you know that guy is probably making excuses for why he missed it!

He'll tell anyone who'll listen, whose fault it was, what chance he didn't get, how this was wrong, that was wrong, this whole thing was a scam, and did you know they're helping to fund ISIS!

The next person he talks to will just assume that he must be telling the truth, so she'll just believe him without question, she tells her ex-boyfriend, who tells a guy on his rugby team.....

As is always the case with Chinese whispers, each person assumes that what they heard was the absolute God's honest truth, and just to make it a little more interesting, they embellish it a little each time. By the time it gets to your postman, how close is it to reality?



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## “When opportunity knocks, some people are out the back taking out the trash!”

I heard a quote once that says, “When opportunity knocks, some people are out the back taking out the trash!” I think that happens a lot. Some people are just so negative that their negativity will simply not allow them to see an opportunity when it is presented to them.

“In April 1976, Ronald Wayne sold his 10% stake in Apple for \$800!”

History is full of such examples, think of Ronald Wayne who in 1976 sold his 10% stake in Apple for \$800. As of 2021, Apple had a Market Cap of US\$2.2 Trillion, making that 10% stake worth over \$200 Billion! Ronald Wayne kept his original Apple contract as a souvenir but eventually sold it in 2000 for \$500. In 2011 it sold at auction for \$1.6 Million.



So, you have these people walking around completely ignorant of the facts, believing the 100<sup>th</sup> Chinese whispers incarnation of what really happened, and you know what, it's amazing how boldly they speak of that ignorance. Remember our opening quote from Mark Twain, “It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so.”

The ones who speak most boldly are not those who know they don't know anything, but those who think they know for sure, what just ain't so. They don't know that they don't know. That's why I created this Manual, so that you can get the actual facts, and separate fact from fiction.



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## Make It Real !

OK, so we've covered quite a lot in this Manual, but I think there's just so many misconceptions floating around out there that I really wanted to give you all the facts here so that you're then empowered to separate fact from fiction.

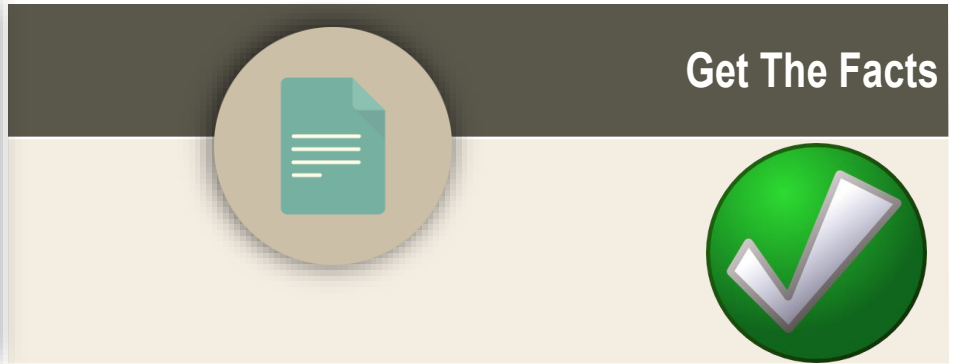
Now, if someone says to you, this won't work, it's a pyramid scheme, it's too late, you can't make money or whatever, you'll know the truth and you won't get bogged down by their negativity. You've been empowered by the facts, you know the reality now.

So, I just wanted to finish this up with something positive and encouraging. That is, what I call making it real. All of this is just a theory until you put it into reality. That's when it becomes real. So what I say to people when they're just getting started is, set yourself little goals so that you can see this is actually working. Making your first \$50 is a lot more exciting than the potential to make \$1 million. Making \$1 million may seem far off, but when you actually make \$50, you can see it, you can hold it in your hands, you can say, "I did this! This Business actually works!"

When I talk about making it real, what I mean is that you want to set yourself small goals along the way. What will you do with, say your first \$300? If you bought yourself a new pair of shoes for example, that's visible tangible proof that this Business is working.

Keep setting yourself these incremental goals, make it real, and I look forward to hearing your story of success in the future!





Lastly, we just need to cover off on the legal stuff.

This Manual, as well as any other associated websites, webinars or other communications, are intended as a training resource for entrepreneurs and people of all walks of life, wishing to get started in a Home Business, more particularly, the Network Marketing industry. They are intended to provide training and support to help you maximise your success in such opportunities.

They are not intended as or represent any kind of guarantee of any specific results or income earnings. This material has been independently prepared by Conscious Creators Global.

Nothing contained within this Manual is intended as a substitute for any professional advice by medical, legal, financial, business, tax or other such qualified professionals. If appropriate, you will seek independent professional guidance in these areas indicated.

No one can guarantee that the techniques depicted in this Manual will work for you. We do believe however that they will assist you in developing a strong and profitable business. Your chances of success are enhanced by following the trainings and techniques set out in this Manual and other such material on the [consciouscreatorsglobal.com](http://consciouscreatorsglobal.com) website.

We are here to help you at every step, but we cannot do the work for you. You acknowledge that you are always solely responsible for your own results.