

DOES THE SHOE FIT?

THE *flip-flop* CEO®'s
GUIDE TO HELP YOU DECIDE



"Finding the right shoe can change your life."

- Cinderella

JANINE FINNEY & LORY MUIRHEAD

CHAPTER ONE

ABOUT THE AUTHORS

We are a mother and daughter who previously co-authored a book called *THE flip flop CEO*® which was inspired by our own experience of having strongly opposing views about the subject of network marketing. I'm Janine, the mom, and I used to be "the biggest skeptic on the planet" about network marketing. Today, I'm one of its most passionate advocates.

Prior to getting into this business, I spent over thirty years in corporate America working in various sales and business development positions. My daughter, Lory, discovered network marketing shortly after graduating from college. She did a short stint in the corporate world, and quickly realized that a traditional career path was not for her. She believed there had to be a better way to earn an income. She didn't like having a limit on how much she could earn, and she wanted the freedom and flexibility to create a different lifestyle from the one she saw most people living.

When Lory first learned about this concept, she immediately recognized that it could be a way to design the lifestyle she'd always envisioned. She jumped in with both feet. I eventually followed her, and

within a year, we were both able to replace our corporate incomes with our network marketing businesses. That was over ten years ago. This business has given us the gift of being able to plan our work around our lives, rather than our lives around our work, which we believe is priceless. Now that we've experienced the joy of having that kind of freedom, we are on a mission to let others know about this option as well.

As a baby boomer myself, I believe this business is the “best kept secret” solution for the challenges many people in my generation are facing; how to close the income gap between what we have, and what we need to retire comfortably. Millions of people in my age group are facing the very real possibility of living another thirty years after retirement. Most aren't able to afford the lifestyle they'd envisioned. This business offers a solution to that problem.

Lory, on the other hand, is a millennial, and exemplifies another segment of society that this business could be a solution for. Like her, millennials crave freedom and flexibility, without compromising the ability to earn a significant income.

Lory and I don't claim to be experts on the subject of network marketing by any means. We simply want to share our experience of learning firsthand that this business model does work. We believe there's never been a more crucial time to raise the awareness of this option as a compelling consideration for those who are looking for a way to create an income without the constraints of most traditional jobs. Today's Facebook, Instagram, and Amazon world has dramatically

changed the way people learn about and purchase products. The referral marketing business model is perfectly poised to fit into this new paradigm.

The Guide is a sequel to *THE flip flop CEO*®. It addresses the considerations and next steps for those who want to know things like: how to choose a company, what skills are needed, and the types of challenges and obstacles people can expect to face in this business.

We hope the information in this book will help to *demystify* this topic, and make it easier to evaluate this business in the same way one would any other viable income opportunity.

TABLE OF CONTENTS

*Welcome to
"The Guide"*

It's Time to Bridge the Gap: The differences between a Traditional Career and Network Marketing	15
Why every 9-to-5er deserves to understand the benefits of network marketing	15
Why " The Guide "?	18
Comparing a 9-to-5 paycheck to residual income	21
Understanding options for earning money	21
Differences between 9-to-5's and network marketing	22
Re-thinking everything	26
Dealing with skepticism	29
Going against the flow	30
What is a pyramid?	31
Why is there a stigma?	32
What are the myths?	33
What do only a few make money?	37

CHAPTER ONE

It's Time to Take a Closer Look:

What does being a <i>flip flop CEO</i> [®] entail?	41
Traditional sales vs. network marketing	42
What is exponential growth?	46
A history lesson in network marketing	50
The differences between network marketing and direct sales	53
A NM team: NM family tree	57
Benefits of a network marketing Business in a Box	62

CHAPTER TWO

It's Time to Compare Resumes: from a 9-to-5 to a *flip flop CEO*[®]. How do I know if I'm qualified?

Characteristics of network marketers	70
Teaching vs. selling	72
Leadership	74
Coaching	76
Roles and responsibilities of upline and downline	78
Recruiting and sponsoring	79
Personal development	83

Can introverts do network marketing	84
Using business tools	87
Why is duplication so important?	88
Time commitment	91
1st Year	93
After 1st year	95
After 3-5 years	96

CHAPTER THREE

It's Time to Choose a Network Marketing Company You'll Love:

What's important to look for in a company?	99
What to look for in a network marketing company	99
Vetting the company	101
Is it better to choose a company that is established or new?	105
Saturation	107
Choosing your Biz in a Box: NM vs. direct sales	108
Consumables vs. non consumables	109
Compensation plans: what kind of activity is rewarded	111
The skinny on comp plans	112
Paychecks	116
Titles, levels & jargon	119

Joining multiple companies	120
3 minute guide on investing in your Biz in a Box	121
In summary: 6 questions to help you decide	128

CHAPTER FOUR

It's Time to Choose Products You're Excited About:

Choosing the product or service to represent	133
Importance of products	134
What are the options?	135
One product or many?	137
Vetting the products (questions to ask)	138
Can men represent products for women?	141
Inventory	143
Importance of sponsor	144
Questions for sponsor and yourself	147
Sponsoring considerations	148

CHAPTER FIVE

It's Time to Look in the Mirror: What does it take to Succeed in this Business?

Desire and belief	154
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Employee to entrepreneur	154
Characteristics of an entrepreneur	155
Importance of being able to say: "I can do this!"	160
Desire over resume	161
Your "Why"	162
You don't have to be a lemming	164
Are you prepared for impact?	166
From Lory and Janine	168
Self-Assessment – Are you ready?	170

CAREER COMPARISONS

A flip flop CEO® Compared to:

Teacher	174
Nurse	176
Attorney	179
Small Business Owner	184
Corporate Sales	187
Chiropractor	190
Pharmaceutical Rep	194
Flight Attendant	197
Nutritional Counselor	201
Dental Hygienist	205

12 THE GUIDE

Law Enforcement	209
Real Estate Sales	211
Personal Trainer	214
Professional Singer	218
Police Officer and Federal Crown Attorney	222
Human Resources	227
Nurse Practitioner	230
Song Writer	235
Naturopath	238
Engineer	245
Bio Tech Company Owner	247
Luxury Real Estate Sales	253
RV Dealership Owner	255
Additional Resources	259



FOREWORD



Probably the only thing stopping you from living the life you love is your paradigm. Your paradigm is your current way of thinking – your habitual way of acting, which is creating the life that you are presently experiencing. When you change your paradigm, you change your results. “The Guide” will help you make one of the biggest paradigm shifts of your life, by walking you through all of the reasons why network marketing is such a brilliant business model to live your dream.

Here are points to look at closely if you choose to begin a network marketing business:

1. Make sure you are joining a good company with strong leadership.
2. Make certain the company has a good product, a product you are proud to represent.
3. Make certain the person signing you up has the talent, experience and desire to properly train you. And if they don't, ask to speak to their upline and ask them if they will properly launch you in the business

Network marketing is a tremendous way to get into business for yourself and it is the most moral form of compensation in business today. There is no nepotism, games or favorites; you earn exactly what you are worth to your organization.

A handwritten signature in black ink that reads "Bob Proctor". The signature is fluid and cursive, with the first name "Bob" and the last name "Proctor" clearly distinguishable.

Bob Proctor
Public Speaker, Author
Featured in The Secret



WELCOME TO “THE GUIDE”
IT’S TIME TO BRIDGE THE GAP



COMPARING 9-TO-5s AND BEING A FLIP FLOP CEO

guide /gīd/ (*noun*): a thing that helps someone to form an opinion or make a decision or calculation.

WHY 9-TO-5ERS NEED TO UNDERSTAND NETWORK MARKETING

Maybe somebody you know—someone who you’d never expected to be talking about this—has approached you about a network marketing company. And, for some reason, you’ve got this little voice in your head that’s telling you that maybe this could be something you need to consider. But you’re torn. You’ve heard just enough about these kinds of things to be confused, and you really don’t know what to believe. You’re wondering where to start and how to know exactly what to look for to decide if this is “for real,” and, even more importantly, if you’ve got what it takes to make it work. It all feels super overwhelming, especially since you really don’t want to miss out on a good thing. But you also don’t want to go down some dead-end road.

Well, you've come to the right place. **The Guide** was written to help people just like you make an educated decision about whether or not network marketing could be a viable option to create some additional income or maybe a completely different lifestyle with more freedom and flexibility. So whether you're still scoping out the scene, or you've already taken the plunge and just want to take a step back to look at what might be missing as you continue to hone your already-amazing-(or-not-so-amazing) network marketing skills, we want to help you with some of the basics to make sure you stay on track!

Just like you, more and more people are starting to see the writing on the wall when it comes to traditional careers, or the world of 9-to-

→ 9-10-5 =
ALL TRADITIONAL
CAREERS WHERE
INCOME IS
BASED ON HOURS
WORKED

5s, as we'll refer to them in this book.

Whether it's because of job uncertainty, the daunting burden of student loan debt, or a dismal work/life balance, we're beginning to wake up to the fact that the map we've been following is not leading us where we want to go. Now more than ever, we're looking for ways to be more entrepreneurial. We're dreaming about a life beyond alarm clocks and vacation days, but most people don't have the slightest clue what to do or where to start, especially when there are bills to pay and mouths to feed.

Well, the good news is network marketing really is a super cool path to entrepreneurship that's much less daunting than most other options.

we'll refer to network marketing as 'NM'.

Because of technology, NM of the twenty first century looks a whole lot different than it did in the old "bait and switch, garage full of soap, and roping everyone you know into doing a party for you" days.

Aside from religion and politics, there aren't many other topics people seem to have such strong opinions about as they do network marketing. We get it. We've been there ourselves. We're a mother and daughter who had opposing views about the subject of NM, and because of our own experience, we ended up writing a book to bring clarity to this very misunderstood topic. That book—*THE flip flop CEO*®—has helped a lot of people gain a better understanding of this non-traditional approach to earning an income. Once people understand the concept, many get it and want to know more. Unfortunately, finding accurate, up to date, and relevant information about the ins-and-outs of going from a 9-to-5 to a NM business, is nearly impossible to find, and has been for decades. And since most of us were taught that getting a job once we're out of school is the "right" thing to do, we've just accepted that having a regular 9-to-5 is normal, and anything else is suspicious. This way of thinking has resulted in many smart, savvy people either not being aware of, or being totally misguided about this otherwise viable and totally amazing way to earn a CEO income in your flip flops.

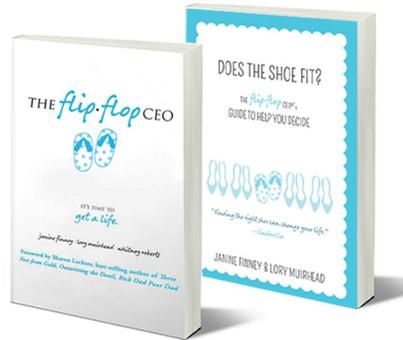
*The Guide is here to help you
navigate this new turf.*



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PAPERBACK



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THE FLIP FLOP CEO & DOES THE SHOE FIT?