

# **RADICAL DUPLICATION**

DUPLICATION  
DUPLICATION

**WORKBOOK**

# RADICAL DUPLICATION

## WELCOME TO THE RADICAL DUPLICATION MASTER CLASS

**Congratulations** on your decision to explore this valuable and simple system to create duplication in your Network Marketing Business. Duplication is an old adage of Network Marketing, and it is vital if you want your business to succeed.

The concept is not complex. Typical “Duplication 101,” is, you bring in five who bring in five and so on. Right? Well, duplication is not quite that simple or easy. There are a few key factors that make the difference when you bring in a few. One is the commitment of the individuals you bring in to building a business. Another is how you lay the foundation for them as a leader and get them started effectively. Is what you’re doing every day something that every single person in your organization can also do every day? What are some simple systems you can initiate now?



These are some of the distinctions that I will be sharing with you in this Master Class, **Radical Duplication**. In three insightful and interactive courses, I’ll lay out some structured, simple strategies that will ignite your business and your team. What’s great about Duplication is, it allows you to keep building a larger business without having to drag everyone on your team by the hand.

And remember... **it doesn’t matter what works. It only matters what duplicates.**

## Program Overview

### Course 1—Growing Your Network Marketing Business with Radical Duplication

In this first course, I share my learning experiences of Duplication when I was first starting out in Network Marketing. One challenge was signing up a bunch of people and most of them not doing anything. The other dilemma was trying to constantly help them all at once. They lacked independence. Sound familiar?

### Course 2—Building a Team That Duplicates

A valuable lesson I learned from the late Jim Rohn is, when building a team that duplicates, you need to know your numbers. This course identifies the five different groups that can comprise your team and the statistical composition of each group based on a survey of 100 distributors. This insight will guide you to where you need to place your focus. You’ll also learn that what it takes to get to the Top 2% of Network Marketing is to make a decision and recruit 10 people. A key lesson when getting to the top is to Accept the Realities. In this course, you’ll learn what some of these realities are and some distinctions about them.

## Course 3 — 4 Pillars for Radical Duplication

There are **4 Pillars for Radical Duplication**:

**Pillar 1: Lead by Example** – If you want to change the numbers, you have to become a part of the Super Recruiter Group. And if you recruit 20 in 30 Days, you'll experience a growth spurt you never dreamed possible.

**Pillar 2: Get People Started Effectively** – We're starting to get into a little bit more structure with some key strategies, number one of which is to "Push Them Over the Line and Keep Them Over the Line." This concept is vital, and I'll review ways to do this and other strategies for getting your team started effectively. I also talk about Setting Proper Expectations and creating a **Getting Started Checklist**.

**Pillar 3: Move Your People from Level 1 to 5 Quickly** – You'll learn how to quickly move your people to the Super Recruiter level. This is when your business will begin to take quantum leaps beyond your imagination.

**Pillar 4: Create a Culture of Speed** – Success Loves Speed. As a leader, you need to make a decision to create a Culture of Speed within your organization. You'll learn how to do that, so when people think of your team, it will be synonymous with action, speed and momentum.

We wrap up this Master Course with **Three Key Practices for Leading Others to Radical Duplication**. I also challenge you with an assignment to integrate what you've learned in this Master Class.

To maximize your results from this life-changing program, print out this workbook, so you can take notes and complete the exercises. I'm a big fan of writing things down on paper. This is YOUR time to make a difference in your business and your life. If you commit to doing this work on paper, you'll experience some amazing results. It will also help you embrace the learning in the most effective and impactful way.

So welcome, and let's get started! Your friend and partner,



**Eric Worre**

# **COURSE 1:**

**Growing Your Network Marketing Business  
With Radical Duplication**

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## Growing Your Network Marketing Business With Radical Duplication

For those of you have been in Network Marketing for a while, remember the basic training you received (aka “Duplication 101”)? Just bring in five people and they will bring in five who will bring in five. I brought in some people right away and they *did nothing*. It’s like the old vaudeville acts with plates spinning on a stick. Except some hardly spun at all.



The second part of the basic training was to help those five get five. At some point, you get frustrated and you decide to take a vacation, which is what I did. I ended up with a lot of broken plates on the floor. It seemed like Duplication for me was a matter of addition and subtraction... just replacing soldiers as they walked up and got shot. So, I decided to try different strategies:

- Recruit up
- Bring in Young People
- The Love Approach

In my first three years, I rebuilt my organization **seven times!**

**EXERCISE:**

Can some of you relate to some or all of my stories about trying to duplicate my business? If you have, take a few moments to write down your experiences. If you’re still starting out, write down what lessons you’ve learned from this first course. And remember, by capturing your experiences, they can become part of your story that you share with your team or new prospects. **Start writing now.**

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# COURSE 2:

**Building a Team That Duplicates**

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## Building a Team That Duplicates

I was on the verge of quitting. What I was *really* on the verge of, was a **breakthrough**. I was just around the corner from learning how to create some Duplication within my team. My promise is to teach you how to **build a team that duplicates**.

I needed to understand the **Realities**, starting with the statistics. The late **Jim Rohn** taught me that you need to know your numbers and the game you're in.

### Your Team Members Broken into Five Groups

There are Five Groups into which you can categorize the members of your team.

**Group 1:** *Consumers*. They purchase the product only.

**Group 2:** *Social Enrollers*. They love the product, are willing to share, but don't really want to build.

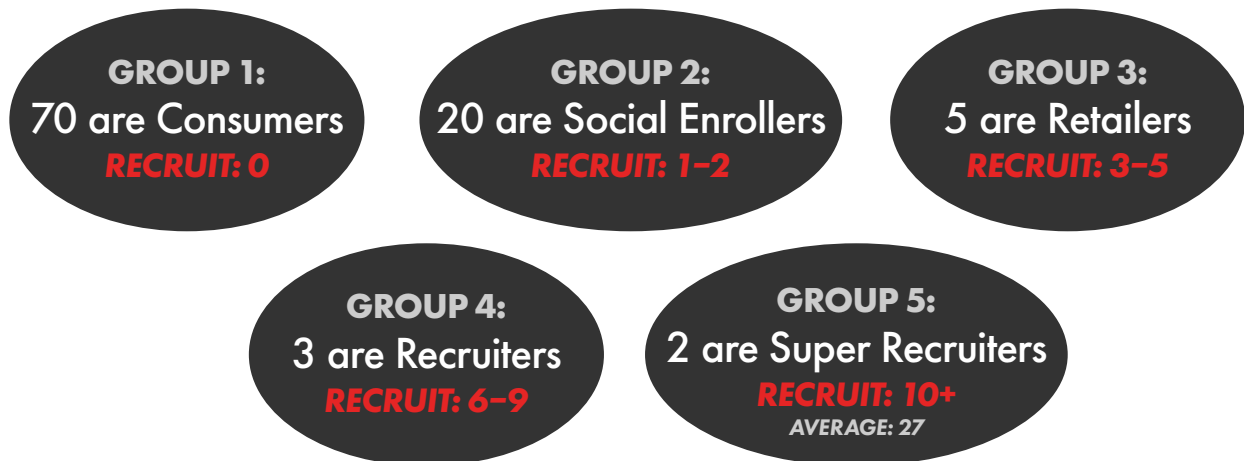
**Group 3:** *Retailers*. They sell and service customers primarily.

**Group 4:** *Recruiters*. They sell and service customers, recruits, and train salespeople.

**Group 5:** *Super Recruiters*. This group is all about Leadership, Passion and Excitement. 70% of all recruits are brought in by this group.

These groups and statistical details are shown in the chart below.

### Out of every 100 Distributors:



These numbers will work for you if you stop beating yourself up because you tried to get five who get five who get five. Stop expecting that everybody's going to recruit at the same velocity as what you're doing.

## Getting to the Top 2% of Network Marketing

To get into the top 2% of Network Marketing, all you have to do is recruit 10 people. And that's just a decision. And the first thing you need to do is **accept the realities**, as we mentioned earlier. One reality that we all need to acknowledge is: **Most people don't start what they finish. In anything.**

### Living a Reactionary Life

From the age of two, we've been trained to respond to consequences in our life, not to be a product of our own decisions. Then we go into the educational system with built in consequences. We leave the educational system and go into the work place. We become like a pinball, reactionary to the influences in our life.

Then we show up in Network Marketing and it's like we're cut adrift. Most people have been disconnected from the world and they're just kind of floating around. But here's what Network Marketing does. It provides an equal playing field for people with entrepreneurial dreams to flex those muscles.

### Realities Are Part of the Process of Being an Entrepreneur

**These realities are okay.** Let them find their place. It's all part of the process for true entrepreneurs. And let everybody else be where they are. **Once you accept the realities of these numbers, the easier your life gets.** You want to go to the top? You have to bring in enough raw materials to be able to see what you've got. And go through it, sort through it, work with the willing.

### Three Distinctions About Realities

Here are three distinctions about realities:

1. YOU can change the stats for your team.
2. The bigger your group gets, the more this is going to look like the numbers.
3. Small changes make the big difference in Duplication.

#### EXERCISE:

Being honest with yourself, which group do you fall into? Is this where you want to be? If not, what do you need to do to be in the group you desire?

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# COURSE 3

PART A

**4 Pillars for Radical Duplication**

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## 4 Pillars for Radical Duplication

In this course, I'm going to deal with small changes that make a big difference in Duplication. I'm going to give you **4 Pillars for Radical Duplication**.

### Pillar 1: Lead By Example

The First Pillar is to **Lead by Example**, starting with being a part of **Group 5, the Super Recruiter Group**.

If you don't have that done, you have to figure out a game plan to get that done as quickly as possible.

Next, you want to decide that you're going to separate yourself from the crowd. A key way to do this is by "recruiting in bunches." I strongly recommend that you participate in a course called **How to Recruit 20 People in 30 Days**, if you haven't already done so.

What will also have a major impact is the ability to effectively Tell Your Story. I'll cover this in greater detail in the next course.

#### EXERCISE:

1. Take a few minutes and assess how you **Lead by Example** with your team. Are you part of the **Super Recruiter Group** already? If not, what is your game plan for getting there, so you will be leading by example?
2. Next, go back to the Exercise in Course 2, where you identify the respective groups of your team members. For those who have the desire to be in the Super Recruiter Group along with you, what is a game plan to get them there?
3. If you're just starting out, how can you assume a leadership role and lead by example, even if it's just to lead yourself for now? Who can you ask for assistance? Who is already leading by example that you can turn to for guidance? Who can help you ascend into the **Super Recruiter Group**?

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## Pillar 2: Get People Started Effectively

We're going to add some structure for this most important Pillar. We're going to spend most of the time here. **This is where Duplication lives.** Our focus is now on the **Getting Started** process, a process that is mostly ignored but so critical. I'm going to teach you a specific, exact process that will help you get Duplication, more Duplication than the average within your organization.

### The Concept of Over the Line

A concept that serves me well is: Over the Line. When we sign up a new person, we want to get them over the line.

- On one side, it's easier to quit.
- On the other side, it's easier to stay.















# COURSE 3

PART B

**4 Pillars for Radical Duplication**

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## Strategies to Get People Started Effectively (cont.)

### Strategy 4: *Getting Started Checklist*

1. Join in the most effective way
2. Become a raving fan
3. Foundation rank
4. Time and task management
5. Telling your story
  - Part 1:** Background—Your Story
  - Part 2:** What You Didn't Like About It
  - Part 3:** A Solution
  - Part 4:** How You Feel About the Future

### Strategy 5: *Their First Customers*

### Strategy 6: *Their First Distributors*

### Strategy 7: *The Importance of Their First Check*

### Strategy 8: *Company Convention*

### Strategy 9: *Recap Over the Line: Easier to Stay*

- Validate Their Decision
- Set Proper Expectations
- Getting Started Checklist
- Get Some Customers
- Get Some Distributors
- Earn a Check
- Rank Advance
- Hit the Foundation Rank
- Attend the Event
- Build Some Relationships
- Proclaim Themselves ...  
Tell the World











# COURSE 3

PART C

**4 Pillars for Radical Duplication**

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## Pillar 3: Move Your People from Level 1 to 5 Quickly

You can get Duplication happening in your organization through those Level 5, **Super Recruiters** on your team. Here are some statistics:

1. **If you have 2%** of the people in your downline in the Super Recruiter Group, you have neutral growth, meaning you'll be flat-lined.
2. **Less than 2%** is panic.
3. **If you have 3%**, you'll have double-digit growth.
4. **If you have 4%**, that's called momentum.

So, the answer is to take the company within the company, that is your team, and change the Super Recruiter number inside of your team and you will single-handedly create a new momentum. If they have the potential to do it, don't rest. If they have the desire to do it, don't rest until they get there. Even if you have 100 people on your team, **if they have the desire to get to the 10+...**

- Those are the people you spend daily time with.
- Those are the people that you invest in.
- Those are the people that you pour your heart and soul into.

**Set the goal of 4%** and give all the other talkers group time. Give the hard-working people individual time.

### EXERCISE:

Find out where you are now, and then create a plan to be able to increase that number and track it monthly. Refer back to the Exercise in Course 2 where you identified the potential Super Recruiters on your team. Be sure to include them as part of your plan.

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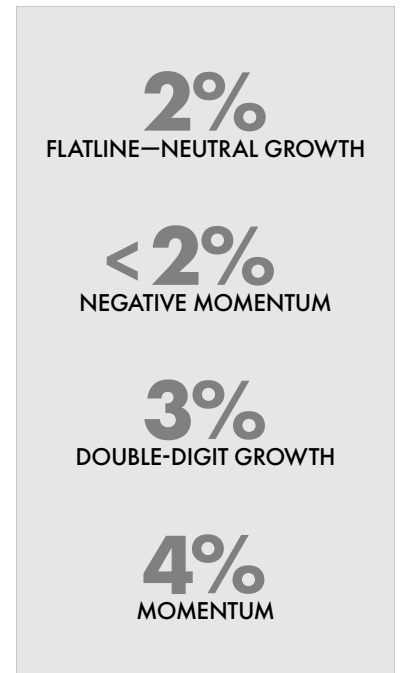
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## Pillar 4: Create a Culture of Speed

**You want more Duplication? Create a Culture of Speed.** Design it so that when people think of your organization, they equate it with momentum, fast, get it done, rank advancing, speed. You want everybody to be in the Super Recruiter category, which means 10 recruits.

Here are some Strategies for **Creating a Culture of Speed:**

- 1. Focus:** This is what's important to you.
- 2. Communication:** Talk about it all the time.
- 3. Incentives:** Come up with incentives and recognition for people in your group who do it fast. It could be a trophy, a plaque, dinner for two, movie tickets, maybe create a special, elite club.
- 4. Recognition:** One of the biggest cravings that people have is an assignment. They like to be told what to do and desire structure. And they'll kill themselves for a trophy, or some recognition in a contest.
- 5. Contests:** You could come up with a promotion for the entire team for those who, for example, bring in ten customers this month. You could build in something for the one who gets there the fastest.
- 6. Peer Pressure:** You can use this as a tool – positive and negative. If somebody's part of the group and they're moving, give them a whole bunch of love, encouragement and special treatment. But they have to earn it. Create an environment where people want to engage.

**Just remember...your job is to create a Culture of Speed.**

### EXERCISE:

What are some things you can do to create a Culture of Speed within your organization? Brainstorm. Do this with your team and get their ideas so that you can all collaborate and make it happen. **Write down your ideas now.**

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## Three Key Practices for Leading Others to Radical Duplication

As we wrap up our Master Class on Radical Duplication, I have an assignment for you that involve **Three Practices for Leading Others to Radical Duplication.**

1. You might be wondering, “What do I do with all my old people? I feel bad now.” Take a quick inventory, and if they’re willing, suggest that we restart them. Treat them like they just signed up today, if they’re willing. Give them that opportunity. Then go through the steps and strategies that we went over in this Master Class.
2. **Start with yourself and make this a new habit.** This happens every time you sign somebody up, whether it’s in person or electronically. You’re going to give them the respect of this hour you’re going to spend with them in order to be able to create a game plan and help them get **started effectively.** AND, you’re also not going to walk away from a willing person until they become independent.
3. You’re going to **Create a Culture of Speed and Duplication** within your organization by putting together your **Getting Started Process** document. You can use the structure in this course as a template, or you can decide to modify it and use it on your own. Or you can decide to get really serious about what the company has put out so far. Whatever you decide, **put it in writing and be religious about it.**

### EXERCISE:

#### Your Assignment – Three Things

Create your game plan on how you are going to do these three things and establish deadlines for each.

1. Identify the people on your team whom you’re committed to work with. Who will you restart, and what is your strategy for doing it?
2. What are you going to do to restart yourself and when will you do it? What is your plan for new people who sign up? What is your game plan for those willing folks who seek to be independent?
3. What are three things you can do today to create a **Culture of Speed and Duplication?** Start creating your **Getting Process Guidebook.** Decide if it will be within your organization of existing company Getting Started process.

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## **BONUS: Getting Started Checklist**

- Push them over the line and keep them over the line**
- Validate their decision**
- Set some proper expectations**
  - Success or Failure
  - Independence
  - Ups & Downs
  - It's Going to Take Time
  - Work
  - Growth
  - Skills
  - Focus
  - Mental Toughness
- Create a Getting Started Checklist**
  - Join in the most effective way
  - Become a Raving Fan
  - Foundation Rank
  - Time and Task Management
  - Telling Your Story
    - Part 1: Background – Your Story
    - What You Didn't Like About It
    - A Solution
    - How You Feel About the Future
- Their First Customer**
- Their First Distributor**
- Their First Check**
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- Recap Over the Line: Easier to Stay**
  - Validate Their Decision
  - Set Proper Expectations
  - Getting Started Checklist
  - Get Some Customers
  - Get Some Distributors
  - Earn a Check
  - Rank Advance
  - Hit the Foundation Rank
  - Attend the Event
  - Build Some Relationships
  - Proclaim Themselves...Tell the World

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