



TOTAL LIFE CHANGES®

Presents

U.L.E.A.R.N

Leadership, Earning, Attraction, Retention, & Networking

Industry Updates

DSU September 2024

Key Takeaways

- In the Americas, the #1 language is NOT English.
- Spanish and Portuguese-speaking consumers purchase more from direct sellers than English-speaking consumers.
- There are growth opportunities in Latin America.
- The most fundamental element of growing a network-marketing company is STILL reliant on the number of conversations happening in the field.
- Companies have to help their salesforce spark more conversations.
- 2023 was the first time that service-based MLMs outperformed product-based MLMs (by a small margin).



Video and additional tools are available at: TotalLifeChanges.com/Training

Key Takeaways

The Network Marketing Model

Perfectly Aligned with Today's World

- Gig economy
- Multiple income streams
- Remote work
- Creator economy
- Driven by social media and technology
- Community value

The New Normal: What was once “weird” (side business, remote work, selling to friends/social selling) is now mainstream.



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In the Press

- **Companies are going out of business.**
- **Some are changing their model from MLM to affiliate programs.**
- **Others are making major compensation plan changes.**

This may be causing stress and anxiety in the field.

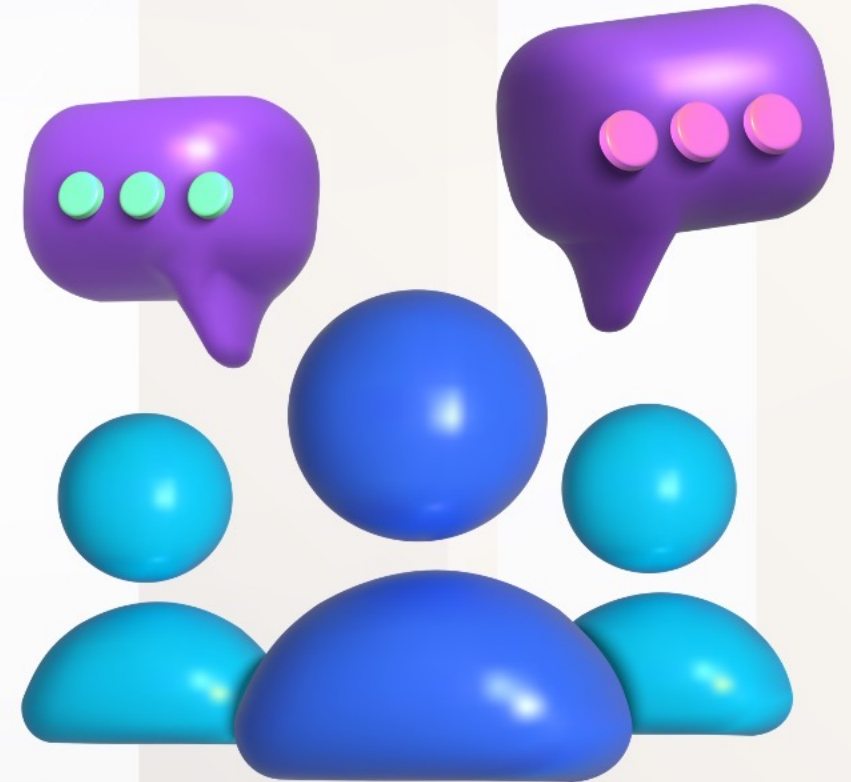
Total Life Changes is committed to the network-marketing (MLM/direct selling) business model.



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What is Working?

- **Conversations are creating conversions.**
- **Authenticity supports brand loyalty.**
- **Put people before profits.**
- **Lower price point funnels are working well. Conversions are much higher with a try-before-you-buy mentality.**



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What is Working?

One Company's Mission to Improve Sponsorship

- Went all in on recruitment for an entire year
- Results included an average of 3 new sponsorships every 30 days
- Direct correlation between the number of new sponsorships and rank advancement



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What's Not Working

- Selling the million-dollar dream
- Unbelievable and unrelatable lifestyle content
- Creating exclusivity
- TMI



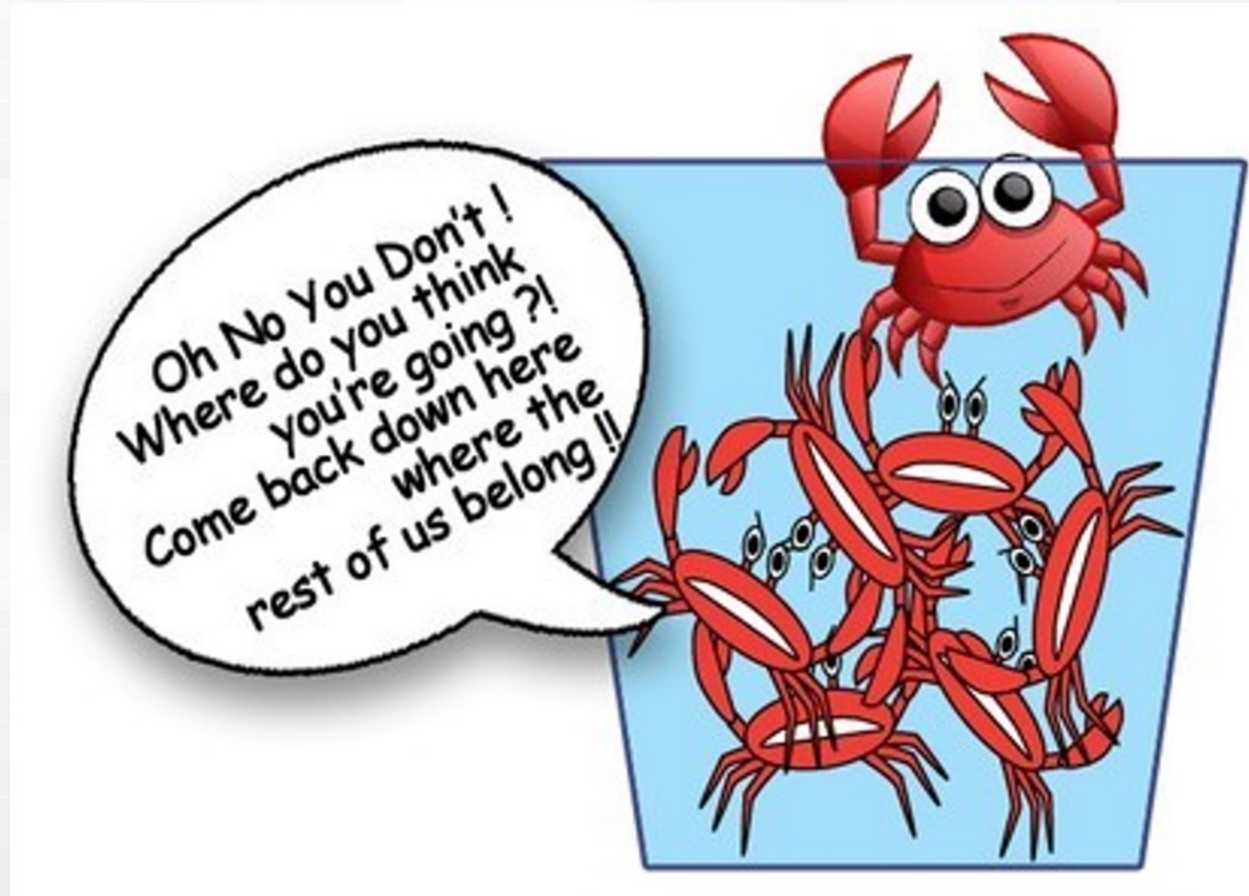
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Let's talk mindset and leadership

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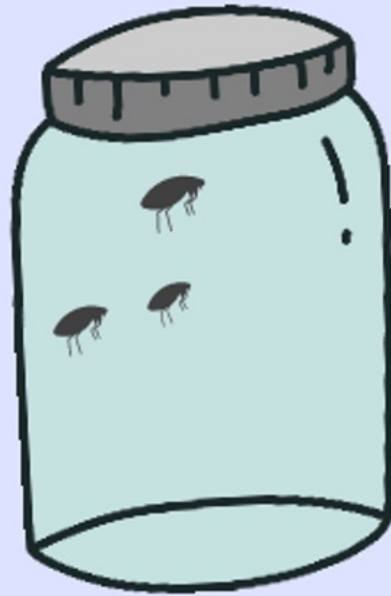
Your Environment May Be Holding You Back



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Leading by Example

Fleas In A Jar



Video and additional tools are available at: TotalLifeChanges.com/Training

Leadership



**Until You Know the How,
the Why doesn't Matter**

**But. the BIGGER the WHY,
the EASIER the HOW!**

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Weekly Homework Assignment

September 27, 2024

Expose 5 people to the TLC
business opportunity. Tell us what
you did and share the results.





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