



11-Point Manifesto Summary

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New School grew out of the din of the marketplace.

- Over the last 15 years, consumers have become extremely skeptical of sales people.
- Entrepreneurs have shifted their top priority from making money to finding meaning in their lives.

Blog Posts

- ["Two-thirds of Americans have entrepreneurial aspirations..."](#)
- ["Where would those 2/3 Americans go?"](#)
- ["Obituary for old school network marketing?"](#)



Network marketing: a diamond in the rough?

- An ideal business model for:
 - Individuals who want “a second life”
 - Individuals who don’t want to go the corporate route or invest in a franchise.
- High potential for personal and financial reward.
- Low financial and educational barriers-to-entry.
- Downside: Abuse is easy.
- New School network marketing manifesto . . .



1. We are members of a community, not hunters.

Old School: Prospects are prey that marketers hunt down.

New School: Prospects are members of a community to which marketers belong.



2. We do niche marketing, not mass marketing.

Old School: Market your products and business to anyone who can fog a mirror. If your presentation is done right, the prospect should buy.

New School: Offer your product or business to people who are most like to share your values and interests. Only some people will be attracted to your product or business, no matter how good your presentation is. Oprah doesn't have everyone, and neither does God.



3. Customers are as important as recruits.

Old School: The big money is in recruiting.

New School: Getting regular customers yields steady, dependable income - “insurance” against drop-outs and the higher risks of recruiting.



4. No promises. No problems.™

Old School: Sell the dream of financial freedom and improved health.

New School: The promises of financial freedom and miracle cures have led to the Do Not Call list, negative press, and government regulation. Don't promise; tell your story and be an advisor.



5. We speak in a human voice.

Old School: Lead with the science and the research. Learn scientific terms. Tell them your company and product reign supreme.

New School: Lead with your authentic personal story, using words a 13-year old can understand.



6. A network marketer is an opener, not a closer.

Old School: Strive to close on the “first date”. Mind set is already on the next prospect rather than on helping the new recruit.

New School: Introduce yourself on the “first date”. No hard selling. Signing up is the beginning of a relationship with the new recruit.



7. Women and evolved men lead.

Old School:

Most of the people at the top are men, largely because the full-timers are men able to devote the time and energy required to build a big business. Men, therefore, do most of the training, using methods comfortable for men.

New School:

Women comprise 80% of network marketers and direct sellers. Women naturally use marketing approaches that happen to be more acceptable by consumers today. Therefore, it's not necessary to learn how to act like a man. Women in the lead is good for business.



8. Part-time is as good as full-time.

Old School: Full-time people can devote more time to their business and are, therefore, better prospects. Full-timers also receive the most recognition.

New School: Part-timers comprise 85% of network marketers and direct sellers. Many part-timers together make up big business volume. We give them equal recognition.



9. Making a difference is first, then making a buck.

Old School: Financial independence is the dream.

New School: Making a difference is the dream. Those who stick do so because they love what they do even with little money.



10. Network marketing is not easy.

Old School: Anyone can do it.

New School: It takes training and practice to do it well.



11. We use strengths and creativity, not duplication.

Old School: Get 2 who get 2 who get 2... Or 3 who get 3 who get 3...
"Do what I do... My way or the highway..."

New School: Duplication is not a realistic model. We won't leave our
brain on the train any more... 😊😊😊