



9 Ways of a New Schooler Summary

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New School is spawning a new breed of network marketer.

- They're turning away from the methods that have tarnished network marketing over several decades.
- They're embracing new ways of marketing, new ways of interacting.

Blog Posts

- ["Five worst things to say to a good prospect."](#)
- ["I came out of the closet..."](#)



The way of the new network marketer is turning the industry on its head.

- For many networkers, especially women, the new way is nothing new.
- For years, fantastic promises and dreams of easy money drove the industry. Reality was for losers and “small thinkers”.
- One day, the people said, “Enough already!”
New School was born.

Blog Posts

- [“Will NM find its feminine side, like Nike finally did?”](#)
- [“Masculine excess?”](#)
- [“Old School: Press new recruits to buy the...”](#)
- [“Product sellers are a dime a dozen...”](#)
- [“Obituary. Old School dies at 50.”](#)



A New Schooler...

1. ...Makes money by selling, not buying.

Old School:



- Networkers build their business by recruiting others to buy into the business, purchasing large quantities of product or services.
- They strive to duplicate big buying behavior.

New School:



- Networkers build their business by selling their products or services to people who want them, then finding others who want to do the same.
- They strive to use their strengths and creativity.



A New Schooler...

2. ...Loves their thing madly.

Old School:



- Networkers are money-driven.
- The product or service they sell needs to be just good enough not to be bad.

New School:



- Networkers want first to make a difference, then make money.
- They madly love their product or service or some aspect of doing their business.

Blog Posts

- ["Are the money-driven reps still in control?"](#)
- ["Did we fall out of the box?"](#)



A New Schooler...

3. ...Is transparent with prospects.

Old School:

- Fake it til you make it.
- Show that you're "living the dream".

New School:

- No more half truths or empty promises.
- No boasting.

Blog Posts

- ["Shall we dump the 'Fake it till you make it' recruiting routine?"](#)
- ["Are we hoarding information like the Ku Klux Klan?"](#)
- ["Should I tell her how many miles she'll have to drive?"](#)



A New Schooler...

4. ...Leads with their own hot button.

Old School:

- Find OTHER PEOPLE'S hot buttons by engaging them in conversations on topics bound to bring up dissatisfaction – like family needs, problems at work, or no leisure.

New School:

- Find YOUR OWN hot button by going inside to focus on what turns you on about your product or business... And lead with that.

Blog Posts

- ["Now I'm trying desperately to build my customer base"](#)
- ["Say Johnny, do you have a hot button?"](#)



A New Schooler...

5. ...Separates business from the product.

Old School:

- Always offer the business, even if the prospect shows interest only in the product.
- Because everyone wants more money.

New School:

- Don't offer the business to product prospects.
- Because you may lose them as a customer.

Blog Posts

- ["Are the money-driven reps still in control?"](#)
- ["Would you like a dealership with that?"](#)



A New Schooler...

6. ...Masters antidotes for rejection.

Old School:

- Don't mention the coming rejection – you might lose the prospect or the new recruit.

New School:

- Acknowledge rejection as a fact of marketing life and teach antidotes for it, like: say No first; let go and leave good-bye messages; don't beg, drag or do therapy.

Blog Posts

- ["Have you discovered the five hidden costs of network marketing?"](#)



A New Schooler...

7. ...Offers meaning, not empty promises.

Old School:

- Hold up the big outcomes: financial freedom, residual income, improved health or life style.

New School:

- Hold up the chance to live a meaningful life through one's own business.

Blog Posts

- ["To those who love it madly..."](#)

- ["I'd rather be amateur than pro here, too."](#)



A New Schooler...

8. ...Speaks the new language of marketing.

Old School:

- Say whatever might attract a prospect – stories of networkers who have made big money, promises of health improvements, scientific findings, technical features of products.

New School:

- Eliminate “seller talk” – big promises, technobabble, fluff and hype. Tell your real story – your why - and describe your thing in words a 13-year old would understand.

Blog Posts

- ["Are the money-driven reps still in control?"](#)
- ["Have you discovered the five hidden costs of network marketing?"](#)



A New Schooler...

9. ...Practices the new ways constantly.

Old School:

- Just talk to people. It's easy; anyone can do it.

New School:

- Practice what to say and what not to say. The language of effective marketing in today's skeptical marketplace does not come naturally. Top marketers practice constantly.

Blog Posts

- ["Practice? What practice?"](#)
- ["The secret to becoming a star..."](#)