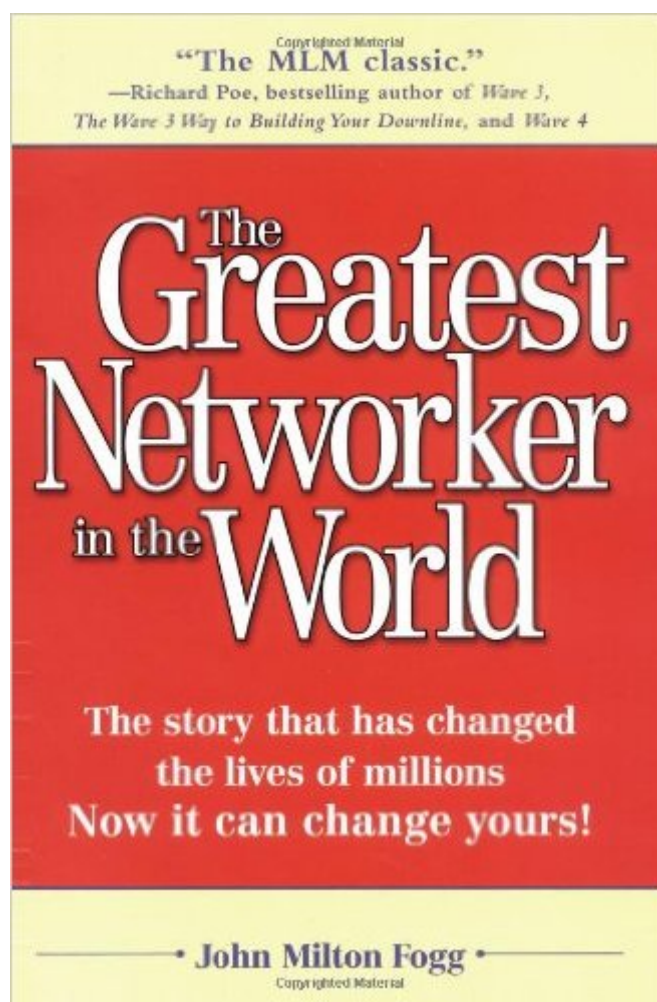


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The Greatest Networker In The World



Synopsis

"The MLM Classic."--Richard Poe, author of Wave 3 Network marketing is a burgeoning field, and it can be a frustrating and difficult experience. There are many who have achieved minimal success, and many more who have made no money at all. With these discouraging figures, how can one become a member of the successful elite? Millions agree that the best way to do this is to spend some time with The Greatest Networker in the World. John Milton Fogg's extended parable is the story of a young man on the verge of quitting the multilevel marketing business. As he prepares to give his final opportunity meeting, he meets the individual everyone refers to as The Greatest Networker in the World. This warm and wise man takes in his young counterpart and shows him the trade secrets so he too can become a successful network marketer. The young man soon learns that the trade secrets have very little to do with conventional marketing techniques. In fact, he has to unlearn everything he thought he knew about business. "The paradigm of network marketing is so fundamentally different and distinct from all other paradigms of business, that it requires a pretty complete shift from the way we normally view business to appreciate and understand it." The new paradigm is built around one's habits of thought and discovering that the secrets to network marketing success are within oneself. The values of responsibility, team building, and caring for one's downline play a much more important role than competitive promotion and advertising. A critical skill for all marketers is the ability to teach people to teach others. Once one has mastered the new paradigm of multilevel marketing, he needs to not only show his downline how to master it, but also how to teach those techniques to others. This leads to greater leadership within the organization, more stability, improved productivity, and as a result, long-lasting success.

Book Information

Paperback: 160 pages

Publisher: Crown Business (February 26, 1997)

Language: English

ISBN-10: 0761510575

ISBN-13: 978-0761510574

Product Dimensions: 5.5 x 0.4 x 8.5 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars See all reviews (64 customer reviews)

Best Sellers Rank: #329,767 in Books (See Top 100 in Books) #193 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel

Customer Reviews

The industry's most popular "success fable". Should have given it more stars but 's system wouldn't let me edit my original click.If you enjoyed Mark Fisher's "Instant Millionaire" and yet you're looking for something in the network marketing vein....this is it.The book is essentially the story of a young networker who's frustrated with his business and is about to quit. He meets a famous and wealthy network marketer at a hotel meeting who invites him to come to his mansion so they can mastermind about what it takes to create a large income in network marketing.But it's not what the young man thinks. Rather than getting instruction on scripts, presentations, etc.....he learns the REAL secret to success: knowing who you are, what you want and why you want it.I particularly enjoyed the "movie scene" where the young man is instructed to visualize his ideal life. It's a good exercise for prosperity. I still get chill bumps when I get to the last paragraph of that chapter.TGNITW is not a a "how to" book on building a downline. Instead, it's focused on larger concepts and principles. But, if you're involved in network marketing, you should definitely have a copy.

I call this book as my "down book" because I always turn to its pages whenever I encounter difficulties in my MLM undertakings. I first heard about this book from my upline when he was counseling one of my downlines. As I was listening to them, I thought that this book was just a mere way to cajole a networker who's losing interest or not succeeding quite enough. I bought the book just to show my downline that I heed upline advice. Voila! This book has helped me more with only one chapter than three to five full books on MLM that I've read. If it won't help you in your MLM career, it will definitely help you as a person. Highly recommended!

This may be the most overrated book in network marketing.Don't get me wrong. John Milton Fogg is a heck of a writer. This "fable" is truly an extraordinary read, filled with wonderful images and seemingly heart-felt sentiment. A page-turner, the reader whisks through the story of a novice networker's breath-taking encounter with the Greatest Networker in the World. From a Japanese Restaurant to a hot bath to a baseball diamond to an opportunity meeting, the reader really believes that he (or she) is learning the secret to true networking success.As such, this book has been heralded as the "classic" for the industry. (I must confess that I once was a believer.)It's easy to come away from this book after a first reading thinking, "so this is what I'm missing." Fogg has a gift.The problem, however, is that there is nothing that Fogg presents that truly helps someone "do" the networking business, and do it well. There is nothing written in the book that justifies the feeling

of discovery that the first reading bestows. Moreover, Fogg presents no authentic insight. Instead, this book is empty. It promises a "secret," almost Gnostic, knowledge of the inner-game of MLM, but never delivers. It certainly leaves the reader hungry for more; but hungry because there was no food in the first place. This book, instead, permitted Fogg to craft for himself a self-styled persona of "networking expert," with his finger on the pulse beat of the industry. What Dexter Yager did with Amway, Fogg tried to do with the industry as a whole. Take a look at his greatest network community. (Yager, to his credit however, actually built a downline. I don't think Fogg can say the same.) The Emperor has no clothes. There is little, if anything, in this book which is new or thought provoking. It gives the appearance of substance, but appearances are deceiving.

It was something we had not done in nearly twenty years; My wife and I actually read this book together! We were both so intrigued by the first chapter of "The Greatest Networker in the World" that neither of us was willing to yield the book to the other to read first. So, we took turns, alternating chapters, and read the story to each other over the course of two evenings. John Milton Fogg so masterfully draws his readers into this "first-person" account of one man's discovery of the real secrets of success in network marketing that we were genuinely disappointed to find, at the end, that the character was fictional and not autobiographical. Our hearts were touched by the "narrator's" personal struggle to find the solution that would bring he and his family the success and financial security he so deeply wished to provide for them. Fogg evokes genuine emotion from the reader, revealing the real-life success secrets in this business as the main character learns "what he doesn't know that he doesn't know." Highly recommended for anyone seeking success in sales or simply looking for practical advice and encouragement on rediscovering your dreams and renewing your belief that they CAN really come true! Inspiring and "Amazing!"

This book is so wonderful. It reminds me of the books: "Illusions" by Richard Bach and "The Alchemist" by Paulo Coelho. These books take you through a story, a life experience. Learning is not about facts and figures, but the journey through life. "The Greatest Networker in the World" takes you through a journey to set you free of your old beliefs, teaches you how to create better habits and shows you some wonderful techniques and strategies for not just building a successful Network Marketing business but to creating a better YOU! I loved this book and I will be reading it again and again. In fact I think everyone who gets involved w/ Network Marketing should read it and when they start doing well, give it away to their downline as a part of a bonus program. :) I only wish that John Milton Fogg expanded on the "Changing your beliefs, Changing your habit" section.

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