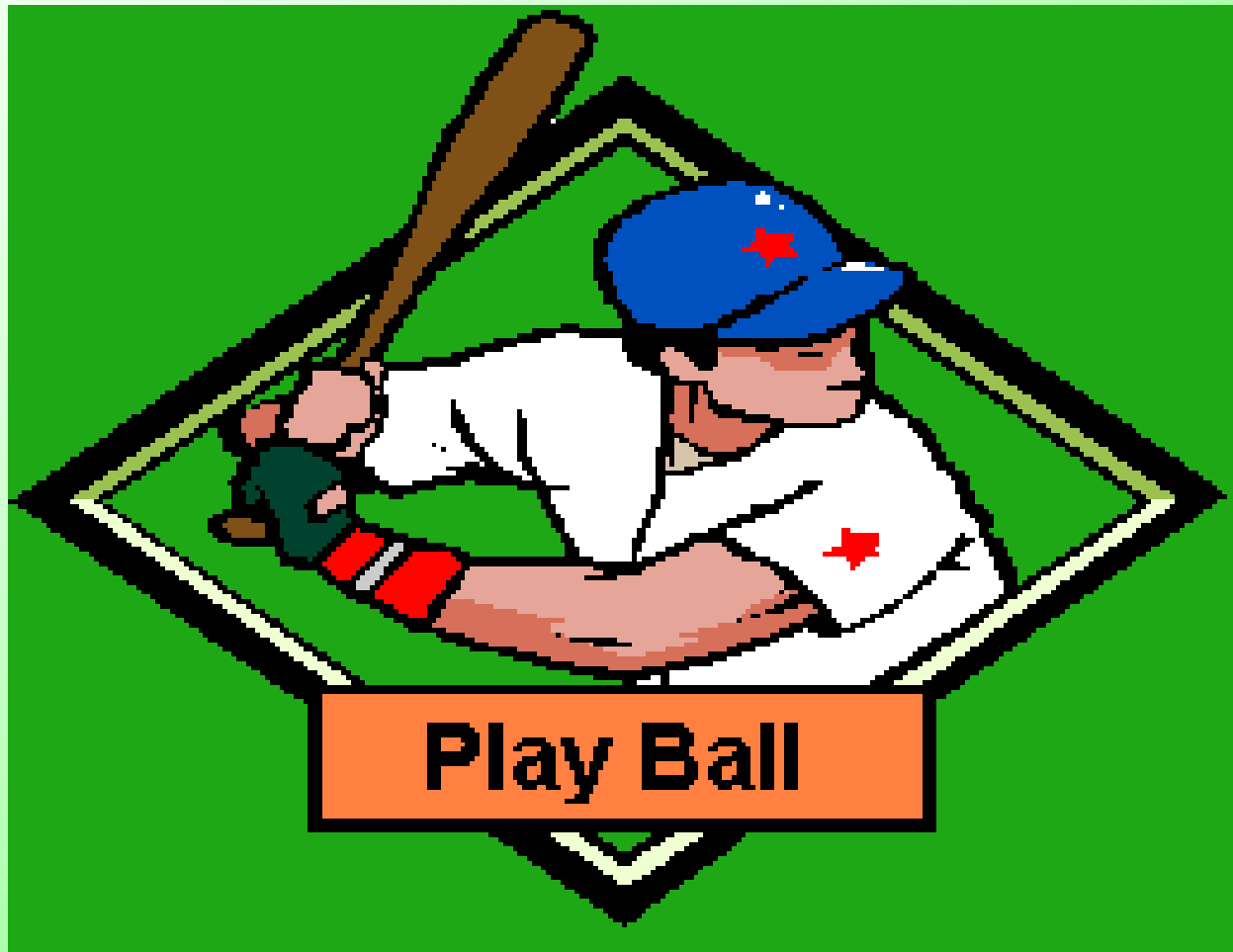


Play Ball! Run the Bases! Make Money!

Tips to Ensure Failure

or How to Develop a Down-line of Morons



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Tips to Ensure Failure

How to Develop a down-line of Morons and How to Develop Failure

Every self-help book I've read, or training seminar I've attended, tell me to do this or do that, or even change my lifestyle or thinking. While there are a lot of great systems and advice, no one has ever told me how to avoid failure.

When I see people fail, I want to know the reasons why they fail, so I can avoid making the same mistakes that lead to failure. When I experience failures along the way, and I do, I want to learn from them.

Learning from your failures, or mistakes, can be the best education you get. But don't go out and try to get a PHD in failures! Just observe the failures and analyze what went wrong. Then make adjustments so they don't happen again.

Morons are those people who drag your business down. They don't think for themselves and they actually keep others from joining your business.

Have you ever wondered why someone does things a certain way or why someone else doesn't do this a little differently? I do. Therefore, in this chapter I will tell you some things I have observed when watching people fail.

Some people fail miserably, while others grow slowly. However, with just a few changes, their slow steady growth can be accelerated.

To have a long-term successful business in this industry, you need to develop a down-line of team leaders that will continue to bring in new recruits and increase your sales volume.

Tips to Ensure Failure

The Baby-Sitter

First, instead of leading, teaching, and equipping your down-line, you must baby-sit them. Instead of being a manager, or delegating tasks, a baby-sitter begins with you doing everything for your new recruits. If you do everything for them, you totally disable their desire and ability to create their own group of people whom they will lead. Without tasks to achieve, the baby recruit will never learn to walk on their own.



Since a baby cannot feed itself, recruits that have been baby-sat will never learn for themselves. Leaders constantly feed their minds. A leader is always learning, and sharpening their skills. They generally read non-fiction, skill or strategy books; or they attend periodic training seminars. As they learn, they apply these skills.

Morons, like children, expect you to feed them. If you have to make copies of what you've learned from attending a seminar, or you have to loan them your copy of self-help books and tapes, you are baby-sitting them.

Don't do it! Encourage them to attend the seminars and buy their own books. Any business should know when to invest in the proper tools to increase its production. These books and seminars can increase your production, and your team's production.

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Tell your Recruits they will never get Rejected

Tell your new recruits that you will give them the secret of never getting rejected. Tell them this is the greatest opportunity in the world and once they sign up the money will start rolling in.



Obviously, that is a bunch of hoey. Everyone has people tell them thanks, but no thanks. When this happens people become frustrated. Then they start blaming others or the company and they drop out. As a result, you spend most of your time looking for prospects rather than giving presentations. Then you wonder why your team members are not developing into leaders.

The best thing you can to avoid this mess is to set your new recruits level of expectation at the very beginning. Tell them there will always be problems in this or any other business. People will say no and some people might even tell you that you're crazy. So, prepare them for this type of rejection. Let them know that just because they are smart enough to know a good thing when it comes along, not everyone else will.

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Do what you want, not what you teach

The second rule for developing morons is to preach, or teach a system, but never use the system. When your team members see what you do, just as a child sees what their parents do, they will follow your actions.



I have witnessed a group of leaders that teach a system in their presentations and they even have mini-training sessions after some of their overviews. But when you watch them in their personal recruiting efforts, the system is rarely followed.

When you were a child, did you ever hear the phrase “Actions speak louder than words”? Or, when a person is confronted with their hypocrisy they tell you to “Do as I say, not as I do.”

Knowledge is Power, so I will not share it

It used to be the trend in Corporate America that when you would learn some new information that might benefit your company, you would not share that information with your colleagues. If you do, this might make them more valuable than you.

After all, you don't want someone else to be smarter than you.



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You want to keep them down at a level below you. This makes you more powerful! However, we know now that we cannot move up to a higher position until another person can replace us in our present position.

The bottom line here is: Communication and sharing information will impact your business. Use it effectively to have a positive impact, or abuse it to have a negative impact.

Give me your Opinion?!?!?

There are several good scripts floating around on various web sites. However, from time to time I will see a script that will go something like this: “John, I’ve ran across something you have to hear about. Hang on while I play this pre-recorded message and then I want to get your opinion.” Or, after you play the pre-recorded message, or direct them to your web site, you say: “Hey John, what do you think?”



Boy, does that ever open up a can of worms! Here is where the damage comes in. If you ask someone for their opinion, they WILL give it to you. Their opinion may not be what you want to hear! If you have a great business, with a great product, it **DOESN'T MATTER A HILL OF BEANS** what John's opinion is! Your business is great regardless of what John thinks.

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People can only take so much rejection and negative reactions from other people. You may talk to five people one evening and all of them are thinking about their favorite TV show, rather than listening to your call. Then they ask you if you have lost control of your senses. After a few of these calls, you may become skittish about calling more people tomorrow evening.

Therefore, don't ask for people's opinion. Opinions are like noses, everybody has one. Instead of asking for their opinion, ask them if they are interested in adding a few hundred dollars per month to their savings account. Then, ask them if they are sure they can handle the extra money.

Pat'em on the back and send them on their way!

We've all seen highly energetic people who will tell you you're doing great, then pat you on the back and say "Go get'em!" However, when you ask them something, and you need a serious answer, they quickly rattle off some answer and move on to the next person. They are more interested in hearing themselves talk, than they are in helping their teammates grow.

Of course that really chaps me, but people are people. If you want your team to be crippled, just pat them on the back, sing their praises, and say "Go get'em!" Forget about equipping them with the appropriate tools or information. After all, if they are going to be successful, they have to do it themselves.



Tips to Ensure Failure

Develop Realists not Dreamers

You sure don't want dreamers or visionaries in your group if you are building a group of morons. A realist looks at the work plan, examines the numbers, and follows the plan to the letter. They do not think and they do not look beyond the boundaries of their little book to grow bigger. The realist knows that a mousetrap works, so why try to look for a better one.

You do want everyone to follow the system, but they still need to think on their feet. They have to recognize opportunities when an opportunity jumps in front of them. You want them to have a hunger, or a dream. It's this hunger that keeps them pursuing opportunities.



Where would the world of personal computers be today if Bill Gates were not a dreamer? Where would we be from a technological standpoint if Albert Einstein had been a realist, and not a visionary?

Tips to Ensure Failure

Summary of how to fail

- **Be a Baby Sitter**
- **Tell your Recruits they will never get Rejected**
- **Do what you want, not what you teach**
- **Knowledge is Power, so I will not share it**
- **Give me your Opinion ?!?!?**
- **Pat'em on the back and send them on their way!**
- **Develop Realists not Dreamers**

If you are committed to failure, be sure to use all of these techniques. That is a sure way to achieve your goal of failing. Knowledge of how to fail is some of the best education you can have for going out to succeed.

It's only when your team can continue to grow without you that your business can stand on its own. In other words, which would you rather have, 100% of your efforts, or 1% of one hundred other people's efforts?