



8 filters of DUPLICATION

by Chris Hughes

Millionaire Maker and my mentor, Mr. Jeff Olson taught me what he refers to as filters of duplication. He gave me 7, and over years, I've realized there needed to be one more. And he agrees. I call them the 8 Filters of Duplication. I'll list them below and then explain them.

Filter 1: Can I do what you just did to me?

Filter 2: Do I have time to do what you just did to me?

Filter 3: Am I willing to do what you just did to me... to my friends, family and neighbors.

Filter 4: Can a dud do it to a stud?

Filter 5: Will this work four, five or six levels below me?

Filter 6: Will this work long distance?

Filter 7: Will this work without me?

Filter 8: Five minutes later?

If you want to build a really, really big business, when you're sharing your business with your prospects, they need to be able to say "yes" to the following 3 questions, which are the first 3 of the 8 filters.

1. Can I do what you just did to me?

2. Do I have time to do what you just did to me?

3. Am I willing to do what you just did to me... to my friends, family and neighbors?

These are critical questions. If you do some fancy, one hour long, hard charging presentation your prospect will be thinking to himself, either consciously or unconsciously:

"This sounds great, but there is no way I can do what you just did to me! Besides, I don't have the time. And who would I talk to? There's no way I'd do to my friends, family and neighbors what you just did to me."

These people will tell you "no" even if they absolutely loved your presentation. Napoleon Hill, author of *Think and Grow Rich*, one of the best selling books of all time, said, "What the mind of man can conceive and believe, he can achieve." If you're prospect can't conceive, or see themselves doing what you did to them, they won't.

The rest of the filters are as follows:

4. Can a dud do it to a stud?

This is important because most of the people who join your business will not be successful, super motivated, well connected leaders. Most of them will be average people with under-developed skill sets and confidence. They need an “easy way” to share the business with people they look up to.

When I started the business, I was a dud. If as a dud, I tried to do a one hour sales pitch to the rich guy at church, he would never have it. Take it from me- I’ve tried it. In the early days of my career, I tried to do a fancy presentation to a wealthy business man (dud to a stud). He stopped me less than 60 seconds into the presentation and ended the meeting. That’s why tools are so important, because a dud can recruit a stud if he uses them.

For example, I went to a friend of a friend’s house, who was a multi-millionaire. I was incredibly nervous. I told him I wanted to get his opinion on something. I showed him a video which told him all about the company, how long we’ve been in business, the need in the marketplace, the product, the compensation and the timing. When the video was over, he bought the service and joined my team! Today, there are thousands of people in that organization, and that could have never happened without good marketing tools.

5. Will this work 4, 5, 6 levels below me?

6. Will this work long distance?

Let’s say you’re one of these people who can sell anything to anyone, and you tell everyone on your team, “Just bring them to me! I’ll recruit all your friends for you!” Your teammates bring their friends to you, you dazzle them with your charming personality, and they all join your business. That’s great! You won the battle, but you’re going to lose the war. Your business will never be able to grow in true depth or outside your local area because it’s all about you. Again, by using tools and teaching your team to use tools, your business can grow deep, all over the country, and without your involvement in every presentation.

7. Will this work without me?

One of the most important things you can teach your new team members is to be system dependent, not “you” dependent. No one wants to be in the adult day care business. If you teach your teammates to rely on you for everything, you’ll never have freedom. You want them to be able to build their business in spite of you, not because of you. Again, if you teach them to use tools, they don’t need you to do the presentation for them.

8. Five minutes later?

This is the one I added to Mr. Olson’s 7 filters of duplication. Can my prospect do what I just did to them? Do they have time to do it? Do they want to do it? Will it work in depth? Long

distance? Without me? 5 minutes later? If I come to your home and show you a video about the business, and you sign up, one of your first questions is going to be, "So, what do I do now?" Since I used a tool to introduce you to the business, I can show you how easy the business is by recounting what I did to you. I answer your question with a question.

"What did I do to you?"

You say, "You just showed me a video."

"Uh huh," I say, "How easy was that? That's all you have to do! Put the information in front of your friends."

You are able to do exactly what I just did to you, you'll have the time to do it, and you'll be willing to do it. A dud can do it to a stud. It will work in depth, long distance, and without you. And, you can do it 5 minutes after you join...because it's so simple!

The formula for success in network marketing is to get a large group of people to do a few simple things consistently over a long period of time. We call this duplication. Notice, it's not about getting a few people who can do a lot of things. It's about getting a lot of people to do a few simple things: key word- **simple**. If it's not simple, they won't do it. If they don't do it, you'll never be able to build a substantial business.

The way you get a large group of people to do a few simple things, is for you to first do those few simple things, and show people how simple it really is.