

NETWORK MARKETING EMPOWERMENT

MODULE 13

POWER
NETWORKING



MX20
POWER NETWORKING
SUCCESS SYSTEM

MODULE 13
THE POWER OF DUPLICATION

All modules of the *POWER NETWORKING
SUCCESS SYSTEM* were written & developed
exclusively by James Lee Valentine

Feel free to disseminate this module to
the members of your MX business networks
for training & leadership & empowerment

Copyright © James Lee Valentine
All Rights Reserved

POWER MODULE 13

THE POWER OF DUPLICATION

In the network marketing business, you don't have to know everything to reach the top. Actually, success comes from using what 'other people know' to accomplish your goals. This is called LEVERAGE. Network marketing is a leverage business. By using leverage, even the smallest efforts can achieve massive results.

As a network marketer, you leverage your time, energy and money. You leverage knowledge — yours and that of other people — and you leverage tools, technology, meetings and systems. However, what you leverage most is people. You do this by using one of the most powerful growth principles in the world. It is known as DUPLICATION.

One definition of duplication is: to make an exact copy of the original. Many individuals assume that what this means is duplicating people, as in 'cloning' them. This is not so. In the network marketing business, we DUPLICATE THE SYSTEM. This is what leverage and duplication are really all about: working smarter instead of working harder by finding a method to increase results with less time expended.

*The key to duplication is:
Don't duplicate the people . . .
duplicate the system.*

POWER MODULE 13

THE POWER OF DUPLICATION

There are two extraordinary components to the duplication system, a greater understanding of which will help network marketers fast-track amazing results:

- [DOUBLING CONCEPT](#) (explained here)
- [MODELING](#) (explained in Module 14)

The brilliance behind the phenomenal success of network marketing during the past five decades is [DUPLICATION](#). The word duplicate literally means to double. The process of doubling is one of the most powerful forces at work within the compensation plans of the network marketing industry.

Perhaps you are wondering if the concept of leveraging time and money through duplication really works. To answer that, we will ask you a question.

Question: *If you were offered one million dollars today, or the sum of one cent doubled every day for thirty days, which would you choose?*

The one million dollars, yes?

Don't do it! Though it looks highly unlikely, the wise choice is to take the cent doubled every day for thirty days. Let's see why . . .

POWER MODULE 13

THE POWER OF DUPLICATION

One cent doubled every day for thirty days doesn't sound like much, does it? After five days, you'd only have sixteen cents, after ten days only around five dollars, and after fifteen days just a little more than \$160. By day twenty, you'd only have around \$5,000. But wait, it now gets interesting.

On day twenty-five, just five days before the end of the month, you'd have over \$167,000. Next day, \$335,000. And the next, more than \$670,000. Finally on day twenty-eight, you'd surpass the one million dollars mark. And on day thirty, you'd have over five million dollars. [FIVE MILLION DOLLARS!](#) All from one cent that kept on doubling every day!

In the beginning, doubling maybe doesn't look like much. After twenty days, your cent is worth only a few thousand dollars. But it's worth over five million dollars by month's end. Was the wait worth it? Yes! That's the [DOUBLING CONCEPT](#). That's the power of duplication.

Don't be misled just because you can't see it happening yet in your network marketing business. Given enough time, the power of doubling is amazing. But most of the time you'll never know it's going on. Then, like magic, your business explodes. It's not magic, though. It works, it's proven, and it can work for you.