

**PHIL GERDES**

**WIN  
OR  
QUIT**

**HOW TO MAKE THE DIRECT SALES INDUSTRY  
WORK FOR YOU**

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*A new, thought provoking, direct, systematic book by Phil Gerdes. The "how to" of building your Direct Sales business to a point of seemingly irreversible success. This book has created a new type of excitement within the Direct Sales Industry. The direct, personable approach taken by the author, and simple, easy to follow systems, along with the stories, humor and imagery, prove to be a major help to all MLMers, from Rookie to Veteran.*

# Win or Quit

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# **Win or Quit**



**How to Make the Direct Sales  
Industry**

**Work for You**

**Phil Gerdes**

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First Edition

## **Dedication**

*This book is dedicated to my beautiful, intelligent, caring, giving, loving wife, Victoria Gerdes. With her support and inspiration, I can accomplish anything.*

*-Phil Gerdes*



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## **Introduction**

Life is a journey, filled with adventure, struggle, joy, challenge, and more. In a fast-paced, ever-changing society, each person must make the daily choice to determine his/her own path. This book is written for all who seek self-awareness, independence, and success. Learn how to shape your own future and how to overcome the Dream Killers. Designed with personal writing space, each chapter serves as a journal for you to express your thoughts and record your own learning experience. Do you long to give up that 9 to 5 job and follow your own dream? Is it possible to create your own wealth, your own lifestyle, your own success? What does success mean to you and how can you attain it? No matter your current state-in-life, the following pages are written to help you learn how to "win", not "quit", and how to make the Direct Sales Industry work for you!



## **Making the Choice**

People work, as employees, at various jobs, for years. They complain about pay, or, lack thereof, the commute, co-workers, inadequate working conditions, missed family time, and much more, only to return, day after day, without question. In fact, many commit to continuing this grueling, seemingly endless cycle for the rest of their adult lives.

Vast amounts of men and women simply succumb to the ridiculous idea that, in order to pay the bills, you must "work at a job". With that in mind, I offer you this challenge: Ask any of your bill collectors if they have even the slightest preference as to where you get the money that you will be using to pay them. My bet is that not one will care, even the slightest, if your money comes from the job you hate, or a business you love. Bill collectors simply want one thing, for you to pay them, and that will not change, no matter how successful you become.

Many people partake in conversation after conversation, saying how upset they are with the "system". How things have never seemed to go their way and how they would be able to change it all, work so hard, and create so much, if only they could find the right opportunity, or, get the perfect break.

Yet, despite all that complaining, declaring, and promising, for reasons that I honestly still do not

understand, when most people get involved with the Direct Sales Industry, rather than setting an achievement date for all the dreams and goals in their heart, they set a termination date for them; as if, now, when they finally have the tools necessary for success, their goals and dreams become only as important as the date in which they believe their success should be obtained.

Chances are, you are just like the more than 70% of MLMers who get involved with a company, and, in a matter of days, feel their first sense of the ever-so-painful emotion of, "frustration".

You were hype, pumped, flat-out excited beyond belief. You knew this was just what you have been looking for, and here, now, days into it, you are already thinking about throwing in the towel. You're already deciding to give up on all of your dreams and goals because one or two people told you that they knew someone, who knew someone, who met someone in the grocery store that told them that these types of businesses do not work.

On the other hand, perhaps you just did not think there would be so many conference calls, or events to attend. Maybe you were under the impression that these types of businesses were "easy" and all you really needed to do was "sign up".

I know what you're thinking. You are saying to yourself, "That is not entirely true. I am not quitting on my dreams, goals and desires, Phil. I just think that maybe this opportunity was not the right one to help me reach them." Well, if that line works for you, then you should probably stop reading now. You should find

someone who does not have, or, at least, is willing to fight the issue that you are currently facing: You are a "Chronic Quitter." You convince yourself that you have the best reason ever as to why "you" are not the problem. It is the business, the industry, your up-line, your socks, your suit, your 3rd grade Language Arts teacher, or, whatever else you keep lying to yourself about as you quit your way through life. This book, simply, is not for quitters. It is for winners, and truthfully, you will never become a winner as long as you have a quitter-mindset. So, make your decision now. Win or Quit. From this point forward, take ownership of the decision you are about to make; whichever decision that might be. Then again, if you are a quitter, you will blame the reason you stop reading now on me, Phil Gerdes, the author. You will say that you do not like the font I have chosen, the tone I take, or, the way I spell. If that's the case, then this book is not being written for you.

This book is where the winners will receive many of the tools, strategies and tips that I have gathered and mastered over the years; which have assisted me in creating what has been, based on the statistics, very atypical success in the Direct Sales Industry.

Over the years, I have been fortunate to collect huge bonuses, build life-changing residual income, earn free company cars, sit on company advisory boards, receive Super Bowl sized diamond rings, take free vacations around the world, and more; so much more. The journey has not been without challenges by any measure. It has always been simple, expected and true, though not always easy. With all the blessings I have received in this

industry, first, in every situation, came a hurdle, a hardship, a challenge.

Having said that, let me quickly address one of the most common questions I receive throughout the industry of Direct Sales/Network Marketing, as I am sure that upon publishing this book, the requests will flood in at an even higher rate. The question is, "Will you personally mentor me?" While I appreciate you, I am excited for your journey, your path, your successes, I simply do not have the time to invest in the direct-mentoring of thousands. Although, I want to see you reach your goals and dreams, and, want nothing more for you than to watch all your visions come to fruition. However, even as I write this exact portion of the book, I am sitting in a convention, soon to be training 12,000+, and am leading a huge, incredible, focused team of my own. Thus, while I offer myself to those on my team on a daily basis, I must refrain from offering my direct-mentoring to others, for I simply do not have the time to commit.

However, though I can not commit the time it would take to become personally involved with each an every reader, do not be misled into thinking that I am saying that I will not mentor you. You are still being mentored by me through events, calls, and, more importantly, through this book! That is the reason why I have committed so much time to writing "Win or Quit/How to Make the Direct Sales Industry Work for You". Though you won't be calling me to "talk business" (direct-mentoring) every night, you can still glean from the value and implement the tools, keys, and nuggets of wisdom and experience, provided for you in these pages.

*How to Make the Direct Sales Industry Work for You*

With that in mind, hold on tight, open your mind, and remember, when all is said and done, YOUR success is not in this book, it is inside of YOU. Realize it, own it, and turn it into reality! Dominate your life!



## Defining Success

Alright, so you're in. You took the leap. You have gotten the ball rolling. Well, here is the drop-honest truth: That is not enough! It is not enough today, and it will not be enough tomorrow. It is not enough to "just get started". It is not enough to say that you want it...to say that you will be at the top! Ah, the top! The top is where winners sit. Are you willing to grow into a winner? You are reading this book, so I would say that you are, at least, thinking about it.

Most people get started, follow the hype, and quit. **THAT WILL NOT BE YOU!** You are driven, focused, and you know what you want out of life.

Or, wait, do you? Are you sure?

What does **SUCCESS** mean to **YOU**?

Define it! Write it down!

Tell everyone!

Make a fuss!

What, *exactly*, is **SUCCESS** to you (hard question!) and how will the Direct Sales Industry play a role in helping you to achieve it? Ironically, most people really have no idea what it is to truly be successful, not even according to their own definition. Think about it. How can you catch something if you do not know that you are hunting for it? How would you possibly know the best traps to set, tools, and weapons to use; the most efficient

place to set up camp? You can not catch a lion with a trap set for a mouse.

It is absolutely crucial, therefore, that you define what success means to you. Not what someone else wants for you. Not what you think is right. Not what you wish you had. What does success mean to YOU? Be clear, concise, straight forward, detailed, open, vocal, and BIG! This is where you write your life. You are holding a blank sheet of paper that will, one day (if you stay the course) become the story of your future.

Go! Write! Dream! Set Goals! The BIGGER the better! And, hold on tight. You are about to create the life you did not know existed.

Be bold. Share it! Give the goods to the world. Once you have the story, it is time to let people read it. It is your time to tell the world of your plans; to let those who support (and those who do not) know that, without question, your future is written and you had a hand in authoring it. You have been led, you have been steered, and, you are being guided. Guided up the path of success. You know what it looks like and you are not going to stop pushing until you know what it feels like to live it!

## **Make a Fuss**

As you begin to tell the world your story, you must be prepared because as soon as you start talking, some will view it as "craziness". Just when you really see things coming together, the haters are bound to come crawling in; doing everything they can to tear down your goals, and burn your dreams.

Haters are real. They disguise themselves by starting their jolt of negativity with a compliment of sorts. They might say something like, "You know that I love you, right?" or, "I believe in you, but..." Most of these people truly believe they are doing what's best for you by pulling you down; when, in fact, most often, they are actually worse-off, in life, than you. Besides the typical "compliment-then-tear-you-down" type of hater, there are also those who simply do not want you to win. They are content with living a certain lifestyle and wallowing in their misery. Their misery wants company, and, that company is: YOU! Run!

Removing yourself from the haters is important. However, merely running away is not the full answer. Fear not, as we'll discuss how to deal with the haters, a bit further on, in this book.











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