

f*ck what your upline said.

Stop Bugging People.
Do This Instead.



ashley shaw

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CHAPTER

1

100 Disappointments

As a kid, Jordan had always said she wanted to help people when she grew up. Here she was, in her thirties, clocking in and out of her office job and thankful for employment... but over the years, a nagging thought refused to leave her alone.

She was working her ass off to fulfill someone else's dreams.

She was tired, unfulfilled, and had little to show for it. It was time to change that.

It was Monday evening after a long day at work, and despite the grey sky tempting her to enjoy the beginnings of Fall from her couch, Jordan sat hunched with her elbow on the kitchen table, propping up her chin. She was diving into her new side gig.

This dang list of "100 Warm Prospects" was intimidating as heck, but the potential it held for her future pushed her anxiety to the side for now. She was determined to make this happen sooner than later.

This never-ending grind would probably douse the last burning embers of creativity and ambition I'd have left for retirement, anyway, she thought.

About a week earlier, after a life-changing six months in a new fitness program, she'd decided to start helping others as her coach had helped her. The last six months had completely changed her outlook on life and self-confidence. When her coach told her she could pass this along to others and get paid for it, it felt like she'd been handed her dream job.

The ability to earn money from home (or anywhere she wanted) in the future only poured more fuel on the fire.

She looked over this list of 100 names she'd been told to write down, and massaged the tension in her neck. *Ugh. I can do this.* Her mind flashed back to last week's onboarding Zoom call when she first heard her company's top-ranked coaches excitedly say "100

people.” If the unfiltered shock on her face didn’t get noticed, the “holy crap” that escaped her mouth certainly had. Heat still crept into her face when she remembered her microphone hadn’t been muted, and her phone almost immediately dinged with a text from her upline coach, also on the call. *“It’s all good! I’ll help you!”* It said.

She had helped her, but scrolling old Facebook connections and iPhone contacts had felt like mining relationships for money, and Jordan’s stomach twisted into knots every time she sat down to pick up where she’d left off the night before.

The thing was... Jordan genuinely KNEW many of these women would love this new opportunity as much as she did, but she hadn’t seen many of them since high school, and most were busy mamas or career women now, doing their own thing. She looked over at her list titled “Contacted.” These were the people she had DM’d last week. The ones who had still left her with the dreaded “seen” below her message, and no reply.

I’ll tackle you later, Jordan thought, that icky “salesy” feeling in her chest.

She was tired of tiptoeing around the timing of reaching out to them a second time. Should she “do them a favor” by following up? *We all appreciate helpful reminders cause life gets crazy, right? When is it time to let things breathe?*

She *hated* this dance.

Here she was reaching out to people she hadn’t talked to in 10 years or more and pretending it wasn’t awkward, but if she was honest with herself, she was dying inside and hoping she wasn’t selling her soul. Was she becoming *that* girl? The one sending uncomfortable messages and forcing her friends to come up with an out? It was starting to hit her. *God knows they’re probably warning each other to be on the lookout for DM’s from me by now...* she shook the image out of her head. *I’m the proof. This program is life-changing. They don’t have to get it at first. I’m not embarrassed.*

Her upline coach's encouraging texts rolled like ticker-tape through her mind. "It's aaalllll just a numbers game, Jordan."

100 messages.
49 more to go.

She took a swig of her decaf evening coffee and grabbed her phone that was lying next to her notebook. *Let's do this.*

She copy/pasted a template she saved in her notes app for this, then edited it to send to an old college roommate. She hadn't seen Shannon in person since 2012, but she still followed her online. *Wait, should she send an audio message this time? Audio, or text...*

Last week she'd tried audio messaging Shannon, and could practically smell her own commission breath coming through the messages. *Text it is.*

"Heyyy gur! Just checking back in- hope you're doing great! I know life gets crazy with littles, and you'd asked for some time, so I wanted to see if you'd had a chance to think about joining me. I just know you'd LOVE this opportunity! It's so perfect for your lifestyle."

She tapped "send" and froze when "seen" appeared all too instantly beneath the text. *Oh, shoot! Please please please...* she crossed her fingers and tried to distract herself by looking anywhere around the room but her phone.

She stole a glance back at the screen, and those 3 dots had appeared. Shannon was typing. Jordan told herself to take a deep breath and not get anxious. She took a swig from her water bottle.

"Hi, Jordan! Thanks for thinking of me, but we've just got too many pans in the fire right now. Not a good time to be spending more money. Hope you're doing well too! Congrats on the new business venture."

Jordan pictured Shannon's expensive lifestyle and tried not to roll her eyes. She felt irritated, like she was trapped running in a hamster wheel, unable to scream the question she was tired of wondering at the world: "WHY THE EXCUSES? Just say no thank you!"

Shannon had amazing taste, and her quality of life was clearly visible on social media. Jordan knew she was being petty, but c'mon. *"Not a good time to be spending more money?"*

Well, maybe not, actually... Shannon had probably spent a chunk on the new clothing haul she'd raved about in her stories last week.

Okayyy, that's enough, Jordan stopped herself. We all have our vices. *Am I being "that" icky salesperson again?* She paused for a moment. *Nah... This is real, and Shannon just doesn't see it yet.*

Jordan hadn't always felt exasperated. In the very beginning, she had dove into messaging her people every evening with genuine enthusiasm. This was an *incredible* chance she just *knew* was perfect for these people, and she was pumped. Even her husband seemed to be excited and supportive, which was a huge relief and meant a lot to her.

Her coach had given her the steps of what those before them said to do, so she'd done exactly as she was told. As soon as they finished making her list of 100 people she nailed that script template down, and after just a day or so of anxious procrastinating she sent the first DM. Phew! It wasn't so bad! She started showing her face in her Instagram stories daily, gushing about what she was learning and how everything was changing. Her confidence grew.

6 days later...

51 messages later...

Zero.

That's how many friends and family members had been interested in talking about her new business (even though she'd offered to pay for a coffee date). Some simply ghosted her, and she dreaded reaching out a second time.

At least this was "personal growth," right?

She took a deep breath, then stood up and did some of the "power moves" she'd been taught to get her in the zone. *This takes work, right? Not everyone's gonna get it at first, and that's ok. Shake it off. It's hard. Can't be a prophet in your own town, or something like that.*

One more, she told herself, knowing if she faced ANOTHER rejection at least it was the end of her day and she could pour herself a glass of wine afterward.

She let out a long exhale, picked up her phone, and tried an actual real-life phone call this time for the last name on today's list. She wasn't messing around.

"Jordan! What's up? How's it going?" came a friendly voice on the other end.

Jordan swallowed hard. *Don't make it weird*, she thought.

"Hey, Ash! Long time no talk!" she replied. "Things are goin' great..." she rolled her eyes at herself. "Sorry to pop in out of nowhere, but do you have a few minutes for a quick chat? I've been thinking about you."

"Sure thing, perfect timing actually. I just put Coco to bed and Bill and I are about to chill with a true crime documentary when he gets back! What's up??"

Jordan felt herself breaking into a sweat and glanced over at the clock. She heard her coach's voice in her head reminding her of the legwork and resilience this biz took at the beginning, then launched into her failproof script with all the enthusiasm of

someone who'd struck real gold.

When Jordan had finished her spiel, a moment passed. "So what do you think?" she ventured, hearing the slight crack in her voice and butterflies taking over.

"Gotcha. Thanks for thinking of me Jordan, but I'm actually already working with thousands of network marketers!"

Holy... "Wait, what?" Jordan was caught off guard. She'd known Ashley for a while and known she was successful, but this came as a surprise. "Why haven't you talked to me about working with you?"

"Honestly, I learned right away that approaching friends and family is actually the *slowest and more painful way to grow my business...* and I had some big crazy goals, so I wanted to get results as fast as possible. I know... your upline probably told you to hit up everyone within arm's length of you, huh. I've always heard the same thing!"

Jordan stayed quiet, even more stunned. *Maybe that wine should be poured now.*

Ashley continued, "I ended up finding a mentor right at the beginning who taught me how to market myself online. It's how I ended up getting past the 6-figure mark within a year and a half! Since then I've launched other businesses that piggyback off of what I'd already built. Jordan, I'm always straight up: I passed the million dollar mark last year and things ain't slowin' down any time soon. It's been wild."

"You're kidding me! Ashley..." Jordan covered her eyes with her palm and tilted her head back. "I'm barely more than a week in and can tell something just isn't working. Can you teach *me* what you've learned?"

"Oh absolutely," replied Ashley. "Can you meet for coffee this Saturday at 10? That'll give me a little time to get Coco up and ready and leave her with Bill. Then I'm gonna show you the most

important concept I've learned in ALL of my business ventures. I call it "The Authentic Relationship Building System."

"Okay great, that works!" said Jordan. "Just one request."

"What's that?"

"I'm buying you the dang coffee."

"You got it!" laughed Ashley. "I'll see ya Saturday."

Jordan hung up the phone feeling excited but a little thrown off. She knew she'd have a hard time quieting her thoughts later and falling asleep. An "Authentic Relationship Building System" was intriguing, for sure. Ash had always been a hard worker, and she knew she'd retired her husband, and they traveled between 3 vacation rentals they owned.

She must be doing something right, Jordan mused as she took a wine glass down from the cabinet.

She was looking at another 50-hour week at the office, and her husband was putting in overtime at his job tonight. They were thankful for the income, but they were both tired.

AUTHENTIC MARKETING FUNNEL CHEAT SHEET

Once you start using the Authentic Marketing Funnel, you'll find you can get more clients without investing more time to get each one, because you're leveraging your efforts.

It will also help you know exactly what to offer next to everyone you talk to.

No more wondering when you should go for the sale, and hence feeling salesy and obnoxious. It's a proven way to sell, based on how natural human relationships work and you will have stopped asking people to marry you on the first date.

Just remember these easy three steps and watch your business grow:

STEP 1: BECOME AN AUTHORITY

Use the principles you've learned to get people interested in what you have to say and build their desire for the results you can give them.

Become consistent and save time by planning your social posts in advance and building positive habits.

Once they feel comfortable with you, they will either reach out to you, or you can reach out to people who often interact with your posts. This conversation can lead to them joining your email list, where you are building a marketing asset for your business.

STEP 2: PROVIDE VALUE THROUGH YOUR FREE 7 DAY CHALLENGE GROUP

Once a month you can run a free, 7-Day Challenge that lets people get to know what it's like to work with you. Facebook groups are great for this, but the method can be up to you. You can also charge a small amount, but making it free removes a barrier to entry, and you want this decision to be as risk-free as possible.

This challenge should focus on giving them a measurable result, but shouldn't be measured in weight loss or anything that creates bad habits and expectations for them. You want your audience to build positive habits, such as eating healthy once a day, going for a walk, or exercising.

Little wins that show they can change their lives little by little and not some massive, unpleasant uphill battle that they'll end up forfeiting.

STEP 3: INVITE THEM TO BECOME A CLIENT

At the end of the 7 days, most people should have had a pleasant experience and built some new habits that they want to continue. From here, you can explain to them what becoming a client means and then add them to a paid Facebook Group.

Because you've offered so much value in advance, most people will be asking you what the next step to working with you is anyway. So you never have to worry about being obnoxious or salesy again.

Finally, create duplication by offering the business opportunity to people who are interested and teaching them how to implement the Authentic Marketing Funnel just like you have.

YOU CAN DO ALL OF THIS ON YOUR OWN, OR...

...you can let us help.

My team can create all of your content for you:

- Strategic Daily Social Posts + Reels + Insta Story Ideas
- High-Quality Lead Magnets
- Weekly Emails To Promote Your Business
- Daily Free Facebook Group Posts

+ Bonus trainings and courses designed to make you feel equipped and ready to keep kicking your biz into high gear!

Read more at www.AshleyShaw.ca/rockstars

CONGRATULATIONS...

You Fricking Rock!

Most people buy a book because they know **they can't keep doing the same things** and expect different results...

...but most people never even open it, or once they start, they never finish reading it!

Because you're one of the badasses who actually read the entire book (or skipped to the end to sneak a peek), I have a **special offer for you that's not available on our website.**

Now that you understand the simple 3 step formula of the Authentic Marketing Funnel...

There's still lots of work to be done to create content and become an authority, nurture your audience and invite them to work with you.

I can give you *all* of that content in a way that lets you just copy/paste, tweak as desired, and have your marketing done for you in minutes.

Visit the link below if you're ready to take the next step and start crushing your business goals...

www.AshleyShaw.ca/rockstars

"Before reading the book, I felt a bit lost in direction as I'm starting my healing practice (and also possibly starting an MLM too) and promoting it online. I can apply Ashley's method of getting to know my clients, creating content that provides value and call to action regardless if it's with my ThetaHealing practice, MLM business or my farm: LOVE THIS. Thank you for providing a way you don't have to create the "100 list"."

EMILY ROSE

"Forget what your upline said. Just read this book."

SARAH L.

"I couldn't "put it down. Oh my gosh, not only is the book priced affordable, this should be a must-read for all your people who sign up for anything you offer!! It was the light switch flipped on for me!! In fact, it was 8 pm when I finished the book on my computer and I instantly created and posted an April 1 post on the calendar! Despite April Fool's day being over! I did it anyway to get the system rocking!!"

JENNIFER GODIN

"I love the book. I've read it twice through now. It's been super helpful and alleviated that horrible feeling that I have to send DMs even when I know I don't want to."

ASHLEY FOREST CURRAN

"Thank you so much for this. I read your book and it FREED me."

LAUREN CAMILLE STEPHENS

"SOOO good. So many YES moments! I feel that spark again and I'm excited to move forward in a way that feels truly authentic to me. I already started implementing some changes and I see a shift in my engagement - and realized just how many people were on the sidelines watching, just waiting for the "real me" to show up."

MICHELLE MATTHIEU