

Praise for *Lessons from the Ark...*

“Lessons from the Ark will change your life. Read and apply the wisdom in this book to build powerful connections and relationships. Learn how to connect with people who can elevate your life and your business to extraordinary levels. This book takes Noah’s experiences on the Ark and uses them to explain some of life’s greatest lessons on communication. And it does it in a way that will entertain you as Russ explains the similarities between the animal world and human behaviors. This one is a game-changer!”

– Troy Rocavert, co-founder & CEO of Network Marketing Business School

*“I’m glad that *Lessons from the Ark* is not another HOW TO book. Rather, it rightly addresses the more important aspect of prospecting—WHO YOU HAVE TO BE to become a successful network marketing prospector. Every networker should read this book. Leaders: use the lessons in this book to conduct training for team—an animal per week. Prospecting will become easy and even fun for your people!”*

–Jeffery Yong, Accomplished team leader, Malaysia

*“*Lessons from the Ark* is an amazing book! It takes a rather dull subject, prospecting, and makes it hugely entertaining. Much more than a fun read though, Russ has packed it full of useful, practical information that will help you build a dynamic business—if you put the stories into action. “*

*–Scott Alexander, Author of *Rhinoceros Success**

*“*Lessons from the Ark* is one of the most fascinating and creative books on network marketing that I’ve read in the last 32 years. It’s fun and yet packed with million-dollar gems that can transform a network marketer from failure to top income earner. This book is a must read for every person involved in this great industry, from novice to expert!”*

*–Rod Nichols, Successful team-builder and Author of *The Twelve Power Secrets for Network Marketing Success**

"I've trained for a wide range of Network Marketing companies in every state and nearly thirty countries. If there's one thing I know, it's this: personal development is the key to success in this industry. If you want to grow in the area of prospecting, *Lessons from the Ark* is a must read. It's a brilliant idea full of insights and practical principles. It's also easy reading and would make great gifts for your team members. Someone once said that you need to hear something 7 times, 7 different ways, from 7 different people. This will be the seventh that brings your breakthrough!"

—Dr. Stan Harris, aka Dr Breakthrough, Author, Trainer, Evangelist and
10th degree Black belt, www.DrBreakThrough.com

"Prospecting matters, and If you want to learn how to find new customers, *Lessons from the Ark* is a must read. It's a witty and informative look at the attitudes you need to be a business all-star. You can stop your frantic networking and start learning dozens of ways to attract your ideal customer. What are you waiting for? Read it already."

—Dan Waldschmidt is an ordinary dude with an outrageous mission. He is at war with conventional sales thinking and Wall Street Journal calls [his blog](#) one of the "Top 7 sales blogs" anywhere in the world.

LESSONS

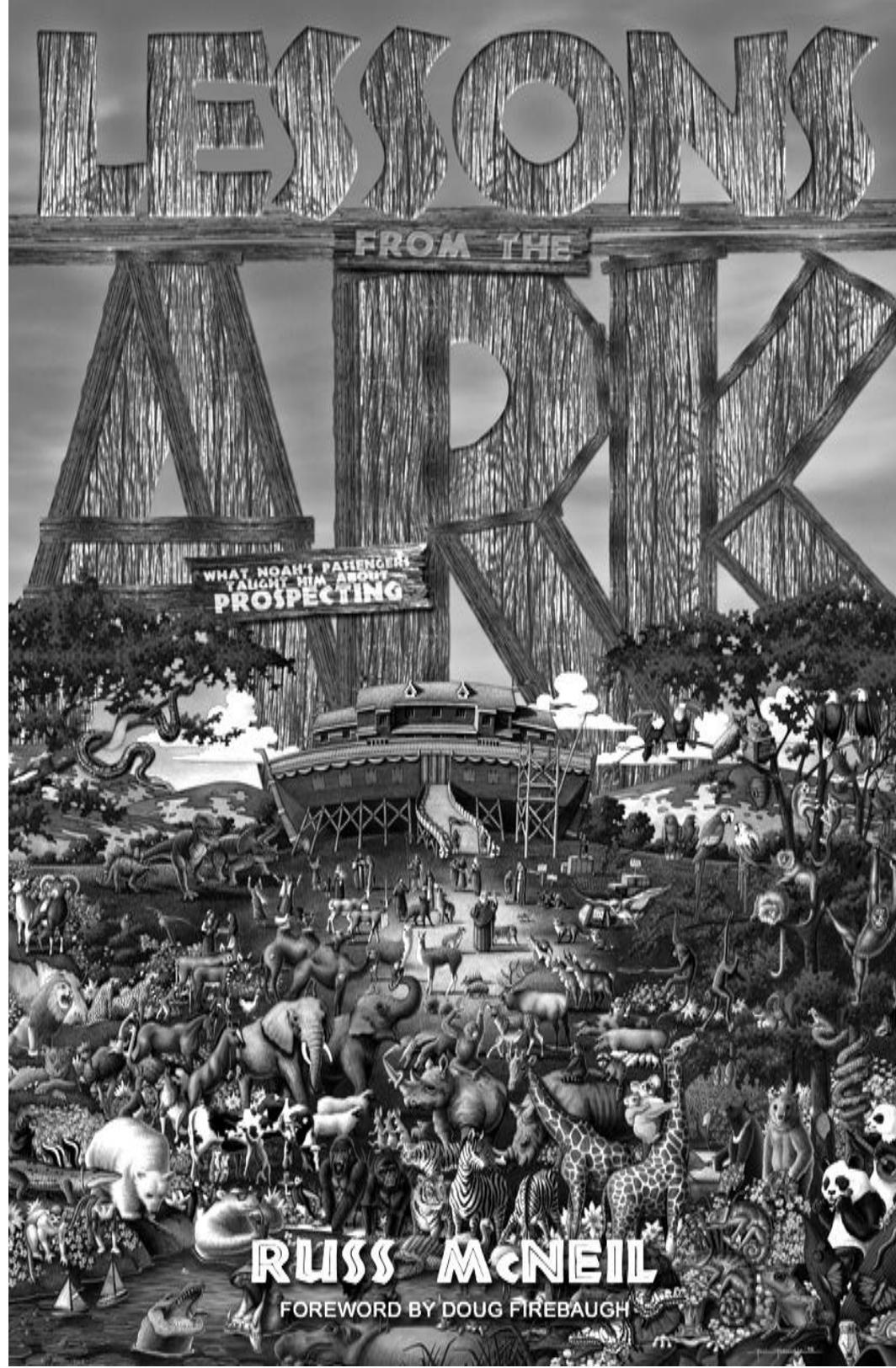
FROM THE

BOOK

WHAT NOAH'S PASSENGERS
TAUGHT HIM ABOUT
PROSPECTING

RUSS McNEIL

FOREWORD BY DOUG FIREBAUGH



LESSONS FROM THE ARK

WHAT NOAH'S PASSENGERS TAUGHT HIM ABOUT PROSPECTING

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Cast of Critters

(In order of Appearance)

Aoudad	16
Okapi	19
Lion	21
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Ox	25
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Bobcat	29
Peacock	31
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A knowledgements

Our Heavenly Father is willing to share His talents, but not His glory. With respect to this book, He was especially generous with His talents. It simply wouldn't have been possible any other way. I enthusiastically give Him all the credit and all the glory for it.

Thanks to Noah, the epitome of perseverance (working for decades, surrounded by scoffers with a propensity for violence). Without him, the theme of this book wouldn't exist. Perhaps none of us would either.

Several special people have contributed to the journey that led to this book: Larry Lenamond, David Hott, Don Wilson, Dean Lindsay and Brian Mast. I appreciate you all. I hope the harvest produced by this work is worthy of the time and wisdom you so generously sowed into me.

A big thank you goes out to a multitude of leaders in our profession as well. Your tapes, books and trainings have touched lives all over the world. Mine was one of them. And now the cycle repeats.

Thanks to several incredibly talented individuals: Eric Dowdle for allowing the use of his *Noah's Ark* illustration on the cover, Damien Mayfield for capturing the personality of the book in the cover design, Daniel Ferguson for applying his creative genius to the animal images inside the book, and Denna Ferguson for teaming with Daniel to proofread the manuscript in order to clean up the aftermath left by yours truly.

Additional gratitude goes out to Aaron Alaniz and Laran Wilke. You know the story behind the story of this book and the support and inspiration you provided had a bigger impact than you may realize.

Lastly, I need to express appreciation for my one-in-a-million wife, Tammy. Your patience and discernment are God's gift to you. You are God's gift to me. It is for you that I build our businesses.

Foreword



BY DOUG FIREBAUGH

I was 26 when the Network-Marketing profession came into my life and it's been an incredible blessing ever since. A quarter-century later, the profession is virtually a part of who I am. In my world-travels as a speaker, I have pretty much seen, heard and done it all. By this point, discovering something new and unique in the industry is just about impossible.

But a couple of weeks ago, the impossible happened.

That was the day Russ McNeil called and asked if I would consider writing a foreword for his new book. I was flattered and honored that he asked because he is quite a writer and Network-Marketer in his own right. Russ shared with me the concept behind *Lessons from the Ark*. I loved the idea and said that I would be willing to review it. When I asked how he was able to balance the "Bible stuff" with his prospecting teachings, he said, "The easiest way to understand is to read it."

I received the manuscript. I read it. It blew my mind.

Russ has taken one of the oldest stories in the world, and given it a completely new perspective by relating it to our profession. And he's done it *brilliantly*. *Lessons* is balanced perfectly. It's not "preachy" at all. It merely uses a Biblical story as a backdrop for sharing powerful truths about prospecting. AND IT WORKS! It doesn't matter whether you believe the Bible or not. Using the animals on the ark as illustrations for prospecting skills is priceless! It's so *ingenious*, and so much *fun* that it's obvious (to me anyway) that the book was inspired by the Holy Spirit.

It's fascinating to see how the various traits of different animals align with important truths about prospecting. Some are traits to emulate, and others are traits to avoid, but each one is outlined with real-world advice and concepts that you can use *today* to build your business.

I enjoyed all the animals, but my favorites are Lion, Eagle and Chimpanzee. They're brilliant, they're funny and every one of them lands right on the bull's-eye. Russ packed so many valuable insights into this book, that you'll need a highlighter and a journal when you read it because you *will* take notes—and lots of them. Russ McNeil has delivered a golden gem to our profession and I'll say it now:

I believe this book is REQUIRED reading for all Network-Marketers—NO exceptions. It is *that* good of a prospecting work. It will bless you again and again with revelations about prospecting that you may never have considered. It certainly blessed and taught *me* a lot. As I read it, I felt like I was back in school learning an exciting new course—it's really *that* good.

This book is amazing, and I know it will help your business tremendously. Tell *all* your people to study this book. Then reinforce it with “APC”—*Ark Prospecting Classes*—webinars that delve into the content with your teams and leaders. They'll love you for it and their businesses will explode.

One final thing: Being a Christian, I am glad to see that Russ is open with his faith as well. Nevertheless, it does *not* matter what your personal beliefs are. The information inside will transform your business.

Congratulations for buying this book. Now, read it. Then read it again. Then repeat with your team.

And watch out for those monkeys!

Blessings...

Doug



Doug Firebaugh is CEO of Doug Firebaugh Training International. You can reach him at www.passionfire.com or support@passionfire.com. Doug hosts *TheFireCall*, a free training call, every Monday night at 10pm EST. Russ will be on several times talking about *Lessons from the Ark*. Visit www.thefirecall.com for more information.

D ear reader...

Zig Ziglar tells us that, “Sales is nothing more than the transfer of belief.” The more I learn, the more I agree.

By Zig’s definition, the sales profession is a noble one. When you uncover a need for which you believe you have a solution, you have a reason, a responsibility even, to share your belief. When the other person accepts your belief, you make a sale (which means you also have the responsibility to qualify your prospects accurately). More importantly, your sale fills a need. The more needs you fill, the more sales you generate. The more sales you generate, the more compensation you receive. Thus, the more you serve, the more you earn.

Using effective communication to meet people, uncover their needs and potentially offer a solution is called *prospecting*. The key to prospecting is to do it with respect, generosity and purpose.

When the needs you uncover relate to income or time, and when you have access to an opportunity that can address those needs, you have in your hands the potential to change lives, even destinies. The more/better/faster you prospect, the more lives and destinies you affect.

I pray this book will empower you to prospect more, better, and faster—and to have fun while you’re at it. Yes, I said fun. What? You don’t believe prospecting can be fun? Sure it can. Prospecting can be a boat load of fun.

Just ask the otters.

Russ

Preface

John David Mann calls it the “central skill of our profession.” Denise Clements coined it “the most vital skill of all.” Robert Butwin calls it “the lifeblood of our business.” And John Milton Fogg says, “in Network-Marketing, it rules!”

The experts in our profession all agree. It doesn’t matter how well you know your product. It makes no difference how much minutiae you have memorized about your compensation plan. And it matters not that you found a spelling mistake on your company’s website. If you don’t know how to *prospect*, you won’t have a chance to use the things you *do* know.

Surely, we can all agree that prospecting is important, but how does one actually go about it? Partly it’s about how you

Readers who want to know more about communicating with prospects, might want to check out *Prospecting Rules*. It explains every aspect of prospecting communication: what to say plus when, how, and why to say it. It even addresses the non-verbal aspects of prospecting. Discover more at www.AhaUniversity.com.

communicate—the way you use verbal and non-verbal communication to create a positive experience for the prospect. But professional prospecting is more than that. Great prospecting also entails adopting a particular

set of attitudes, portraying certain traits and practicing key behaviors. None of these are complicated or difficult to comprehend. In fact, many of them are common sense once they’re brought to your attention. And that is exactly what this book does—it brings these attitudes, traits and behaviors to your attention.

Not all of the lessons are common sense though. Some of them are pearls of wisdom learned only in the school of hard knocks. Fortunately, for you, I already made the mistakes. There are a million ways to prospect poorly, and yours truly diligently tried them all. There's no way to put a price on that experience, but whatever the price, I paid it. The purpose of this book is to share the lessons I learned so you don't have to pay the same price.

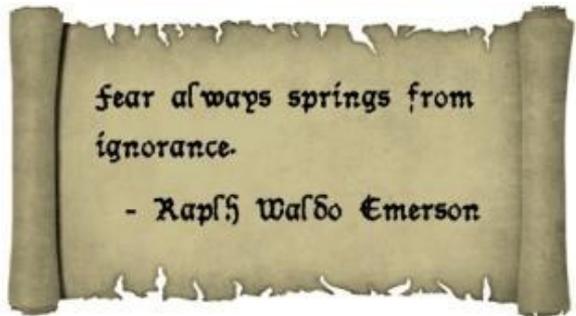
The Problem

Prospecting is the most crucial skill in the profession and yet it remains the least understood. For many reps the subject of prospecting is, at best, mysterious and at worst, downright frightening. When I first started, I was terrified at the thought of prospecting folks I didn't know.

When it comes to prospecting, many new reps are in over their heads. They have a fabulous opportunity that they're excited about, but for the most part, no idea how to go about adding new people to their names lists. We tend to fear what we don't understand and this lack of understanding is a common cause of prospecting phobias.

Fear can keep you from taking the steps necessary to accomplish your goals. If your names list stays empty,

your business could end up sinking¹. Every rep needs a steady flow of prospects to stay above water.



The Solution

Prospecting is, in part, a science. Thankfully, it's not rocket science. What makes it seem difficult is the fact that it's so abstract. No two conversations are identical. There's no way to anticipate every possible dialog². Thus, new reps end up staring at a blank slate trying to figure out where to start and what to say. Sometimes it can be hard to see which direction to sell, I mean, *sail*.

This book aims to clear the fog surrounding the thing called prospecting. The lessons you are about to read present a handful of core concepts. Master them and you will build an ark that rides



above the waves. And that is precisely what you need. You need your own ark to ride in as you weather the storm long enough to see the population of your team begin to grow. Take

heart, my soggy friend, the rain won't last forever. Take it from someone who has already weathered the storm—there's smooth sailing ahead.

This profession can improve your life in a multitude of ways; some of which you may never have anticipated. And if the profession can do it for you, it can do it for others. As you move your business forward, you inevitably make a positive impact on the lives of others and some of them you will never even meet. Just in case you think that statement is a bit over-the-top, let me

assure you that I've personally seen it happen (and not just a handful of times either).

I dare say that Noah discovered a lot during his fateful boat ride. Talk about impacting people he'd never met! If only we could learn what Noah learned, and apply it to our prospecting. Well we can, in an unexpected sort of way. You see, Noah kept a journal of his historic trip. And as it turns out, it contains a number of things that prospectors need to know. Keep reading. The fun is about to begin.

B ackground

This book is based on actual events. Noah was a real man who built a real boat; a really big boat. And on that boat, he had some critters—a lot of critters. That big boat was full of critters. Everywhere Noah turned, he saw feathers, fur, teeth and tails. Yeah, Noah had himself a real-life floating zoo.

Today, in modern times, we visit the zoo and enjoy casually strolling on paved pathways while we watch and learn about amazing members of the animal kingdom. We all have our favorite—you know—that one particular animal with colors, habits, or behaviors that make you smile and fascinate you for hours at a time. And then, when you're done, you exit through the zoo's gate, get in your car and drive away.

Noah didn't have that luxury. He and his family were in the ark for a year and 17 days. Think about that. Noah was sealed inside that boat with all those animals for 377 consecutive days³. Can you

imagine? Feeding, listening to, cleaning up after and basking in the fragrance of all those animals for 9,048 hours—in a *row!*

You can't spend that much time around anything without learning a great deal about it. Mr. Noah had lots of opportunity to observe the habits and behaviors exhibited by his hooved and horned little friends.

I doubt that Noah spent much time relating what he saw to the practice of prospecting. For that matter, I doubt that you have either. I mean, it's not as if your Sunday school teacher explained what the Striped Hyena has to do with team-building, but then that's why you're reading this book. I've spent a lot of time investigating the Wild Kingdom, researching traits and behaviors, and pondering how their lessons apply to prospecting. And surprisingly, there are quite a few of them.

God sent the animals to Noah.^{Gen. 6:20} It's a good thing too, because Noah had his hands full building the ark. He didn't have time to travel all around corralling the animals. Imagine his wonder as the animals began to arrive. Was Noah familiar with all of the species, or was he seeing some of them for the first time? Either way, he must have been in awe. The sheer variety of wildlife all gathered in one place must have been breathtaking (I suspect that the odor was pretty close to breathtaking as well).

Clearly, Noah stayed busy completing the ark, but I'm willing to bet he had a hard time keeping his eyes off the gathering animals. How could he resist? He no doubt saw a wide range of animal behaviors.

Throughout the ride, Noah had plenty of up-close time with his non-human passengers. There's no question that he learned even more during this period of time.

A year later, the door to the ark opened, and out came the animals. I don't imagine they stuck around for long. Noah must've been awestruck as he watched them leave the area to go about the business of replenishment. What a sight that must have been.

Noah didn't have Animal Planet or Discovery Channel. He didn't have National Geographic Magazine either. What he *did* have was even better. Noah had direct contact with every kind of animal on the planet—literally. So just what did he learn? What did he see, hear and experience in the midst of that mixed up menagerie? A lot, and some of the lessons he learned have a direct bearing on your prospecting efforts. I say that confidently because the lessons you are about to read are based on principles—ancient and timeless principles, that withstood the flood and that will forever stand the test of time.

Dual Perspectives

The lessons from the ark fall into two categories. First there are prospecting virtues—those traits, attitudes, and behaviors that make productive prospecting possible, perhaps even likely. Then there are prospecting vices. These are traits, attitudes and behaviors that make productive prospecting difficult and unlikely, perhaps even impossible.

The remainder of this book identifies the virtues and vices portrayed by Noah's passengers. Each animal is discussed from two perspectives: Noah's and mine.

Noah's Perspective

Noah's perspectives describe the observations he made during the time he spent with the animals. His perspectives describe the natural traits and behaviors displayed by the animals in his care.

You think you know everything that happened on that fateful ferry ride? Think again, my friend. You believe you know what it was like to be onboard that beast-filled boat? You're not even close. That's okay, though. You'll find out soon enough. In the mean time, here's a hint: it was a real zoo!

My Perspective

The second perspective, mine, starts with Noah's observations and explains how the traits and behaviors observed by Noah apply to your prospecting efforts. This is a unique approach to the subject of prospecting, but then prospecting is a unique subject. Prospecting is an activity that isn't natural for most reps, especially when they are still early in their team-building careers.

The "story" in this book is one of humorous irony: it uses behaviors that are innately natural to animals as metaphors for an activity that is not at all natural to people. Hopefully, this ironic twist results in a spin that you will find engaging, enlightening and even entertaining.

While it took a lot of poetic license to weave the story you are about to read, the embellishments made by the author are limited to descriptions of Noah's observations. The basic account of Noah and his ark, as recorded in the book of Genesis, is intact.

Our Creator gave me an offbeat sense of humor. It's been said that this sense of humor makes learning easy and fun. You be the judge of that, but whether or not you find the book entertaining, I hope you decide to apply the lessons that it presents—powerful, principle-based lessons—*Lessons from the Ark*.

L

essons for prospectors

This section is the crux of the book. Here we discuss the forty lessons that define professional prospecting. Each lesson includes two perspectives: Noah's and mine. You will find two watermarks that distinguish between them. An ark identifies Noah's observations. My perspectives explain how Noah's observations apply to your prospecting efforts. These are marked with a rhinoceros (the universal mascot of professional prospectors everywhere).

Inquiring Minds Want to Know More

While a few of the lessons deal with concepts related to the verbal aspects of prospecting skills, it is beyond the scope of this book to cover every aspect of verbal prospecting skills. The author's first book, *Prospecting Rules* addresses that subject in thorough detail. It explains not only what things to say, but also how, when, and why to say them, all in a way never done before. A

few of the lessons you are about to read are marked with a large **PR!** in the center of the page. This mark identifies topics covered in detail by *Prospecting Rules*. To discover more, visit www.ProspectingRules.com.

One Wild Ride

One final note on the lessons: To be perfectly honest, and to remove any lingering doubt, I was *not* present when Noah built the ark. Nor did I ride with him on the ark. And I didn't see the animals leave the ark either. As surprising as it may be, Noah's journal entries "reported" in this book are products of my imagination. Even so, they are based on facts. All the animal behaviors, traits and quirks mentioned in Noah's observations are indeed accurate.

God, in His infinite creativity, formed the animal kingdom with an amazing variety of colors, habits and abilities. Some of these traits are common knowledge; some are not so well known, but if you do the research, you'll find that all the animal traits in this book do in fact exist. Not only do they exist, but also they have profound application to your prospecting efforts.

So, grab your staff and climb aboard. Let's steal a peek into Noah's journal and find out what the wild kingdom has to teach about prospecting. Your trips to the zoo may never be the same...