

MANAGING THE NARRATIVE

WHAT DOES THAT MEAN?

WHY IS IT IMPORTANT?

WAYS TO EFFECTIVELY GET IT DONE.



WHAT DOES THAT MEAN?

WHAT IS A NARRATIVE?

- **LINEAR NARRATIVE.** A LINEAR NARRATIVE PRESENTS THE EVENTS OF THE STORY IN THE ORDER IN WHICH THEY ACTUALLY HAPPENED.
- **NON-LINEAR NARRATIVE.** A NON-LINEAR NARRATIVE PRESENTS THE EVENTS OF THE STORY OUT OF ORDER, EMPLOYING FLASHBACKS AND OTHER LITERARY DEVICES TO SHIFT THE CHRONOLOGY OF A STORY.
- **QUEST NARRATIVE.** A QUEST NARRATIVE IS A STORY IN WHICH THE PROTAGONIST WORKS TIRELESSLY TOWARD A GOAL.
- **VIEWPOINT NARRATIVE.** VIEWPOINT NARRATIVE IS DESIGNED TO EXPRESS THE POINTS OF VIEW OR SUBJECTIVE PERSONAL EXPERIENCE.



WHY IS IT IMPORTANT

- DIVERSITY MEANS EVERY PERSON'S INNATE NARRATIVE IS DIFFERENT.
- DIFFERENT SCHOOLS OF THOUGHT IN A CRISIS SITUATION
- NARRATIVE VS CULTURE
- **CULTURE IS EVERYTHING**
- GOOD LEADERSHIP STEERS THE PREDOMINANT (CORRECT) NARRATIVE



HOW TO MANAGE YOUR TEAMS' *narrative*

- DO NOT COWBOY IT ALONE
- BE CLEAR ON YOUR INTENDED MESSAGE
- SPEED OF EXECUTION
- BE STEADFAST
- FOLLOW THROUGH



HOW TO *responsibly* MARKET YOUR MTI BUSINESS

- MTI ENCOURAGES AND APPRECIATES YOUR MARKETING EFFORTS
- THE VALUE OF REFERRAL MARKETING
- THREE MARKETING PRINCIPLES TO ABIDE BY
 - Don't make income claims
 - Do not promise or guarantee future profits
 - Do not misrepresent MTI
- WHAT TO AVOID
- RESOURCES **COMING SOON**



THE VALUE OF *referral* MARKETING

REFERRAL MARKETING GENERATES 3-5X HIGHER CONVERSION RATES THAN ANY OTHER CHANNEL. REFERRED CUSTOMERS BRING YOU 25% HIGHER PROFIT MARGIN. A REFERRED CUSTOMER IS 18% MORE LOYAL THAN A CUSTOMER ACQUIRED BY OTHER MEANS. REFERRED CUSTOMERS ARE 4 TIMES MORE LIKELY TO REFER MORE CUSTOMERS TO YOUR BRAND.

THE LIFETIME VALUE OF A REFERRED CUSTOMER IS 25% HIGHER THAN THAT OF OTHER CUSTOMERS – [WHARTON SCHOOL OF BUSINESS](#)

CUSTOMERS REFERRED BY OTHER CUSTOMERS HAVE A 37% HIGHER [CUSTOMER RETENTION](#) RATE



THE VALUE OF *referral* MARKETING

REFERRAL MARKETING STATISTICS: THE ROLE OF INCENTIVES

MORE THAN **50%** OF PEOPLE ARE LIKELY TO GIVE A REFERRAL IF OFFERED A DIRECT INCENTIVE, SOCIAL RECOGNITION OR ACCESS TO AN EXCLUSIVE [LOYALTY PROGRAM](#). – [SOFTWARE ADVICE](#)

39% OF RESPONDENTS SAY MONETARY OR MATERIAL INCENTIVES SUCH AS DISCOUNTS, FREE SWAG OR GIFT CARDS GREATLY INCREASE THEIR CHANCES OF REFERRING A BRAND. – [SOFTWARE ADVICE](#)

70% OF EMAIL READERS OPEN EMAILS FROM A BRAND OR COMPANY IN SEARCH OF AN OPPORTUNITY, DEAL, DISCOUNT, OR COUPON. – [CAMPAIGN MONITOR](#)

65% OF CONSUMERS SAY THAT RECEIVING REWARDS OR BONUSES IMPACTS THEIR FREQUENCY OF PURCHASE.

79% OF PEOPLE SAY THEIR PRIMARY REASON FOR “LIKING” A COMPANY’S FACEBOOK PAGE IS TO GET DISCOUNTS. – [MARKET FORCE](#)

64% OF CONSUMERS SAY THAT REWARDS/BONUSES IMPACT HOW MUCH THEY SPEND OR WORK.

69% OF MEMBERS SAY THAT THEY’RE MORE LIKELY TO TRY A BRAND IF IT GIVES REWARDS/BONUSES



GUIDELINE 1

DO NOT MAKE INCOME CLAIMS

BE SURE TO BE 100% TRANSPARENT ABOUT YOUR RESULTS WITHIN THE ORGANISATION AND THE WORK IT TOOK TO GET THERE.

YOU ARE MORE THAN WELCOME TO SHARE YOUR EXPERIENCE, BUT MAKE SURE IT IS NOT HYPED UP OR AN UNREALISTIC PICTURE OF WHAT CAN BE ACHIEVED.

BE CLEAR ABOUT WHAT YOU HAVE TO DO TO ATTAIN RESULTS AND MAKE SURE TO BE HONEST ABOUT REQUIREMENTS IN PLACE TO EARN BTC IN MTI.

DRAW A DISTINCTION BETWEEN THE TRADING SERVICE AND OPTIONAL REFERRAL PROGRAM.

Avoid the following:

MAKE MONEY QUICKLY, BECOME A MILLIONAIRE, GET RICH QUICKLY, FINANCIAL FREEDOM

Presenter Cheri Marks



GUIDELINE 2

DO NOT GUARANTEE FUTURE RETURNS

YOU ARE WELCOME TO SHOW MTI DAILY TRADING RESULTS AND REFER TO PAST RESULTS.

MAKE SURE YOU CLEARLY INFORM PEOPLE THAT RESULTS ARE NOT GUARANTEED.

BE CAREFUL IN CITING AVERAGES, DAILY, WEEKLY OR MONTHLY.

GROWTH CALCULATORS AND PROJECTIONS ARE SLIPPERY SLOPES AND DEEMED A GUARANTEE SO MAKE SURE YOU HAVE A PROPER CLEAR DISCLAIMER.

HAVE A DISCLAIMER SLIDE IN MEETINGS/PRESENTATIONS

Avoid the following:

EARN 0,5% A DAY, EARN 10% A MONTH, INVEST X AND EARN X DAILY, MONTHLY



GUIDELINE 3

DO NOT MISREPRESENT MTI

MEMBERS OF MTI ARE INDEPENDENT AND SHOULD ALWAYS INTRODUCE THEMSELVES AS SUCH.

DO NOT CONVEY MESSAGES, PRESENTATIONS OR MARKETING AS COMING FROM CORPORATE IF THAT IS NOT THE CASE.

DRAW A CLEAR DISTINCTION BETWEEN YOURSELF AS AN INDEPENDENT MEMBER AND MTI AS A CORPORATE SERVICE PROVIDER.

Avoid the following:

USING MTI NAME INAPPROPRIATELY, "OFFICIAL",



A QUICK GUIDE



If you are an avid marketer and want to create exposure for your MTI business, have a look at our simple guidelines to responsibly and correctly market your MTI opportunity.

Step 1.

Never make false income claims.

Be open and honest about your results and the dedication and focus it took to get you there. Give people a true reflection of what it takes to build a team and a legacy.

Step 2.

Never guarantee future trading results.

It is true that MTI has an excellent proven track record of trades and profits yielded. Make sure that you are clear when explaining that trading results in future is not guaranteed. Legally, MTI and its members are bound by legislation to be open and honest about our results. Never promise returns.

Step 3.

Do not misrepresent MTI.

Always refer to yourself as an independent business builder when referring to your position in MTI. If you are expressing your own views, be sure to note that you are, and that those are not necessarily the views of MTI.

