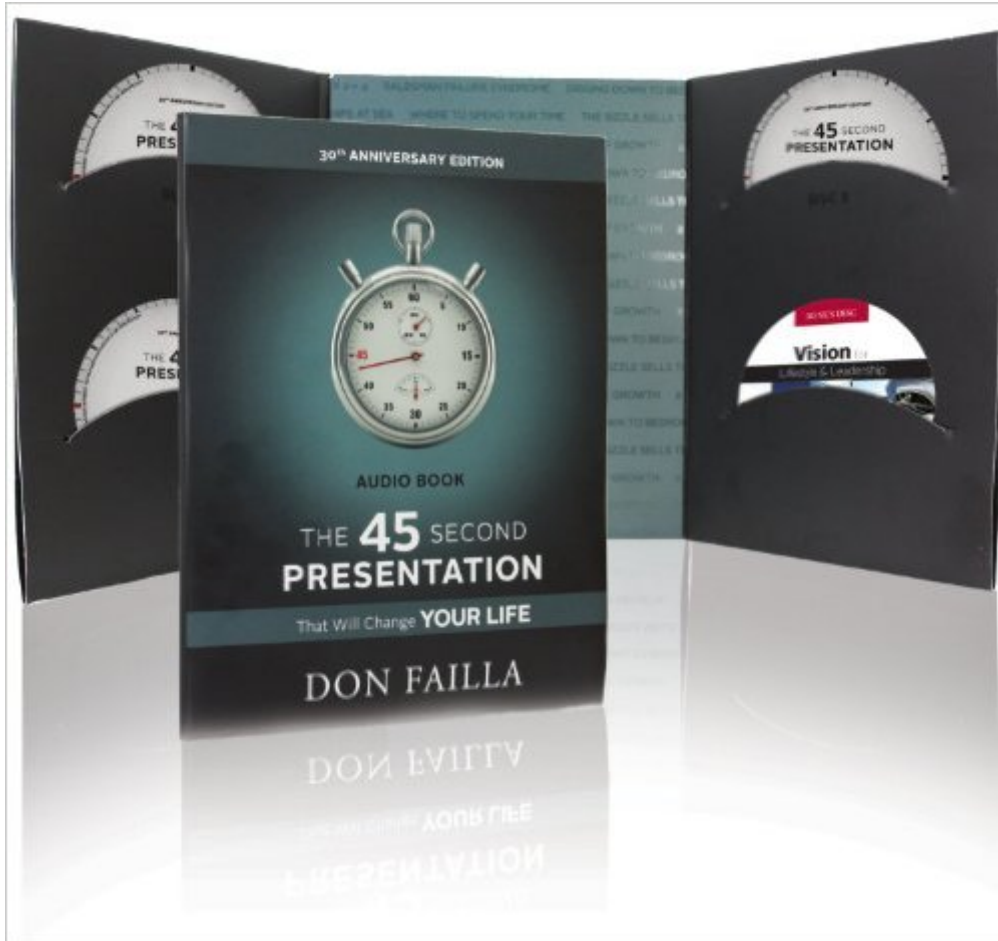


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# The 45 Second Presentation Audio Book (30th Anniversary Edition)



## Synopsis

This is the classic MLM how-to--the one that started it all--and is still a best-seller, for much of what Mr. Failla has to say is timeless. Don Failla is famous for such household word phrases as Own Your Life--Ask Me How, Sizzle Sessions and much, much more. The famous Ten Napkin Presentations form the core of this audio book. Learn how to present simple, impossible-to-forget images that explain the basics of MLM. It doesn't get any clearer or more concise than Failla's classic. For over thirty-six years, Don and Nancy Failla have been helping people build their own successful home-based businesses. Thousands world-wide have discovered the system that is helping their part-time home-based business realize a full-time income! The best-selling 45 Second Presentation That Will Change Your Life is now available in audio book format. Complete with a diagram guide to walk you through the concepts explained in his book, this audio book is perfect for brushing up on the napkin presentations while driving, or used as a stand-alone prospecting piece. This 30th Anniversary Edition includes two new chapters and a bonus CD (Vision For Lifestyle and Leadership by Nancy Failla)!

## Book Information

Audio CD: 17 pages

Publisher: Sound Concepts, Inc. (May 17, 2010)

Language: English

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Product Dimensions: 8.7 x 6.6 x 0.3 inches

Shipping Weight: 6.4 ounces

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (17 customer reviews)

Best Sellers Rank: #929,344 in Books (See Top 100 in Books) #90 in [Books > Books on CD > Business > Investing](#) #664 in [Books > Books on CD > Business > General](#) #6579 in [Books > Business & Money > Investing](#)

## Customer Reviews

It's a fact, not an opinion, that network marketing is the best opportunity for the masses. It's also a fact, not an opinion, that the majority of the wealthiest people in this country are network marketers. It's also a FACT that this is THEE best network marketing training material available in the world today. Therefore it would make sense for you to read 'The 45 Second Presentation' or at least listen to the audio. I purchased this audio for my prospects who are too lazy to read and it's

helped quite a bit. I listened to it myself and while the guy reading doesn't have the most outstanding personality in the world, he does a great job none the less and the information comes through. The bonus disc, vision and leadership, is like a live webinar / recorded phone call of Nancy Failla talking about 'The System' and why everyone should be in network marketing. A great listen but the audio quality isn't that great. Not an issue though as it's the content that drove us to get this! If you're serious about growing your MLM using the 45 Second Presentation teachings (which you should be if you're smart) then you need this audio book to hand out to people who don't like reading.

I'm not a new comer to network or relationship marketing and have a fairly successful business. The ideas set forth in this CD & book, as I know own both, have set our business upon a new course. One that's more in line with how I thought this great profession was always predicated: Relationship Building, sponsoring & teaching

Good set, but I would rather spend my money on Go Pro, which I did. Feels a bit dated and if your product line is more complex than a one time purchase, this is not the set I would recommend. However, if you have a lot of sets for the car and looking for a little something different, this is a good one for a little something extra.

This is a very powerful network marketing tool. I like audio simply because I can listen to it almost anywhere. The content will change how people think about network marketing. It breaks things down so anyone can understand it.

For anyone looking to build their multi-level marketing business, this is a great book. It truly could change your life.

I like the idea behind the Napking Presentations in this book. Very easy to share and teach the idea. This is a must-read for anyone in Network Marketing.

Good listen, explains MLM every well. It gives you the do's and don't s and why MLM makes since the end

Love listening to the audio in the car. I will see how effective it is as I incorporate it into my business.

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