Best Network Marketing Books of All Time

1. *All You Can Do is All You Can Do* by Art Williams
Art Williams started one of the largest network marketing companies in the world that is now known as Primerica. Art breaks down the key to winning in network marketing and in life. If you've heard me speak, you may have heard my talk on "Dreams are the fuel that fire desire" which comes straight out of this book. Art is a no nonsense, plain-speaking multi-millionaire who lays out his secrets to success in this page-turner!

2. *Raising a Giant: A Books about Network Marketing* by Bob Crisp
Bob was one of the fastest growing leaders ever within the Amway corporation. Bob shares his story of going from insurance salesman to living a jet setter lifestyle and losing it all. This one focuses on the keys of becoming a leader in this industry. It will take you and your business to the next level. My copy is filled with highlights, underlines, notes and almost completely worn out from reading it so many times. Trust me – an amazing read!

3. *Mach II With Your Hair on Fire* by Richard Brooke
He nails it! This is the one book that hit me right between the eyes and revealed to me exactly why I hadn't had success in life. Self-motivation and visualization are the key focus points in the book. And, boy, does he make it simple, understandable and exciting. I've known people to sit down with this book and not get up until it's finished. He teaches you how to direct, produce and star in your own movie that is your life! Richard, my friend, thank you so much for writing this book!

4. *The Greatest Networker in the World* by John Milton Fogg
John Milton Fogg uses a parable here of a guy who's close to quitting NWM when he meets a MLM leader deemed as the greatest networker in the world. From the story, you begin to realize that we often have to unlearn a lot of previous marketing and sales techniques to succeed in this completely different industry of network marketing. He talks about the power of duplication and so much more. Get this book! It'll shake things up, for sure!

5. *You Can Have It All* by Mary Kay Ash
Mary Kay, one of my biggest heroes, started her company as a single mother supporting three children. Following her priorities and some sound, savvy business strategies, she managed to create a multibillion-dollar network marketing company and a full life that reflects her values. She shares how she did it and how you can do it too without any superhuman strength or giving up your priorities.

6. *Net Easy Marketing* by Wes Melcher
Wes is a great friend of mine and an amazing author and speaker! In this book, he shares how to take your NWM business into the 21st century. He puts things so simply that veterans and newbies can relate to it. There's some cutting edge stuff in here you need to learn and a very simple, easy to follow game plan on how to build a highly successful network marketing business. Buy copies for your team and they'll thank you!

7. *Your First Year in Network Marketing* by Mark Yarnell
Your First Year in Network Marketing may be the best book on the mindset of how to become a professional networker. It lets you know what's coming when you approach people, how to handle it (avoiding the rejection rocket) and how to grow with it. Some of the scripts he gives in the book I don't necessarily agree with as I feel they're a bit out-dated, but Mark is an amazing philosopher and his overall attitude training cannot be argued with.

8. *Feeding a Giant* by Bob Crisp
This is a great follow up to read after #2, Raising a Giant by Bob Crisp. His focus on "feeding the people" and being a servant leader are critical to the success to a real leader in network marketing. Without it, success will be short-lived. His specific strategies and advice will definitely make a difference in your MLM career.

9. *The Mary Kay Way* by Mary Kay Ash
This books provides timeless principles by America's greatest female entrepreneur. She shares her proven success principles she learned and developed over her 35 year career in network marketing. I've got some serious respect for Mary Kay, jot just as a female leader, but a true leader of value. She definitely deserves 2 spots on this list!

Best Network Marketing Books of All Time

10. *Don't Let Anyone Steal Your Dream* by Dexter Yager
Check out the cover from the seventies…. NEVER judge a book by it's cover! LOL This is the life story of Dexter Yager and his wife, Birdie, who achieved the level of Diamond in the Amway business. It is full of success principles which anybody can use no matter what business you are in. He dives into his 9 principles that still apply today.

11. *The Mark of a Millionaire* by Dexter Yager
Dexter Yager is a millionaire many times over and is a well-loved and well-known entrepreneur AND the Author of #10 (just above). I've pulled several concepts out of this book over the years to move my business and training abilities forward. It's a quick and entertaining read that you'll absolutely love.

12. *The 45 Second Presentation that Will Change Your Life* by Failla
This is another timeless book that is a favorite among many top MLM leaders worldwide. This book includes network marketing strategies on how to build your business efficiently and effectively by focusing on revenue-generating activity. In addition, he covers how to recruit people with a 45 second presentation. The key is to keep things simple. If you don't know your 45 second pitch for your business, buy this book!

13. *Big Al Tells All: The Recruiting System* by Schreiter
This is another oldie but a goodie. Warning – it is very cartoonish but the principles are as solid as they come. I actually just read this in a mastermind and people were amazed with all of the gems hidden in here. It's not going to talk about NWM in the 21st century but will cover the types of recruiting strategies you will and will NOT want to use. His examples are often hysterical yet happen every day.

14. *How to Be Like Rich DeVos* by Pat Williams
DeVos is a great example of how to win the right way. He is the founder of Amway and owner of the NBA's Orlando Magic and possesses traits rarely found in business leaders today, including leadership, wisdom, putting others before yourself, giving back, patriotism, focusing on family.

15. *The Business of the 21st Century* by Kiyosaki
Kiyosaki is a huge well-known supporter of network marketing. In this book, he includes a DVD on how to build your home business and become a leader within the industry. His no nonsense, business savvy way of explaining this industry is AMAZING! I highly encourage you to pick up this one ASAP and use it as a credibility tool to recruit.

***The Unemployed Millionaire: Escape the Rat Race, Fire Your Boss and Live Life on YOUR Terms!* by Matt Morris (yours truly)**
Even though this isn't an official book on network marketing, I go in depth on the mindset and leadership principles I used to get where I am today in network marketing. I go over what it takes to get to the top in your industry and how to do it the right way. You'll learn *very* specific strategies and techniques to use to advance your level of leadership in network marketing. Even though you can't classify this as one of the MLM books, I've had countless people buy dozens of copies to give out to their team members.

I hope these MLM books help you achieve your goals and dreams in becoming a network marketing professional!
Make life an adventure. –Matt Morris

Top 10 Books on Persuasion

Know this – persuasion is a developed skill. Very few of us are born with the innate ability to get people to do what we want. Now, don't look at this as selfish or as people just going after what they want for their own greedy reasons. Many people want to persuade others to do meaningful work, to volunteer, to help…. or even to buy a product that can help the consumer. These are books on persuasion that were true game changers and without a doubt taught me how to be more persuasive. ***I saw definite results after reading each and every one of these books on persuasion.*** I've read some several times! – Matt Morris.

1. Influence: The Psychology of Persuasion by Robert Cialdini
Cialdini talks about why people say "YES" and how to persuade them to get there. He introduces his 6 principles of influence that are worthy of a blog all on their own. He's a genius at persuasion which is why I'm placing that at #1 on by books on persuasion list.

2. Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath
Ever hear of the "stickiness factor"? The Heath brothers are all about it. The break down great ideas people have had over the years and why you've heard of some and never heard of the others. Through the telling of these stories, his 6 principles "stick" to your brain and definitely make you persuade differently in the future!

3. Tested Advertising Methods by John Caples
Caples has been in the advertising business for over 40 years and is a well-known expert in this field. With that said, I was still impressed and surprised at how great a read this really was. It's not a book full of opinions. He uses concrete examples of ad split tests he's personally conducted and shows you the surprising results. Love this book! I learned loads!

4. Magical Worlds of the Wizard of Ads: Tools and Techniques for Profitable Persuasion by Roy H. Williams
Roy is a fellow Texan. I promise has nothing to do with this recommendation. However, it does come across in his straightforward, no nonsense approach regarding persuasion techniques. I'm not alone in this opinion. CEOs of multi-billion dollar companies, universities, etc… seek his counsel.

5. Yes!: 50 Scientifically Proven Ways to Be Persuasive by Noah Goldstein
Goldstein believes that persuasion is more than just an art. He sees it as an art and a science. In this legendary book on persuasion, he shares 60 years of science on how to persuade people to say yes. *Yes!* reveals fifty simple but super effective strategies to make you much more persuasive in your professional and personal lives.

6. Brainfluence: 100 Ways to Persuade and Convince by Roger Dooley
LOVE this book because Dooley focuses on the power of the subconscious and how it influences our buying decisions. Neuroscience shows that 95% of our decisions are made by the subconscious. So when you're thinking of ways to persuade people, why focus on that tiny 5%? This truly is one of the most powerful books on persuasion I've read.

7. The Culting of Brands by Doug Atkins
Atkins proposed that "few stronger emotions exist than the need to belong and make meaning", and I have to admit I've seen this proven time and again. His branding strategies on persuasion are used by companies like Harley Davidson. It's a pretty emotion-evoking title that doesn't let you down.

8. Trust Me, I'm Lying: Confessions of a Media Manipulator by Ryan Holiday
This book on persuasion is truly unique. It's written by a blogger who admittedly manipulates the media and shapes the news we choose to read. Now that's power. He's sharing these secrets because he's tired on being a slave to the blog money, technology, etc.. He feels you can use these secrets for good! Eye-opener!!

9. Words that Work: It's Not What You Say, It's What People Hear by Frank Luntz
Luntz' book on persuasion focuses on the cleaver use of phrases and words. Each chapter provides some serious meat. I love the 21words and phrases for the 21st century. Luntz has helped dozens of Fortune 500 companies spin their message to be persuasive and appeal to the masses.

10. Ogilvy on Advertising by David Ogilvy
Good ole Ogilvy… man, is this guy a genius when it comes to persuasion! In fact, this is one of 3 of his books on persuasion. All 3 were best sellers! Time magazine dubbed him as "The Wizard of This Industry". This is one of the oldest books on this top 10 list of books on persuasion but it's a great one. His principles are timeless and very effective!

Top 10 Books on Leadership

As a kid in my early twenties, I was nervous, or even fearful, about the idea of being a leader. The thought of public speaking was terrifying to me. I had a lot to learn and a lot of re-wiring to do in the 6 inches between my ears before I could even "see" myself in such an influential role. So how did I do it? Simple. I buried myself in books and applied what I learned. The following list of the top leadership books is a mixture of the bestselling leadership books of all time and the leadership books that made the biggest impact on my life. – Matt Morris.

***1.* *On Becoming a Leader* by Warren Bennis (1989)**

Professor Bennis conducts hundreds of interviews with thought leaders to answer the question: What is a good leader? Bennis didn't just limit his interviews to executives (like many leadership books), he included entrepreneurs, psychologists, philosophers, etc… Due to his broad research and definition of leadership, this hits the top of my list.

***2.* *The Art of War* by Sun Tzu (5th century B.C.)**

Who hasn't heard of this book, right? It's amazing to think it was written in 5th century B.C. Many generals, Presidents and CEOs have pulled knowledge from this book over hundreds of years. This book is an Ancient Chinese was manual made up of 13 sections, each highlighting a different aspect of battle strategy. This timeless classic leadership book is full of insights into how not only to set goals but also achieve them. The basic premise is to take action swiftly as a strategy versus making lists. How many of us spend much of our day preparing to prepare? Sun Tzu says "ACT!".

***3.* *Primal Leadership: Realizing the Power of Emotional Intelligence* by Daniel Goleman (2002)**

You may have heard me say, "Vulnerability is the number one quality I look for in a leader." Goleman digs deep on this concept in this leadership book. He applies emotional intelligence to leadership and how we can use our emotions in a positive fashion to lead others. After multiple case studies, he states that leaders with "resonance," the ability to channel emotions in a positive direction, are the most effective and inspiring leaders. This is a very interesting twist to most leadership books and is often overlooked when looking at becoming a great leader.

***4.* *Drive* by Daniel Pink (2009)**

Pink is bringing motivation back into leadership while so many other are focused on leading by fear or through incentives. Now, it may sound a little wishy washy to some of you in the beginning, but as he backs it up with multiple scientific findings, you get drawn in and remember why Zig Ziglar and Jim Rohn are still popular today. This is a refreshing read on an old topic. It brought me back to basics and I hope it does the same for you! Just treat people like people and not assets.

5.* *Losing My Virginity: How I Survived, Had Fun, and Made a Fortune Doing Business My Way by Richard Branson (2011)

The genius autobiography of one of my favorite heroes! Boy, does Richard Branson know how to make a living ling, right? Ever wonder where he came up with the name "Virgin" for his first business? It was a joke between Branson and his friends about being virgins in this business world. He's created companies all over the world following his own rules for success and with no central headquarters, ensuring no hierarchy and as little bureaucracy as possible. It's an amazing and riveting read for a leadership book or any book, for that matter. He's genius and a great mentor through the written word!

6.* *Developing the Leader Within You by John C. Maxwell (2005)

These principles and practices are available for everyday leaders in every walk of life. It is a lofty calling to lead a group—a family, a church, a nonprofit, a business—and the timeless principles in this book will bring positive change in your life and in the lives of those around you. You will learn the true definition of a leader, the traits of leadership and the difference between leadership and management.

***7.* *Delivering Happiness: A Path to Profits, Passion and Purpose* by Tony Hsieh (2009)**

This fun-loving entrepreneur may be as well-known for his unconventional management principles as he is for his Zappos shoe empire. Tony Hsieh's high-minded manifesto: The workplace can and should be a place where employees find personal fulfillment. To that end, Hsieh focuses on fostering happy, passionate, and communicative staffers. When set against the success story that is Zappos—where there's a free Zappos library, and feel-good training seminars—it's clear Hsieh is onto something.

Top 10 Books on Leadership

8. ***Never Give In! The Best of Winston Churchill's Speeches* by Winston S. Churchill (2003)**

This collection of speeches are a terrific reminder of Churchill's ability to inspire. Curated by the legendary statesman's grandson, these rousing addresses span Churchill's career from World War I to his honorary induction as a US citizen in 1963—and teem with energy and charisma. Even in the face of grave uncertainty—an impending Nazi invasion, bombings in London—Churchill exuded resilience and courage. The speeches are also striking in their candidness. He had no speechwriters or spin-doctors.

9. ***Wooden on Leadership: How to Create a Winning Organization* by John Wooden (2005)**

Easily the most successful college basketball coach in history, 10-time NCAA champion John Wooden was beloved by UCLA players and fans as both a coach and mentor. His "Pyramid of Success," a triangular diagram illustrating 25 behaviors he saw as critical to personal achievement, is widely cited by management consultants and teambuilders worldwide. Though Wooden authored seven leadership books, this one most pointedly applies to the workplace. Wooden offers both concrete tips—each chapter concludes with a bulleted list of actionable steps—and "big picture" inspiration.

10. ***21 Irrefutable Laws of Leadership* by John Maxwell (1998)**

Maxwell provides 21 hard-hitting laws of leadership he developed over 30 years of leadership successes and mistakes. He highlights leadership lessons from the worlds of business, sports, religion, politics and military conflict.

Top 20 Best Self Help Books of All Time

After more than a decade as a public speaker, I've been asked hundreds of times for the best self help books that have made the biggest impact in my life. After having read hundreds of books in my 18 years as an entrepreneur, I have to admit, it was tough narrowing the list of the best self help books of all time down to only 20. I feel self help encompasses spirituality, financial, physical, relationships and many, many more areas of our lives. Needless to say, this best self help books list is by no means the end all, be all. There are no-doubt many others that will add tremendous value to your life. For each of the best self help books on this list, I give my highest recommendation. I encourage you to jump out of your comfort zone and pick several of these to add to your library and read this year. I've linked each book title to Amazon so you can go straight to the page and buy it! – Matt Morris

1. *The Alchemist* by Paulo Coelho
The Alchemist is the magical story of Santiago, an Andalusian shepherd boy who wants to travel in search of an extravagant treasure. From his home in Spain he journeys to the markets of Tangiers and across the Egyptian desert to a fateful encounter with the alchemist. The story of the treasures he finds on his journey teaches us about the essential wisdom of listening to our hearts, learning to read the signs along life's path, and, above all, following our dreams.

2. *The 7 Habits of Highly Effective People* by Stephen R. Covey
Covey presents a holistic, integrated, principle-centered approach for solving personal and professional problems. With powerful insights and spot on anecdotes, Covey reveals a pathway for living with fairness, integrity, service, and human dignity–principles that give us the security to adapt to change and the wisdom and power to take advantage of the opportunities that change creates.

3. *The Power of Now* by Eckhart Tolle
Tolle takes readers on an inspiring spiritual journey to find their true and deepest self and reach the ultimate in personal growth and spirituality: the discovery of truth and light. In writing about enlightenment, he introduces you to it's natural enemy, your mind. He goes further by showing readers how to live in the present moment.

4. *Rich Dad, Poor Dad* by Robert Kiyosaki
Kiyosaki tackles the 'financial literacy" that's never addressed in schools. He had two father figures growing up. One who struggled paycheck to paycheck for a lifetime whom he called "poor dad" and the other who was a multimillionaire eighth grade dropout he lovingly calls "rich dad". The concept behind the book is that rich people have money work for them while the poor work for money. This is a must read to change anyone's negative belief system on money or to further your understanding on how money can work for you.

5. *How to Win Friends and Influence People* by Dale Carnegie
This is one of the most timeless self help books ever written. Carnegie believed that most successes come from an ability to communicate effectively versus brilliant insights. This book teaches these skills by showing you how to value people and help them feel appreciated rather than manipulated.

6. *The Road Less Traveled* by M Scott Peck
When a book opens with "Life is difficult", you know it's going to wake you up and provide you with some candid lessons. His timeless voice in *The Road Less Traveled* continues to help us explore the nature of loving relationships and leads us toward a new peace and fulfillment. You will learn how to distinguish dependency from love; how to become a more sensitive parent; and ultimately how to become one's own true self.

7. *Think and Grow Rich* by Napoleon Hill
Hill was one of the first ever self help authors, and his books are incredibly relevant today. Think and Grow Rich condenses his laws of success and provides you with 13 principles of personal achievement. It is noted that an individual with desire, faith, and persistence can reach great success by eliminating all negative energy and thoughts and focusing at the greater goals in hand.

8. *The Four Agreements* by don Miguel Ruiz
This self help book is rooted in traditional Toltec wisdom, four agreements in life are essential steps on the path to personal freedom. As beliefs are transformed through keeping these agreements, shamanic teacher don Miguel Ruiz asserts lives will "become filled with grace, peace, and unconditional love."

Top 20 Best Self Help Books of All Time

9. *As a Man Thinketh* by James Allen
This is considered a classic self-help book that inspired future books on the law of attraction. Its underlying premise is that noble thoughts make a noble person, while lowly thoughts make a miserable person. James Allen reveals how our thoughts determine reality. He shows you how you can master your thoughts to create the life you want instead of simply drifting through life unaware of the inner forces that keep us held in failure and frustration.

10. *Man's Search for Meaning* by Victor Frankl
This self help book has riveted generations of readers with its descriptions of life in Nazi death camps and its lessons for spiritual survival. Frankl argues that we cannot avoid suffering but we can choose how to cope with it, find meaning in it, and move forward with renewed purpose. He holds that our primary drive in life is not pleasure but the discovery and pursuit of what we find meaningful.

11. *See You at the Top* by Zig Ziglar
As one of America's most gifted speakers/authors in motivation, the late Zig Ziglar shares the secrets of climbing the stairway to personal success. He presents a proven program of self-development based upon the foundation of a winning self-image.

12. *The Celestine Prophecy* by James Redfield
In the rain forests of Peru, an ancient manuscript was discovered. It includes 9 key insights on life. Drawing on ancient wisdom, it shows you how to make connections among the current events in your life and let's you see what is going to happen to you in the future. This book can help you understand why you are where you are in life and align you with a new optimism for your future.

13. *The Power of Positive Thinking* by Norman Vincent Peale
Dr. Peale shows you 10 simple rules to obtain confidence, 3 proven secrets for vigor, 5 techniques to overcome defeat and much, much more. This book proves that an attitude can change lives, win success in all things, and overcome obstacles.

14. *The Science of Getting Rich* by Wallace D. Wattles
Originally published in 1910, this book takes the mystery out of wealth accumulation and breaks it down into a scientific formula. The text is divided into 17 quick, no nonsense chapters that show you how to oconquer mental barriers, and how creation, not competition, is the true key to attracting wealth.

15. *The Seven Spiritual Laws of Success* by Deepak Chopra
Chopra's teachings are summed up in 7 simple principles which can be applied to all areas of your personal life to create success. Chopra's basic premise is that personal understanding and harmony promote fulfilling relationships and material abundance without extra effort. Each of the chapters provide specifics on how to achieve it.

16. *The Magic of Thinking Big* by David J. Schwartz
Millions of people all over the world have improved their lives using this book. Schwartz will help you sell better, lead more effectively, earn more money, and (this is a big one) find more happiness and peace of mind.He proves that you don't need innate talent to achieve massive success but you do need to understand the habit of thinking and behaving in ways that get you there.

17. *Feel the Fear and Do It Anyway* by Susan Jeffers
We've all got fears which is why I love this book! Whatever your fear, here is your chance to push through it once and for all. You'll discover how to move from victim to creator, the 10-step process to turn off the negative talk in your head and how to create more meaning in your life by overcoming those fears.

18. *Awaken the Giant Within* by Anthony Robbins
Tony Robbins is famous for his motivational speaking but this is, by far, one of the best self help books of all time. Robbins shows you his most effective strategies and techniques for mastering your emotions, your body, your relationships, your finances, and your life through a step-by-step program teaching self-mastery that enables you to discover your true purpose, take control of your life and harness the forces that shape your destiny.

Top 20 Best Self Help Books of All Time

19. *The Power of Intention* by Wayne W. Dyer

This isn't your typical book on intention. Dyer has researched intention as a force in the universe that *allows* the act of creation to take place. This book explores intention—not as something you do—but as an energy you're a part of. We're all *intended* here through the invisible power of intention. He's the first in our industry to look at intention as a field of energy that you can access to begin co-creating your life with the power of intention.

20. *What to Say When You Talk to Your Self* by Dr. Shad Helmstetter

Don't overlook this book because it's #20 on my Top 20 Best Self Help Books of all time list. I've recommended this book to many friends and family members who's lives have been changed dramatically as a result of reading this book. Self doubt? Read this book. In secure about anything? Read this book. I'm sure you get the idea.

Some real surprises in the top 20 best self help books, right? Which on these best self help books jumps out at you? Let me know by leaving a comment. Of course, I considered adding my bestselling book, ***The Unemployed Millionaire*****,** to this list since it is one of my personal favorites (wink, wink) but since it's newer and hasn't sold millions of copies yet I thought I better leave it off… for now anyway.