

# **SPECIAL REPORT:**

## **Doing the MLM Math!**



**“How to Make \$100,000 (or more)  
a Year With MLM Mastermind!”**

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## **“How to Make \$100,000 a Year With MLM Mastermind!”**

### **Disclaimer:**

*This report is intended to not only inform, but educate you to the facts of building, running and maintaining a viable home based business through the MLM or Network Marketing business model.*

*No guarantees of income are meant to be implied—especially for those that want to sit on their hands and do nothing, waiting for spillover—as if they had bought a lottery ticket or a “Pick 6” ticket at their local race track.*

*The intent of this report is to open your eyes that MLM or Network Marketing is no different than any other industry—Wall Street in particular.*

*The Network Marketing industry has been kind to me over the last 26+ years by putting food on my table and a roof over my head. More importantly, this industry has allowed me to call my own shots, write my own paycheck, in spite of my own stupidity at times.*

*This industry will not discriminate against you regardless of race, gender, religion, age, income or intelligence. If you perform, you get paid....period! That's what I LOVE about this industry. Sure, the people within this industry can and will discriminate against you...but the business model is flawless, in my humble opinion.*

*When reading this report, grab a pen, pad and calculator. Shut the door, turn off the TV and turn on some music. Allow yourself, for however brief a period it may be, to dream with me. Dream those dreams you only dream when you feel nothing is impossible. Let yourself drift away from the constant doubt and disbelief that one part of your mind always nags at you and pulls you down believing you're not capable of a better life.*

*In my opinion, if the things of great wealth weren't meant to be pursued, God would not have put them here on Earth for you and I to pursue them.*

*This report can be your “Get Out of Jail” free card if you want it to be.*

*No where else on this planet have I found, seen, or experienced a Business Model that allowed anyone with the drive, ambition and fortitude to reap such wealth. What you do with the wealth and how you deal with it along your journey is up to you.*

*My hope is this report will not only inspire you, but educate you to the point that nobody could talk you out of this Industry... even if held at gunpoint!*

## **“How to Make \$100,000 a Year With MLM Mastermind!”**

**In 1984 I graduated from College with a degree in Business Administration.**

Two months after graduation I found myself at the end of a Printing Press at 10pm on a Friday night earning \$10 an hour.

**“What happened”**, I kept asking myself.

\$10 an hour equates to \$20,000 a year. Yet, all my buddies who graduated with me were earning \$40,000 or more at Xerox, IBM and other Fortune 500 Companies.

**“What did I do wrong in those darn interviews”**, I kept repeating and repeating in my head.

As a 22 year-old “punk” I was more peeved that my friends were making more money than me, than the actual loss of the income, if you know what I mean.

I had no perception or idea what kind of responsibilities came with more money, nor did I know how to get more money.

I just knew how to work HARD, and that was it.

And, if hard work were all that was necessary to generate wealth, all construction workers would be driving a Mercedes Benz.

**Enough said.**

So, how did I get from taking in \$1,600 a month at age 22 to taking in over \$200,000 in one month at age 40?

**What transpired?**

Did I get lucky?  
Did I work hard?

What can you learn today from my past failures and current successes that can turn your financial life around in a heartbeat?

First of all, I will admit to the fact I have become a bit “numb” to all the rhetoric of this industry.

What I mean is the wonder pills, potions and magic pay plans.

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Hey, I've made money in all types of them over the last 20+ years.

--Stair Step Breakaway's

--Matrix

--Uni-Level

--Binary

--Hybrid...anything some wizard concocted over a beer and pizza at midnight one night, like Matching bonuses, 1 Up's, 2 Up's, 3 Down's, whatever you want to call them, I've tried them all and for some reason I'm able to make money in ANY compensation plan.

**The problem is....**

(Drum Roll Sound, as this is important...)

**“Even though I can make money in ANY program with ANY Type of Pay Plan with ANY type of Witch's Brew Product or Patented technological service, my downline CANNOT!”**

I will reveal the solution to this problem later in this report. But, for now, realize this important fact:

**“If you are in the MLM industry you are on 100% Commission. Regardless of how you DRESS UP the fact, you don't get paid until You or Your downline performs!”**

**That scares the HELL OUT OF  
99% of the General Population!**

I know it scared me to death when I first got started in this industry. And, it took me bouncing from program to program to find out quickly that it wasn't the product or the pay plan that was the MAJOR problem...it was Robert!

I have a saying:

**“All MLM's Work—It's the People Who Don't Work Their MLM That's the Problem!”**

Imagine going into work tomorrow (for you salary or hourly folks) and your boss tells you in a cost saving measure the company you work for is putting you and everyone else on 100% commission.

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### **If you perform, you get paid.**

If you don't perform and choose to surf the net, read personal e-mail at work, read the Sports section in the bathroom for hours on end, hob knob with co-workers, flirt with the girl or guy in accounting or shipping, then you don't get paid next week.

### **How would that make you feel?**

99% of the people would go find another “secure job”.

### **What an OXYMORON!**

#### **A Secure Job!**

There is no such thing...unless you or a family member owns the joint...even then you're not guaranteed anything unless you “play ball”.

I realized this fact working into the wee hours of the weekend nights when I was 22.

### **It was then that I got a glimpse of my future life...**

- 8 to 5, M-F
- Two weeks vacation at Six Flags or Disney World
- 40 hours a week guaranteed paycheck.
- Net check of “X” amount every month.
- Laughing at boss's dumb jokes to move up the ladder.
- Boring, dull routine at home limited by amount of money I made.
- Pretend to be happy and say to myself “money isn't everything” to justify my “status quo” life.
- Throw water on my ambition and dreams to fit my salary at work and my boss's opinion of me and my skills.
- Fit my dreams to match my take home check.
- Shop at Wal-Mart and K-Mart the rest of my life because it was the right thing to do and spending money carelessly on things I wanted and desired was somehow a SIN and I would burn in Hell if I actually got to do what I wanted in this short 70 to 80 year period here on planet earth!
- Realizing that the “Jones's” across town eating at the Country Club were somehow luckier than me, born into wealth, and breaking every law known in the Bible for having a T-bone steak and a bottle of Wine 3 times a week!

### **Ever been there in your mind?**

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Maybe not the same exact thoughts, but more than likely, the same sort of justification for your current income level.

Either you're not worthy, or it's wrong or bad to be Rich and successful.

Now, if you love your job and you're satisfied with living in your 1 bedroom apartment and you don't have any second thoughts or doubts about what you're going to be when you grow up, this report is NOT for you!

I'm okay with anyone wanting to be happy and be broke!

That's a choice millions of Americans and non-Americans make every day.

### **Touché'!**

I'm okay with you making the choice of Ramen Noodle soup while I'm eating Lobster Bisque and having someone clean off the crumbs from my table and catering to my every need!

I'm okay with the fact you've decided that helping others realize their financial dreams is not your GIG.

I'm okay with all the things people throw at me when they find out what I do for a living and how much money I make.

I'm okay with them driving on bald tires thinking I'm living “extravagantly”.

Again, I'm okay with choices. We all have them and we all make them every single day.

If you choose to NOT do MLM and try to find a way to make money another way...or simply give up and quit on making more money than you think you're worth....

Great job...way to go; see you on the other side!

But, for the rest of us, here's the bottom line for you today:

**“You can get RICH in MLM...and I'm going to SHOW you exactly how to do that RIGHT NOW in the rest of this report”**

Now is the time to get your pen, pad and calculator.

Here's is a Sure-Fire Game Plan to make \$100,000 or MORE a year!

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### **DOING THE MATH GAME-PLAN!**

Before we get started with the math lesson I want you to realize that I’m a “numbers guy” and that has paid very well for me.

I realize that 70% to 90% in my program will never get a check...so these numbers work for 10% to 30% of those that read and implement them.

That means the other 70% to 90% need to be taking a product or using a service that they need and like. (Also known as CUSTOMERS).

So, you can’t throw some “half-baked” product or service together and use it as an EXCUSE to make money in Network Marketing.

**Lord knows, many have tried and failed to do this.**

So, don’t get caught up in the MONEY so much, you throw out your brain with the bath water.

What I’m specifically talking about is those one-time payment type of programs that cost from \$100 to \$10,000.

**That’s not residual.**

**Auto-ship IS residual.**

**Like a CD at your bank.**

That’s what I want you to focus on and SEE!

I want you to visualize your downline as an ASSET...like having a Million Dollars in the bank earning YOU interest every month whether you hit a lick or not!

(By the way, [www.BankRate.com](http://www.BankRate.com) is where you can check current CD rates).

**CD’s?**

**Why the comparison?**

Because it is COMMON SENSE!

Want to do what you want to do whenever you want to do it?

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You need permanent, residual income to do that, period.

**What would it take on a monthly basis, right now, to allow you to “goof off” all day?**

\$1,000 a month?

\$2,500 a month?

\$5,000 a month?

\$10,000 a month?

More? Less?

The number isn't important.

I know you can't believe that statement as you read it, thinking it is much HARDER to make \$10,000 a month than \$1,000 a month.

**But, you are wrong.**

The month I took in over \$200,000 in income I worked LESS than when I took home \$1600 a month 20 years ago!

The difference between me NOW and me THEN, is this game plan I'm about to share with you.

Not only do YOU have to BUY INTO this game plan, you have to have others buy into it as well.

Remember, you're not going to get Rich being some sort of Network Marketing Salesperson every month.

You're not a used-card salesperson...you're a Network Marketer...a HUGE difference.

**(Side note here:** Ever meet someone new at lunch or dinner or the mall and ask them what they do for a living? They might say: I'm a Real Estate Agent, I'm a dental assistant, I'm in Insurance, I work at the Bank, I work at the Post Office, I teach school, I'm a cashier, I'm a truck driver. NEVER, and I'll repeat, NEVER, in my life has anyone EVER told me: I'm a Network Marketer! Have they to you? And, if YOU said that to someone, the majority of them would have this dumb look on their face or whip out a Cross and some Holy Water fearing you're part of some Pyramid Scheme! That my friend, is the problem with this industry...nobody really understands

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what this vehicle is all about. And, that my friend is also the opportunity you have in your hands today. The more people you expose to this concept the greater chance you have of getting RICH...all by THEM selling themselves on this Industry, not you forcing it down their throats).

I'm also of the opinion that my next door neighbors who one works in the banking industry and the other is a school principal have ZERO interest in going into business with me.

### **Neither of them take my products or are in my Mastermind Program!**

I tell them what I do and they change the subject.

In fact, one of them even returned the FREE products we gave them last Xmas...rude indeed, but it proves a point...you must FIND people who sell themselves...and more often than not those who sell themselves on doing this business will start out as a complete stranger to you.

Don't expect your family, friends, neighbors and co-workers to be knocking on your door every night with a list of "Hot Names" to call on their behalf.

It ain't going to happen that way.

### **Case in point...**

I know someone in Amway who makes about \$600 a month. They've never made more than that for the last 7 years they've been in it.

They don't do any national marketing as the company won't let them as I guess they feel it would actually allow them to increase their sales, which must be against a bylaw somewhere.

\$600 a month is \$7,200 a year. Or, what I'll call from this point "\$7k".

The \$7k person is in nothing more than a glorified SOCIAL CLUB. If they were truly interested in making money, and I mean GOBS of money, they'd wake up and join with me.

### **But, they refuse.**

They like, and I quote:

"I like the touchy feely approach of meeting people in person"

"I like the security of this company never going out of business"

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“I like the people”

“I like the principles they stand for”

“The products are the best”

**Never, and I’ll repeat, NEVER have they ever told me they like the compensation plan!**

Yet, when prompted to WHY they got into Amway in the first place, they tell me it was for the money!

**Yet, \$7k after 7 years isn’t a success in my opinion.**

Especially, since half of the \$7k came from buying out someone else’s downline who was desperate for a measly \$3,500!

Now, I praise this person for their ability to stick with something and make it work...or at least just not screw up with the downline they were gifted with from me (yes, this used to be my downline I built up years ago) and was savvy enough to talk someone out of a \$7,000 a year downline for a one time payment of just \$3,500.

The point being, you are going to run into all types of people, programs, products, services, etc.

**Everyone is going to have the BEST deal for you.**

The challenge is sorting and sifting through thousands of opportunities promoted by millions of people to find the right match for you.

Enter in MLM at Google.com...which one is for real? They’re a dime a dozen and they all seem to “tell you what you want to hear”.

Your decision is to find the program that you can live with for the next 20 to 40 years of your life and stick with it.

**I chose to find one that paid the part-time person the most.**

Why? Because after being in this industry for over 20 years and being through 6 programs I realized that:

**“You and I make our full-time incomes off part-time people!”**

And, by the way, the products don’t sell themselves.

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If they did, the company would dissolve their MLM division and go direct to the consumer via the internet or the Shopping Channel.

### **You and I sell the products.**

We, in turn, train and educate hundreds, if not thousands of people who eventually quit...only to find a handful of leaders so we can wake up and go to sleep when we want to.

Get it?

I'm all for good products.

But, don't tell me how the company is world-wide, backed by a billion dollar, debt free company and an 18 year old in Japan is making \$100,000 a month.

What good does that do the new, part-time distributor?

And, don't tell me your product is the best.

In theory, to knock off your product, all I have to do is grab a bottle of it, overnight it to a lab and in 30 days I can replicate your product.

And, if it's patented, all I have to do is change the percentage of sodium propylene and red dye #3 and I'm safe. At least safe until the lawyers get involved.

By then, I've destroyed your downline and made a few million bucks.

So, how in the world do you make any kind of stable, consistent income in this crazy industry, Robert?

### **Simple.**

First of all, realize this is a business...just like any other business you see as you drive to work or invest in on the Stock Market.

### **Real people run MLM's.**

Real people promote MLM's.

The main difference between a MLM and a Wall Street company is that they pay you and me to advertise instead of some 5<sup>th</sup> Avenue Ad Agency.

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That’s basically the difference.

Plus, the distribution channel is you and your downline, instead of chain stores or Wal-Mart or Sam’s Club.

It’s a choice when you take your product to market. Do you want to invest in marketing yourself; of do you want your independent distributors to invest their time and money.

That’s it.

That’s the main difference.

It’s a choice.

I choose to work as an independent distributor because I’m an independent type of person and thinker.

I hope you are, too!

### **Here’s today’s Math Lesson:**

*“How many active people and sales volume do you need on a monthly basis to earn \$100,000 a year in residual income from your MLM program?”*

Now if that question offends you, I’m sorry, you must hate me by now with all my ranting and raving.

But, if your CORE reason was to make money in MLM why don’t you IMMEDIATLEY know the answer to that question?

It’s because you haven’t been taught it.

In fact, your upline avoids teaching you that, because if you actually KNEW how much volume it took for you to make \$100k a year you’d **faint!**

I’m going to cheat right now and tell you the “Cliff Notes” version of what it takes in 99% of all MLM companies for you to make \$10k a month:

**“\$100,000 a MONTH in Sales—or between  
1,000 and 2,000 active people--OUCH!”**

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Want to know what it takes in my Mastermind program to make \$10,000 a month?

**“\$25,200 a MONTH in Sales—  
or EXACTLY 252 active people  
on \$104.95 Autoship!”**

Hey, call me GREEDY or even a S.O.B, but I like “Door #2 Monty”!

Can you SEE yourself with a group of 252 vs. 1,000?

**That’s 748 less people it takes at MLM Mastermind to  
make \$100,000 a year than most other MLM programs!**

I’ll break it down even further for you...

**“How much do you or your spouse make at work per hour?”**

Here’s a quick breakdown for you:

\$20k a year = \$10 an hour  
\$30k a year = \$15 an hour  
\$40k a year = \$20 a hour  
\$50k a year = \$25 an hour  
\$60k a year = \$30 an hour  
\$75k a year = \$36 an hour  
\$100k a year = \$48 an hour

Let me be strangely obvious here:

**“If you make \$20k a year at your job right now and let’s say you manage a small store at the mall that sells clothing. If the store across town, which also sells clothes, offered you \$100k a year to do the same job, would you quit the \$20k and take the \$100k job?”**

Now, you might be saying it depends on insurance, stability, etc.

If all things are EQUAL from one job to the other with the exception of making 5 times more money at one job vs. the other one, which one would you take?

**The one that paid 5 times less or the one that paid 5 times more?**

It’s a SILLY question, I know.

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But, I talk to so-called, intelligent human beings every week that are in the \$20k scenario and when I offer them the \$100k scenario they turn me down.

I do consider myself a “Head-Hunter” so to speak.

I’m looking for both customers and leaders.

### **Leaders make you and I rich.**

Customers pay the bills.

There’s a big difference.

***“So, Robert, why would someone turn down a job or business opportunity that pays them 5 times more for the same work?”***

Good question.

What’s really odd is that my Amway person works 10 times harder than I do. She’s always running to Dallas for a meeting each week for a WEAK downline member.

### **She’s always:**

- Buying motivational tapes
- Listening to those motivation tapes
- Going to meetings
- Driving hundreds of miles every week
- Bumping into strangers just to meet new contacts
- Listening to countless hours of voice mail messages from Guru’s
- Having home meetings and team callings
- Chasing everyone they see to buy into their deal
- Dream building (never figured out what that actually means in her case, but as far as I can figure, it’s a way to keep her focused on her dreams and not focused on the reality she’ll never realize her dreams in such a poor pay plan)

### **If I worked as hard as her, I’d double my income today!**

I’m ashamed to say it, but I’m not that hard of a worker anymore...and I don’t have to be.

I wouldn’t want to work that hard for so little money, would you?

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So, why do people like her stay in poor paying programs?

Many reasons.

### **It could be:**

- Cult-like brain-washing tells them otherwise
- Sense of community outweighs their need for money
- Some sense of loyalty
- They've never been told otherwise

**In fact, there's nothing wrong with waking up in the morning and rubbing 2 sticks together to heat your home and make breakfast for you and your family.**

Man-kind did that for millions of years, until one day someone created something revolutionary called the **MATCH**.

Imagine the caveman when confronted by a stranger with a MATCH while he was rubbing his 2 sticks together at 5am one cold morning.

Would he run over and embrace the stranger and their “MATCH”, or be scared of it and think of it in terms of some sort of “black magic” or “voodoo”?

So goes it with these well-meaning distributors in poor paying programs.

I see them as **“STICK RUBBERS”**.

Great people, working their rears off while I drive by on my way to a movie, golf game or luncheon on a typical Tuesday afternoon.

### **It's just a choice to me.**

I choose to heat my house with Gas and Electricity, not by campfire. I know that's eccentric and all, and that I could be chastised by “purists” that feel it's unfair to use such advantages as this, but since gas and electric are readily available, and affordable and not outlawed by the government, I choose to use them.

In fact, I'm really being lazy here, because I'm usually asleep at 5am and dreaming of what I'm going to do with all my money...so call me shallow and materialistic if you may, but again, that's my choice, right?

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**I’ve stopped trying to convince the cavemen and cavewomen of this world that a MATCH is better than STICKS.**

I just wave at them as I light my MATCH and go about my business.

Doesn’t make me or them a bad person...**again, it all comes down to a choice**...how are you going to live out the rest of your life on this planet?

### **Rubbing sticks or lighting Matches?**

In other words, are you a **STICK RUBBER** or are you a **MATCH LIGHTER** type of person?

**I’m the latter...here’s why:**

--95% or even more in my downline are part-time. Which means I’m on the low end of the Totem Pole when it comes to time and money priority. I know that so I plan for it. I can’t change that, I’ve tried and it doesn’t work. So, accept the fact you’ll be making a full time income off the efforts of part-time people, anything else you conclude is just plain and simple MADNESS! Why would I tell my Son or Daughter to work 50 hours mowing the lawn if I could show them a way to get the same job done in 10 hours? Again, it’s a choice of making that job 5 times easier or 5 times harder.

--I’ve got 4 children and I plan on spending lots of time with them. If I’m driving all over the country CHASING people who are Stick Rubbers how am I going to find the time to watch their school plays and help them with their homework?

--Yes, I love teaching people this business, but I also love having a life outside this business with my wife, friends and family. If I’m having to work 5 times as hard (i.e. put in 1,000 people into my program vs. 252 people) how am I ever going to actually have time to spend money on those things I’ve dreamed and worked so hard for all my life? Why should you and I have to wait until we’re 65 to take time off and travel and get massages every Wednesday?

--If I’m having to work 5 times as hard, then so is my downline. And, if I’m having a hard time getting them to do anything at all to begin with, why would I want this business to be 5 times as hard for them? What point does it prove to say money doesn’t matter in MLM when the #1 reason you got into and invested your time and money was to make a return on your investment? If IBM paid you 5 times the dividend of Xerox, which one would you invest in? If Bank A paid you an annual return of 2% on your CD and

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Bank B paid you a 10% annual return on your CD and they both were insured by the FDIC which bank would your money be in?

**Again, this all comes down to a choice and being open minded enough to actually learn and listen to this “MLM Math Lesson” today.**

I know there are people reading this that just LOVE their product.

### **They also love:**

- Their upline
- Their sponsor Mary Jane who baked cookies for them when their cat got run over
- The company owners, they actually talked to me at the convention!
- Jill, the shipping clerk that always throws in a free bottle once a month for them
- Dan, the customer service rep who will do anything for them at anytime, in fact, they have Dan's cell phone number and call him on Sunday to have someone illegally moved under someone else...can't make it without the Dan's of the world, you know
- The product...as you know their product saves lives. The testimonials are tear-jerking to say the least. People's lives are at stake and how inappropriate of them to even think of making money when people are dying without their product, right?
- Their company is world-wide. And, with all their contacts they personally have in Korea and New Zealand, their check will literally go through the roof, right?
- Or, my favorite, they're backed by a Billion dollar company off the pristine shores of Bora, Bora and run by the MLM company president of the year just recruited away from a company that filed bankruptcy last year for tax evasion...Man, with a company like that; my check will soar in my local area!

**Now, I know I'm being sarcastic and a bit of a “Wise Guy” here, but I'm not making these things up.**

These are actual quotes from distributors all over the Globe who have said NO to my program vs. their program.

All the while (another drum roll) my check is bigger than theirs.

Not that the size of my check makes me a better person, but if you and I are going to shoot straight with each other for a minute and **TELL IT LIKE IT IS**, that deserves some **TELL IT LIKE IT IS** talk, wouldn't you agree?

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If you call, write or e-mail me that you want to make more money but you refuse to join with me in my program and my check is bigger than yours what is the point of candy coating the issue?

**You're a STICK RUBBER, plain and simple.**

In fact, what most people are afraid to tell their downline and their prospects (and I'm not), is that the type of Pay Plan I'm in makes you FOCUS on helping your downline and not helping yourself.

Huh?

**In other words**, most programs parade around top earners like they are some game hen. They, (the top earners) are somehow, someway, supposed to be some sort of inspiration and example of “how to do it”.

Yet, 99 times out of 100, these leaders got some sort of DEAL to move over a group, or some special circumstance that is not duplicated by you and me.

**I chose the program I'm in because I feel it has the best chance out of all them to do the following:**

- Pays me \$40 to \$200 a month for everyone on my frontline who sponsors someone on their frontline! (That's your 2<sup>nd</sup> level!)
- Pays my part time downline for their efforts
- Allows me the time freedom I want now, not in 20 years!
- Allows me to make more money with less people
- Has the greatest chance of being there for my children
- And, everyone needs leads and training in this industry

**I had some guy ask me the other day if I was so successful what was I doing answering my own phone?**

I told him this was MY business, so I like knowing what's going on in it, plus, I'm working for my children's future as I've already taken care of my present money concerns.

I also asked him if he knew of people like Donald Trump, Bill Gates and Tony Robbins.

He said “Yes”.

**I asked him if he thought those 3 guys were successful.**

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He said “Yes”.

I also asked him if those guys were all retired on the same beach in Fiji and don't hit a lick anymore, or do they actually get up in the morning, put on a suit and tie and report to work.

He didn't answer right away and then said: ***“I get your point”***.

Enough said.

I **loathe** the person or persons who taught the principle that once you build a downline you never have to do anything again...ever.

Heck, even Dexter Yeager of Amway works...although he works at what he loves, instead of working for someone else who he doesn't love.

See the difference?

### **Okay, here's some GOOD OLD MLM MATH for you:**

Now, I must warn you, if you're a STICK RUBBER, you'll find some way to dispute the evidence I'm about to present you.

In fact, if you're a true-blue STICK RUBBER I praise the fact you're still with me here...I'm surprised I didn't make you mad several pages ago and you've not already left me a nasty message on my voice mail or a 6 page letter via e-mail saying how proud you are of your little check and your little group and that guys like me should be locked up and have the key thrown away.

And, if you're in another program I guarantee there's a 50-50 chance you won't even compare these numbers with your compensation plan numbers.

Not only will you be afraid to, you're better off living in the “dark” and don't handle the truth too well...especially if your bedroom is on the 2<sup>nd</sup> floor or higher...lock the windows and tie your leg to your bedpost before looking at these numbers...for surely once you see the comparison you'll be sick to your stomach for days and the thought of jumping from a bedroom window won't be able to be erased from your mind.

**I'll repeat a previous question asked by me earlier:**

**“What does it take in monthly sales volume for you to make \$100,000 a year?”**

## **“How to Make \$100,000 a Year With MLM Mastermind!”**

By the way, when I shared these numbers with a woman last week she said to me:

**“Robert, you’re the kind of guy that likes to drive the fastest car in town and be all flashy, not me. I like a safe, affordable car and like being a good steward of my money by doing so.”**

I retorted:

**“I agree I like fast cars, but I don’t own any. In fact, in both of my cars right now are kids car sets, Yu-gi-oh cards and week old McDonald French fries. But that is beside the point. It is not UNSAFE to be in a better or FASTER pay plan as you are eluding to, but is USAFE to drive FAST...too fast for public safety. It is not against the law to make a lot of money and make it FAST with our pay plan—nor is it unhealthy.”**

She joined that day...

**Most pay plans look like this** *(and I’m generalizing here. It will be up to YOU to compare your plan with these numbers. If you’re not in a program yet and you’re doing your due diligence and researching I challenge you to compare these numbers I’m about to give you with any and all pay plans you find...something any smart investor of their time and money would do before pursuing a business):*

**Most pay plans look like this:**

Level 1—5%  
Level 2—5%  
Level 3—5%  
Level 4—5%  
Level 5—5%  
Level 6—5%

Level 7 and beyond has 10% infinity bonuses, etc.  
That’s a total payout of 40%.

**If your pay plan averages 5% on 6 levels how much sales volume would you need to earn \$10,000 a month?**

**The answer is: \$200,000**

$\$200,000 \times 5\% = \$10,000$

## **“How to Make \$100,000 a Year With MLM Mastermind!”**

How many people would that take?

**If they all bought an average of just \$100 a month you would need 2,000 total distributors:**

$$\$200,000 / \$100 = 2,000$$

**If they all bought an average of just \$50 a month you would need 4,000 total distributors:**

$$\$200,000 / \$50 = 4,000$$

Here's another **SHOCKING** point...When was the last time you had a downline that you made money off of that was BELOW your 2<sup>nd</sup> level?

**95% of my downline after 26 years either never had a downline below their 2<sup>nd</sup> level, or weren't qualified to earn commissions below their 2<sup>nd</sup> level—EVER!**

If it hurts, I'm sorry...somebody had to tell you and I got picked to do it today. If you've been in one of these programs in the past, then you'll probably say something like: ***“That's why I never made any money in that program”***. And, if you're researching programs, you'll be thankful that I saved you some time and your hard earned money.

Here's an example of our pay plan with just 20 distributors per month. We'll use a \$100 monthly product purchase, as an example, and use what we call a “Group of 20” (4 people on your first level and 16 people on your second level).

Be careful sharing these facts and figures with your upline. Many will sweep these facts under the carpet and give you an hour long speech about how the product is your main focus and how dare you fall into my capitalistic trap of showing YOU how to maximize your time and efforts.

They'll also have you sign an affidavit that not only won't you share this information with anyone else, you'll also unsubscribe to my newsletters and swear to never talk to me again...as I am the **EVIL GREEDY MATCHMAN!**

**BREAK EVEN INCOME—GROUP OF 6**

**2 x \$100 = \$200 x 15% = \$30.00**

**4 x \$100 = \$400 x 40% = \$160.00**

**Total: \$30.00 + \$160.00 = \$190.00 a month**

**\$190 X 12 MONTHS = \$2,280 A YEAR**

**PART TIME INCOME—GROUP OF 20**

**4 x \$100 = \$400 x 15% = \$60.00**

**16 x \$100 = \$1600 x 40% = \$640.00**

**Total: \$60.00 + \$640.00 = \$700.00 a month**

**\$700 X 12 MONTHS = \$8,400 A YEAR!**

**QUIT YOUR JOB INCOME—GROUP OF 100**

**20 x \$100 = \$2000 x 15% = \$300.00**

**80 x \$100 = \$8000 x 40% = \$3,200.00**

**Total: \$300.00 + \$3,200.00 = \$3,500.00 mo**

**\$3,500 X 12 MONTHS = \$42,000 A YEAR!**

**KING OR QUEEN INCOME—GROUP OF 252**

**36 x \$100 = \$3600 x 15% = \$540.00**

**216 x \$100 = \$21,600 x 40% = \$8,640.00**

**Total: \$540.00 + \$8,640.00 = \$9,180.00 mo**

**\$9,180 X 12 MONTHS = \$110,160 A YEAR!**

## **“How to Make \$100,000 a Year With MLM Mastermind!”**

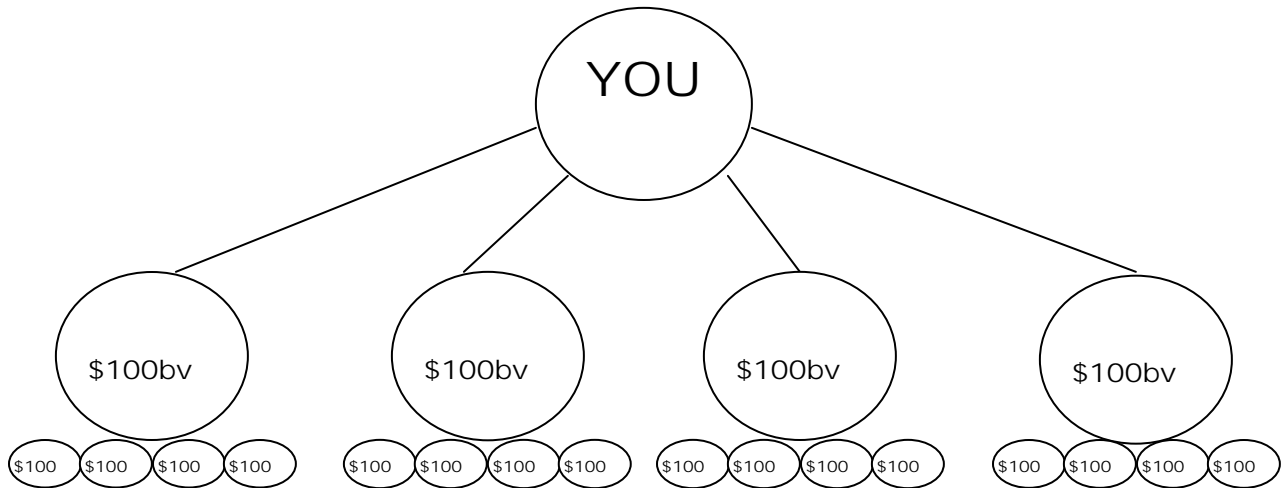
### **I show you the “math” when other people won’t!**

I think it is important for you to know exactly how you are going to get paid before you join Mastermind, and this chart will show you how.

Compare the Mastermind pay plan with ANY company you know of and you’ll see why we consider it the highest paying program in the country.

You can earn \$700.00 a month with just a Group of 20 Members at 100 leads, or \$104.95 a month! I like to call this example “4 who get 4”.

### **“How To Earn \$700 a Month With Just 20 Members!”**



**4 people x \$100bv = \$400 bv x 15% = \$60.00**  
**16 people x \$100bv = \$1600 bv x 40% = \$640.00**  
**Total: \$60.00 + \$640.00 = \$700.00 a month!**

(See an online presentation at: [www.MLMMastermind.com/chalkboard.html](http://www.MLMMastermind.com/chalkboard.html) )

Do you know how much money you’d have to invest at your local bank in order to earn an extra \$700.00 a month in residual income?

**A whopping \$336,000 IF you had a 2.5% Interest bearing CD!**

**\$336,000 x 2.5% = \$8,400 per year.**  
**\$8,400/12 mo. = \$700 a month!**

(Find today’s CD rate at: [www.BankRate.com](http://www.BankRate.com))

## **“How to Make \$100,000 a Year With MLM Mastermind!”**

**Common Sense** tells you that if you built a Group of 20 people at 100 leads a month in Mastermind and they paid you \$700.00 a month, it would be as if you had just walked down to your local bank and made a \$336,000 deposit in a CD account earning you 2.5% annual interest!

Here’s an important question for you today to ask yourself:

**“Which is easier for you to do...build a Group of 20 with us in Mastermind, or go earn \$168,000 to invest in a CD?”**

Now do you see why sponsoring people with our **Common Sense** approach works?

The Above example shows your potential earnings on JUST your first 2 Levels and with just 20 people in your group.

You **can** sponsor **more** than 4 people on your 1st level.

And, you’re not limited to just \$700.00 a month either, nor are you limited to building just one Group of 20 people! Plus, you can earn even more money beyond your first 2 levels as your group continues to grow.

**If you’re happy with your program and making 6-Figures, great!**

But, what about your downline? Are they making money when people tell them NO to your program? Does everyone who joins your Primary program get 100 free leads their first month? Are you still spending \$5 to \$10 on leads when you can get the same kind of lead from MLM Mastermind for .20 to .97 each?

Adding the Mastermind program to what you’re doing is simple. Plus, the MATH works for both you, and your entire downline. It doesn’t distract them...it shows them that they are leaving money on the table and they will THANK YOU for that with their loyalty for life!

What would your commission check look like in your primary program if you also had everyone on a 100 lead autoship for \$104.95?

Would it be bigger or smaller? You do the Math!

## **“How to Make \$100,000 a Year With MLM Mastermind!”**

### **“QUICK TIP: How to Double The Size of Your Group—Guaranteed!”**

Want a guaranteed way to double the size of your group? Here's how.

1. Get everyone in your group on 100 leads with my Mastermind program.
2. If you have 100 people in your group, for example, and each one of them call, emails or mails 100 people each, that's 10,000 exposures for your team! ( $100 \times 100 = 10,000$  exposures).
3. At a 1% response rate you've added 100 customers/distributors to your team! ( $10,000 \times 1\% = 100$ ).
4. It's all about the MATH. Most prospects don't know a thing about products or pay plans...they don't do massive research. They get excited about your product, service, pay plan or system and jump in head first, right? Look, people are still joining Amway every single day. People are still joining the last program(s) you quit and swore would never make it!
5. If you got into MLM to make money, then let's make some money together and let's stop fooling around and wasting time. Get in my program with me. It's embarrassing inexpensive to join at \$7.95!

Plus, I get no satisfaction in debating which is a better way to make fire:

### **With 2 Sticks of Wood, or 1 Simple Match!**

Oh, how do I make \$10,000 a month with just \$25,200 in Monthly sales Volume?

Simple, sponsor just 36 people on your first level and help them get 6 each:

### **KING OR QUEEN INCOME—GROUP OF 252**

$$36 \times \$100 = \$3600 \times 15\% = \$540.00$$

$$216 \times \$100 = \$21,600 \times 40\% = \$8,640.00$$

$$\text{Total: } \$540.00 + \$8,640.00 = \underline{\$9,180.00} \text{ mo}$$

$$\underline{\$9,180} \times 12 \text{ MONTHS} = \underline{\$110,160} \text{ A YEAR!}$$

If they all bought just 100 leads a month at the cost of \$104.95 a month a month you would need 252 total distributors:

$$\$25,200 / \$100 = 252 \text{ distributors}$$

## **“How to Make \$100,000 a Year With MLM Mastermind!”**

If they all bought 2,500 leads a month at \$500 a month here's what a simple Group of 20 would look like for you:

### **FULL TIME INCOME—GROUP OF 20 AT 2500 LEADS**

$$4 \times \$500 = \$2000 \times 15\% = \$300.00$$

$$16 \times \$500 = \$8000 \times 40\% = \$3,200.00$$

$$\text{Total: } \$300 + \$3,200 = \underline{\$3,500.00} \text{ a Month}$$

$$\underline{\$3,500} \times 12 \text{ MONTHS} = \underline{\$42,000} \text{ A YEAR!}$$

**We have five Lead Packages to choose from:**

- ⇒ 50 Leads for just .99 cents each
- ⇒ 100 Leads for just .99 cents each
- ⇒ 250 Leads for just .58 cents each
- ⇒ 500 Leads for just .39 cents each
- ⇒ 1,000 Leads for just .29 cents each
- ⇒ 2,500 Leads for just .19 cents each

[www.MLMMastermind.com](http://www.MLMMastermind.com)

I'm not saying I'm right, I'm just saying I found this way to make money 5 time easier, I tried it and a funny thing happened:

### **IT WORKED FOR ME!**

It could also work for YOU, if you want it to.

**Now, here's some fun stuff for you to think of as we wrap up today's training.**

If it takes YOU 1,000 people to make \$10,000 a month and you convert 10% of the people you and your downline talk to, how many people would you and your group have to talk to for YOU to make \$10k a month?

10,000

10,000 x 10% conversion rate = 1,000 people

But, if you were in my program you would only have to talk to:

**“How to Make \$100,000 a Year With MLM Mastermind!”**

2,520 people

2,520 x 10% conversion rate = 252 people

**Hmmmm....**

Which is more likely to happen for you and your group:

Talking to 10,000 or 2,520 people?

**And, what about direct mail?**

How many people would you have to mail at a 1% conversion to sponsor enough folks in a 10% payout program for YOU to earn \$10k a month?

100,000 pieces mailed

100,000 x 1% conversion rate = 1,000 sponsored!

My program?

**Well, you do the MATH, as I'm sure you've got my point.**

I won't beat around the bush here either....you and I have something very important in common and that is this:

**“You and I ONLY have 24 hours in every day. Every hour of my life is precious to me and my family and I've decided to **MAXIMIZE** my time by building the Mastermind business instead of any other business in the world that I have looked at.”**

My question to you is this:

***“Are you ready to come work hard with me for the next 2-5 years with a proven game plan and a proven winner?”***

If the answer is YES, fill out the form on this website listed below or turn to page 30 right now:

**[www.MLMMastermind.com](http://www.MLMMastermind.com)**

## **"How to Make \$100,000 a Year With MLM Mastermind!"**

Or, if you're a brave soul and aren't afraid to talk personally with the "MATCHMAN" give me a call at:

(405) 833-6899

I just a normal guy who looked hard at the numbers and did "THE MATH" and found a better, simpler and easier way to make money for me and my family. That's all.

All MLM programs work and they all make great products, including Mastermind.

I just chose the one that would allow me to reach my financial goals earlier and easier than other programs.

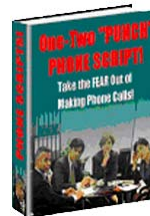
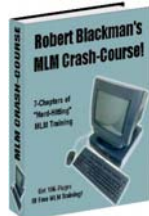
If you SEE that, too, sign up with me, or the person who referred you to this website today or with the sign up form on the next page.

Sincerely,



Robert Blackman  
(405) 833-6899

PS Be one of the first 100 who join MLM Mastermind **within the next 30 days** and I'll throw in these five training books, free of charge, (*valued at \$189.85*) when you join:



## **Frequently Asked Questions**

**Q: How do you generate your leads and what information do I get with them?**

A: We generate our leads online for those people who have already joined a MLM program. You get their name, email, phone, website and company name.

**Q: Is there any guarantee with your leads?**

A: We 100% guarantee the delivery of every lead or we replace them free of charge! That means if the phone number is wrong, or if the e-mail or street address comes back to you, we replace them once a month, at the end of every month, free of charge to you!

**Q: Can I order more than 50 leads my first month?**

A: Yes, you can order 100, 250, 500, 1,000 or even 2,500 leads your first month.

**Q: How do I qualify for commissions if I refer other customers to you?**

A: To qualify for commissions you simply must be active on any of our six lead packages and have one personally sponsored active customer. Commissions are mailed on the 25<sup>th</sup> of each month for the prior month's business.

**Q: Can you explain your pay plan more?**

A: We have a three-level pay plan. We pay you 15% on all personal referrals, known as your first level. And, we pay you 40% on your second level. On levels 3 you get paid 5%. We also have an Infinity bonus of 5% to 20% starting on level four. We also set aside 5% of all sales for every paid member each month. That money is put in a pool that is paid out to those leaders who qualify for it. See [www.MLMMastermind.com/payplan](http://www.MLMMastermind.com/payplan) for qualifications to earn commissions every month.

**Q: What type of response rate should I expect from your leads?**

A: We cannot guarantee any sort of response rate for your leads due to the fact we do not have control over what you say and do with your leads once you get them. We do teach you though, to focus on converting at least 1% of your leads every month. Some members even sponsor more!

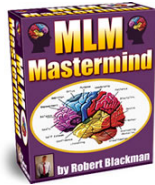
**Q: Will you teach me how to contact these leads every month for maximum response?**

A: Yes! We specialize in teaching new members what to say and do by providing you with e-mail letters, postcard template, phone scripts and eBook training which is all provided free of charge with your membership once you join!

**Q: Do you have any testimonials that can validate you and your system?**

A: Yes! Just go to my website I have many testimonials for my training and my leads system that will validate me and my offer. Remember, you can TEST our system for just \$49.95 with our 50 leads package. That's all you're risking today and that is one of the biggest reasons our system works!

## "How to Make \$100,000 a Year With MLM Mastermind!"



MLM Mastermind  
Post Office Box 720364  
Norman, OK 73070  
(405) 833-6899 office  
(214) 975-3525 fax

**Yes! I want to get the names of hot prospects for my business! Sign me up for MLM Mastermind...and rush me my first month's collection of prospects. I've checked the number of leads I want below.**

**I understand that in addition to the number of leads I request, I'll also receive:**

- Automatic enrollment in MLM Mastermind.com website which allows me to make money from every new subscriber I sign up per the pay plan outlined in this letter.
- 50 to 2,500 leads per month (check the number of leads desired below). Plus, you guarantee to replace any lead, free of charge, who I cannot get hold of due to an expired phone, email or street address
- The five free eBooks listed in this letter, a free Training CD & DVD available for immediate download!

### **Billing Information**

Who Referred You? \_\_\_\_\_  
Full Name \_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### **Payment Information**

Visa     MasterCard     AMEX     Discover     Check *(Mail or Fax your check)*  
Name on card \_\_\_\_\_  
Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVN# \_\_\_\_\_

### **Monthly Lead Packages**

Check Box	Description	Amount
<input type="checkbox"/>	50 leads a month + audio training	\$49.95
<input type="checkbox"/>	100 Leads a month + audio training	\$99.95 mo
<input type="checkbox"/>	250 Leads a month + audio training	\$149.95 mo
<input type="checkbox"/>	500 Leads a month + audio training	\$199.95 mo
<input type="checkbox"/>	1,000 Leads a month + audio training	\$299.95 mo
<input type="checkbox"/>	2,500 Leads a month + audio training	\$499.95 mo

### **100% Guarantee & Terms of Purchase**

I understand that I will receive the Name, Phone and Email address of each prospect. I also understand that this is a monthly recurring billing every 30 calendar days and I can upgrade, downgrade or cancel by notifying MLM Mastermind by going to [www.MLMMastermind.com](http://www.MLMMastermind.com) and clicking on "Contact Support" and submitting a support ticket fifteen days before my next billing date. There are no refunds on lead sales, all sales are final. I also understand that all my leads are guaranteed to be deliverable by e-mail, phone or street address or they will be replaced FREE OF CHARGE. Charges on your statement will appear as "Profit Leads, Inc".

You can join online today by visiting our direct website at: [www.MLMMastermind.com](http://www.MLMMastermind.com)