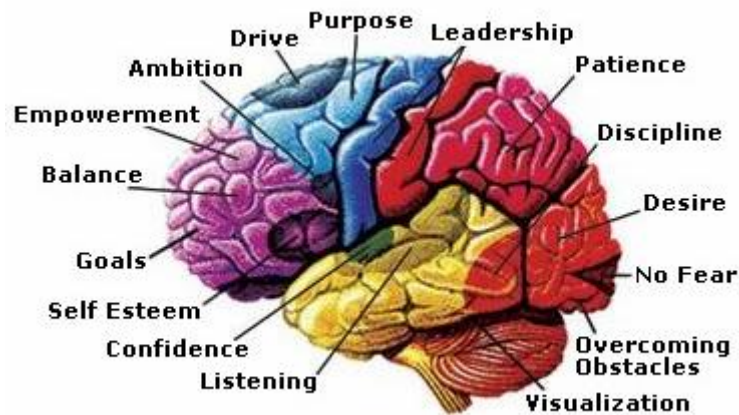


# MLM Mastermind Training!



by Robert Blackman  
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**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, Network Marketing or Home-Based business model.*

*No guarantees of income are meant to be implied—especially for those that want to sit on their hands and do nothing—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 20+ 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 me and you 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!*

**Donald Trump, Lance Armstrong, Tony Robbins,  
Martha Stewart, Oprah Winfrey**

What kind of Network Marketers do you think this cast of 5 famous people would be?

Would they be "Winners" or "Whiners"?

I run into more whiners than winners...but that doesn't surprise me after 24 years in the business.

Instead of trying to "change" other people's attitudes and actions, I only focus on my own attitude and daily action.

**Let me clarify...**

Lance Armstrong is in your downline, he gets 100 of our Mastermind leads and starts to call the list.

Out of the first 10 people he calls here are his results:

- 2 bad phone numbers
- 4 asked how the @#\$% he got their name
- 3 say the answered the ad months ago and are no longer interested
- 1 just hangs up in the middle of the phone call

What does Lance do?

Does he call me and email me to cancel his lead membership?

Or, does he call the other 90 leads and then once he's done with the first 100 he gets another lot of 100 and keeps calling.

Would you see Lance making 50 phone calls a day?

Would you see him as a "Whiner" or a "Winner"?

What would he say to you if you said no to him?

Would he blame the list, or would he find a way to overcome the rejection with more action?

Plus, Lance is an intelligent human being and understands that "leads are leads". And, he knows that when someone answers one ad, they probably answered a dozen others. Right? And, You and

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I did the same thing when we were "looking" for the right business, we answered every ad we could get our hands on!

So, logic reminds us all that if you run an ad that is "Company Specific" to your program, that each and every person who answers your ad not only answered your ad, but others as well, right? I mean who is to stop your prospects from answering a dozen ads the same day they answer yours? And, you're paying \$3.25 to \$10.00 for those leads, where I'm paying just .97 cents for my leads at [www.MLMMastermind.com](http://www.MLMMastermind.com) See the difference? Understand the logic of lead generation and lead conversion now?

Same goes for our other list of "Famous" people.

How did they get to where they are today?

By whining?

By canceling when times got tough?

By giving up after a few phone calls that went south?

By paying \$100 to \$500 a month in overdrafts at their bank because they won't take the personal time and responsibility to simply balance their checkbook before they write a check or use their debit card?

By blaming other people for their daily inaction and procrastination?

Or, would they FIND A WAY to make the list work?

I'll bet it's the latter.

Plus, I'll bet you can give me any list and I'll beat the pants of 99% of the Network Marketing industry with my simple three step method of:

- Calling
- Emailing
- Mailing

**Let me ask you a few simple questions:**

- How many phone calls did you get today about an opportunity?
- How many emails did you get today about an opportunity?

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--How many postcards did you get in your mail box today about an opportunity?

You see, as a marketer who is 100% commission in this industry and would rather cut his own throat before going back into the workforce, I KEEP TRACK of these types of things.

**I want to also give you a challenge:**

"Count the number of calls, emails and mailings you get over the next 7 days and keep track of them on paper."

Want to know my last 7 days?

**Here they are:**

Number of Phone calls = 1  
Number of emails = 6589  
Number of postcards = 2

Now, which method am I more likely to be take action in "Getting More Information" about a particular product or service that may solve one of my many problems as a Network Marketing, Father, Husband and Friend?

You see, what most people miss is that marketing your Network Marketing business isn't a "one-shot" proposition.

In other words, if all I did to be successful was call 100 people and 50 got in that same month and they all duplicated me then I'd be getting a back rub right now and not writing this article, correct?

**How do I consistently personally sponsor between 25 and 75 people a month?**

Do I do it by jumping from lead program to lead program?

No.

Do I do it by running an ad once every 12 months?

No.

Do I do it by emailing my leads only?

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No.

Do I do it by quitting after getting 10 calls in a row who say "get out of here Robert"?

No.

I do it by calling, emailing and mailing 1,000 new people a month!

1) I call them once.

2) I email them every week with my autoresponder until they either optin or optout.

3) I then mail them once a postcard to optin to my site or call me to get a free 23-page report.

Nothing fancy just a system that is pretty boring on the surface, but it has made me millions.

In other words, I haven't changed a darn thing in 6 years since I started marketing online.

Oh, before the internet I:

--Called

--Mailed

There wasn't email back then, so I simply added 1-step of emailing and a simple optin website.

It doesn't cost me millions to run this system either.

In fact, you can get your hands on the same "generic" version of this system for free the first 30 days, you just pay \$7.95 shipping to get a Priority Mail package out of all my training and 100 leads to your front door.

Then, every month after that, it's only \$97 a month for 100 leads and a training CD, plus shipping.

And...

You can also get paid a nice referral commission every month (residual money) for referring people to your own free affiliate site you get when you join with me.

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This system of mine is so simple, that many people miss it.

They say it is too simple.

They say it should have more gadgets, whistles and bells on it.

I disagree.

And, my bank account proves my point for me.

If all those whistles and bells worked, I'd be using them.

But, they don't work...not long term at least.

And, if you're like me, when you quit your job, you'd like to quit it forever.

Not for 6 months and then have to get another job because your residual check dropped so low you couldn't afford to make ends meet.

The moral of today's article is that if you call 100 people and nobody joins, big deal.

Leads are leads.

People change their minds.

People lie to you when they call you. Have you ever lied or mislead a telemarketer or someone who cold-called you at your front door to get them to "go away?"

Sure you have...and so have I!!!

So, why do you and I think that leads will be any different?

So, don't take the word NO personally.

They may have just had a fight with their spouse or lost their job or maxed out their credit card that day.

Don't quit.

If you quit, what are you going to do?

Where are you going to go?

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Just back to work and give up on your dreams of doing more with your life?

Are you going to "give-in" to the temptation of living below your personal expectations for the rest of your life like most of your co-workers have?

Are you going to constantly make excuses for your lack of money at the end of every month and blame everyone else but yourself?

Again, here are some familiar names:

### **Donald Trump, Lance Armstrong, Tony Robbins, Martha Stewart, Oprah Winfrey**

What would they do if they called 100 names and nobody joined with them?

Or, would they call 1,000 people a month like I do?

Maybe more?

I'm not here today to tell you that anyone else (including me) is a better "person" than you are.

This isn't about being a "better" person or judging you.

This article is about telling you the TRUTH to what it will REALLY take to:

- 1) Quit your job and replace your income at work.
- 2) Once you do this to insure you never have to go back to work for someone else again!

I can't tell you how many people a month tell me things like this:

***"Robert, I called your 100 leads and nobody joined, go ahead and cancel me out of your Mastermind program. Looks like your leads are no good"***

(When I pick up the phone and ask them what they are going to do for leads now, since they've dropped my program, they hesitate and say they are going to "try" another lead source. And, just like I thought, they'll quit that lead source after calling 100 of their leads as well. So, there is no MAGIC LEAD SOURCE on the planet. If there were, I'd be sharing that with you today

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and using it myself. Hey, I call the same leads you get at MLM Mastermind. I get hang-ups, I get grouchy people, too. I also know that until my prospects Know, Like or Trust me they will NEVER buy from me! So, you can't quit until that happens. If you quit before your prospects turn into people who know or like or trust you, you'll never be financially free!)

***"Robert, you just sent me 100 of this months leads. I haven't even had time to contact the other 100 you sent me, so go ahead and cancel me now and I'll call you back when I'm ready"***

(Again, when I tally the results, they never come back. They never call their leads from me or any other source...or they call a few hundred leads and then quit. Would our cast of 5 famous people quit after 100 no's? And, what in the world are they doing anyway not calling their first set of 100 leads they paid for? 100 leads divided by 20 days a month of calling, which is Monday through Friday is 5 measly calls a day. Are they telling me they can't come home go to a spare bedroom or the garage and dial 5 phone numbers for their financial future? Are they telling me that after those 5 numbers they've just dialed they can't go to their computer and email those 5 people? Are they telling me they can't then address 5 postcards, put a stamp on them and walk out the front door to their mail box and put them in there? Are they telling me they don't have 15-30 minutes a night for their future? And, what it comes down to is that they have WHIMPED out and I'm the guy they blame. Why blame me? Because I'm the lead guy and all my leads are supposed to jump into their business at first contact, sight unseen, right? And who has too many leads? I don't and I run a lead program! If I have too many leads I give them away as a promotion to those who would join my primary program! If I say join my deal and I'll give you 100 free leads, do you think that would increase my signups? Well, it does!!! And, if you get a MLM Mastermind Affiliate site, that is EXACTLY what you'll be able to do...give away 100 free leads to everyone you know and don't know for their first month of membership. BRILLIANT!)

Now, I could share more "quitters" emails and rant and rave all day long on the subject.

But, I think you get my drift...

Are you REALLY giving your business your best effort on a daily, weekly and monthly basis?

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I have one distributor that works 6 days a week in a retail Stereo store.

Sunday is his only day off.

He calls, emails and mails all 100 of his leads every Sunday.

He gets 400 leads a month from me and has a goal of replacing his income at work in 24 months.

Very nice.

Very realistic.

He sticks with it.

He doesn't make excuses.

He loves it as he knows that Monday thru Saturday he makes money at works to pay his bills and his child support.

Nice guy.

He's not a super salesman either...just an average nice guy who is realistic about his future and if he can make \$5,000 a month in 24 months he'll quit his job.

When I ask him what if he doesn't make his goal of \$5,000 a month in 24 months will he quit, he just laughs and says very enthusiastically "NO!"

He tells me if it takes him 20 years to do it, he's fine with that.

Why?

Because in 20 years he'll be making \$5,000 in residual income plus his Social Security check of around \$1,000 a month.

He can EASILY retire on that he tells me.

He has a game plan and he sticks with it.

Yes, he gets those "tempting" emails that say it's easier and faster with some other "deal of the week" he gets every day.

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He laughs at those, resists the temptation to jump ship and just does his "deal" every Sunday.

He's got my respect.

And, he reminds me of 5 people I also know of:

**Donald Trump, Lance Armstrong, Tony Robbins,  
Martha Stewart, Oprah Winfrey**

What about you?

Are you happy with your efforts over the last year?

Have you made a plan and stuck with it for a year?

Or, have you jumped around from program to program and from lead source to lead source and failed to reach your goals?

I invite you today to join my Mastermind team. I've made a successful career out of this industry just doing what I've talked about today...calling, emailing and mailing every single day of my life.

It's fun when you find a system that solves your own financial problems and your recruiting problems at the same time.

**Go here now to get signed up with my team:**

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

**Every month you'll get:**

--100 leads a month to contact for your business or our business

--A monthly training/motivational CD mailed to your front door so you can drive to work and listen to it. This is crucial so when you get home at night you won't procrastinate at calling, emailing and mailing at least 5 people, Monday thru Friday for your own financial future.

--A free Affiliate link so you can recruit others into your own Mastermind group.

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--A free 30 day trial of our system...and your prospects can get the same free 30 day trial...which increases your sponsoring rates by 2-3 times!

--Access to me. I'll be here to answer any of your questions and help you along the way.

Sincerely,



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**PS. If you want to call, email and mail 1,000 great leads a month like do, go to this link today...these are the same leads I use and I highly recommend them to you and anyone in your group:**

<http://www.1shoppingcart.com/app/netcart.asp?MerchantID=77109&ProductID=3019362>