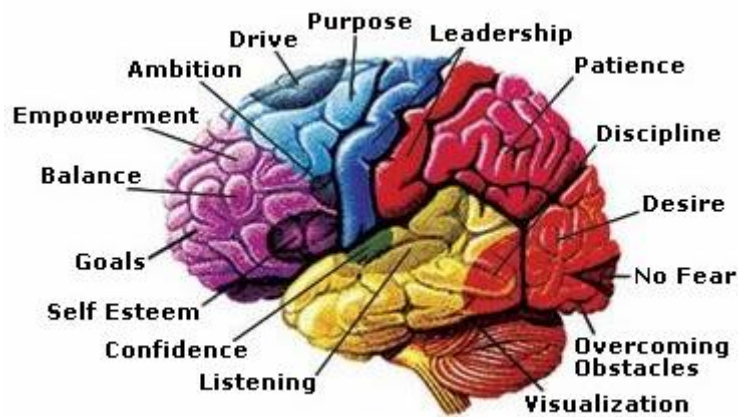


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MLM

Mastermind

Training!



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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!

"There's Only 3 Ways to Build Your Downline!"

One major element of success in business is being disciplined and focused.

As you know, I believe that there are only 3 ways to bring volume to your business so you can make money and build a downline:

Rule #1 Acquire new customers/distributors every month

Rule #2 Increase their order size

Rule #3 Increase their order frequency

Anything you do towards your building your business needs to point towards one of these 3 elements.

If not, you won't build a downline.

"How do I apply these 3, Robert?"

Simple.

For #1 get fresh leads and a system to filter those leads and try to sponsor at least 1-2 new members per month.

For #2 and #3 to achieve those you need some sort of follow up or training to inform your distributors how to increase both.

For example:

Let's say you have 100 people in your downline and they all are purchasing \$50 a month. And, your program offers both a \$50 product and a \$100 product plan.

If you run a promotion and give away a free gift, report or some of your monthly leads to the first 25 who upgrade to the \$100 plan in your program here's what you've done:

Before: 100 members x \$50 = \$5,000 in sales

After: 75 members x 50 = \$3,750 in sales
25 members x 100 = \$2,500 in sales

Total sales after = \$6,250

Annualize that for 12 months and you've just increased your sales by \$15,000:

\$1,250 mo increase x 12 months = \$15,000

So, instead of just doing nothing and having \$5,000 a month in sales, you're now doing \$6,250 a month in sales!

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Before: \$5,000 x 12 mo = \$60,000

After : \$6,250 x 12 mo = \$75,000

That's an annual increase of \$15,000 in sales by just getting 25% of your group of 100 people to upgrade (or increase their order size) from \$50 to \$100!

Now, let's take that \$15,000 a year increase and multiply it by 5, 10 and 20 years:

\$15,000 x 5 years = \$75,000 increase

\$15,000 x 10 years = \$150,000 increase

\$15,000 x 20 years = \$300,000 increase

Yes, it's that simple and it's that powerful!

The main reason downlines never get started in the first place is because the distributor fails to follow RULE #1--New Customers/Distributors every month.

The main reason downlines never "stick" or grow is because the distributor fails to follow RULES #2 & #3.

You can now see if you increase the order size how your group can grow.

How about RULE #3--increase their order frequency?

"How do I do that, Robert?"

Simple.

Use the same strategy to the above example.

Let's say your company has 2 products or services for simplicity sake.

Let's say that you still have that nice group of 100 people buying \$50 a month, and they are buying Product #1, which I'll call "WIDGET A".

Since Widget A is your best seller, everyone gets on that for Auto-Ship.

But, you know, Widget B isn't a bad product either and has some great benefits.

Send out a letter about Widget B and get 25% of your downline to purchase \$50 worth of Widget B on Auto-Ship.

When you do, here's what happens:

Before Widget B purchase:

100 x \$50 = \$5,000 mo sales

After Widget B purchase:

75 x 50 = \$3,750 in sales

25 x 100 = \$2,500 in sales

Sales before Widget B purchases = \$5,000

Sales after Widget B purchases = \$6,250

You now have 25 people on a \$100 auto ship of two products...which used to be one...so you increased their order frequency of one product to two products...thus increasing your bottom line and commission check.

As you can see, Rule #1 focuses on new business.

And, Rules #2 and #3 focus on existing business.

YOU HAVE TO DO BOTH!

If you only focus on new business, you're missing out on tens and hundreds of thousands of dollars in sales each year.

If you only focus on existing business, you fail to sponsor new people yourself and you fail to teach your downline to do the same.

The net result of not signing up new people every month is that your group of 100 will turn into a group of 25 product "munchers" and nobody makes a decent check!

You and your group MUST overcome the drop-out rate of this industry.

Here's just a "ballpark" estimate of what really happens with drop out rates.

--You will loose 10% to 15% every month with declined credit cards.

--You will loose 10% to 15% every month with people who cancel their autoship.

That means you'll loose anywhere from 20% to 30% of your group each month.

So, if you have a group of 100 people expect 20 to 30 them to not be there next month!

WOW!

BUT.....

If out of the 100 you have on Auto-Ship if only 50 of them are buying 100 leads from www.MLMMastermind.com and signing up at least 1 new person a month your group grows by 50 people a month!

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That means you still have a growth factor of anywhere of 20 to 30 each month.

So, let's look at the math:

100 - 20 drop-outs = 80 members

Add 50 new people this month:

80 + 50 = 130 total in your group

You now have a 30% growth rate with this formula.

See how this works?

That's why it's SO IMPORTANT to have a fresh set of leads every month.

Yes, you could rely 100% on warm marketing.

Yes, you could run ad co-ops.

Although both of those "work", I don't focus on those.

Why?

Well, first of all, I know for a fact that very few people will talk to their family and friends.

I "might" get them to send an e-mail or a letter in the mail, or get them on a conference call or visit a website.

Maybe...but you can't build your business on a "maybe", now can you?

Ahhh...the ad co-op.

***"Robert, wouldn't my group grow faster if we ran specific ads
To people to respond to my great product Widget A?"***

Well, it should happen that way, but it doesn't.

Let me tell you what I know about ad co-ops from my 24 years of experience.

--The leads cost more, around \$5 to \$25 each lead.

--The quantity of leads each member can afford at that price per lead is around 10 to 25 per month.

--And, yes, while Johnnie and Mary Jane did answer your SPECIFIC ad about Widget A, they also answered another dozen ads as well. And, 9 times out of 10, they don't remember answering your ad anyway...thus you've now just paid up to \$10 for a lead that isn't worth more than .97 cents.

Why I like lead programs is three-fold.

#1--The cost per lead is affordable...so everyone can join in addition to your auto-ship in your primary program.

#2--With the cost per lead lower than an ad co-op you can get at least 100 leads a month, if not more. That gives you more leads to work with and more of a chance of sponsoring at least 1 person a month (1% x 100 leads = 1 signup a month)!

#3--You have the ability to make money from lead sales on both your downline who say "YES" to your Widget A sales pitch and on those who say "NO" to your Widget A sales pitch! I call that *"Making money when someone tells you NO"*.

Pretty net, huh?

It's a known fact today in the Industry that if you have a downline of 100 people buying \$50 a month in product that they are at LEAST spending \$50 if not more on lead generation, ads, postage, printing, search engines, magazines, etc.

So, let me ask you, when was the last time you got a commission off the money your downline spent on a search engine or A magazine ad?

NEVER!

That's the same amount of money I've made in my 24 years of being in Network Marketing when my downline bought leads outside of a lead program.

Oh, the "purist" tell me all the time:

"Now Robert, when Johnnie places an ad for \$1,000 and signs up people who buy Widget A, you make a commission off those sales."

Right?

Well, yes, they are right, but that's not good enough for me.

And, it shouldn't be good enough for you either...because you're LEAVING a massive amount of money on the table...let me show you how:

If I have a group of 100 people spending \$100 a month in advertising OUTSIDE a lead program of mine that means to me that I'm not making a dime off those dollars being sent.

100 x \$100 in ads = \$10,000 a month in sales with -0- commission.

Let's say you have 1,000 in your group, that's \$100,000 a month with -0- commission to you!

No, I'm not being greedy here...I'm just using some common sense.

If I'm making a commission off the \$5,000 in sales of Widget A why would it be wrong for me to make a commission off the \$10,000 in advertising my group is going to spend anyway???

When that happens, I see \$10,000 in sales that I missed out on a commission on.

Period.

Again, it's a known fact that your downline will spend more money advertising their business than they will on the actual product you earn a commission on!

So, why not tap into that money as well?

It's okay in America, you know, to make money in two programs.

And, it's moral, too!

But, here come those "purists" again:

"But, Robert, I don't want to DISTRACT my group by having them sign up in your lead program."

I love this one.

It makes me wonder what "turnip truck" these so-called leaders fell off of.

Look, just in case you weren't aware of it, your downline is BOMBARDED with over a dozen programs a day to join.

They are "TEMPTED" to jump ship every second of every day.

If you think the divorce rate is high in this country in marriages, wait until you see the "divorce rate" in MLM.

So, for me to sit in my office and think that I have "control" over my group by keeping them from joining a lead program that my check is safe and secure.

Think again.

Would it surprise you to know that the average number of programs your downline is in is "6"?

Yes, a half-dozen programs!

How can you make money in a half-dozen programs? You can't.

I've tried it and there is no way in the world to pull it off.

But....

If I recommend Widget A and Johnnie likes it....

If I recommend www.MLMMastermind.com and Johnnie likes it...

Johnnie is making two checks from the same effort.

Johnnie isn't looking for another program to solve his money problems...he's got two checks coming in and a system that's easily explained to Mary Jane his newest prospect and Billy Bob, his newest member.

It's a nice, neat, tidy system that not only makes "sense" it makes MONEY, I call it:

"Making twice the money with the same amount of effort!"

Yes, it's okay to make money in your Primary program and your secondary lead program. *(Or, at least get "free leads" in place of a commission—we do that, too!)*

And, if you're in a MLM or Network Marketing program that does NOT like you to be in more than one program or you have an upline that discourages you to do so, no problem!

We can pay you in leads instead of commissions at www.MLMMastermind.com

Tell the "old timers" who used to be in Amway or any other program who came up with this old-school rule to sit down and re-look at their downline and evaluate what's really happening with them on a daily basis—they'd be shocked!

The Internet and lead generation didn't exist when they started their programs...and they haven't adapted to this way of thinking.

That's why you and I aren't in Amway, today, right?

Remember these 3 rules. Apply these 3 rules.

Your business and your bank account will grow because of them. Mine have!

Sincerely,



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