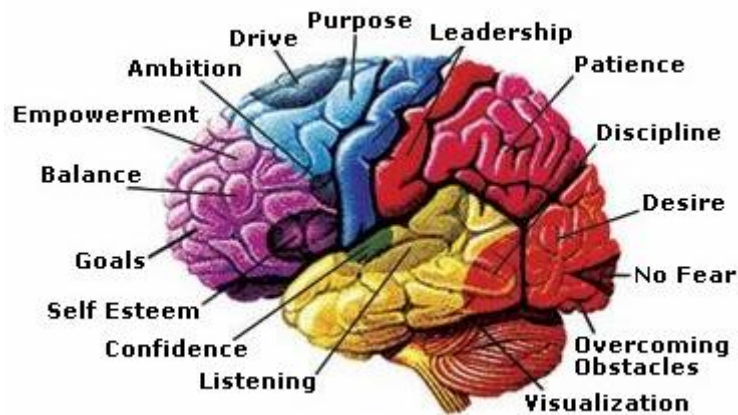


MLM Mastermind Training!



by Robert Blackman
www.MLMMastermind.com

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!

**How a Simple Direct Mail Campaign
Can Double Your Signup Rate!**

Take this simple test for me now. And, I want you to keep tabs on this for the next 7 days.

Grab a pen and pad.

Write down three words on the top of the pad and make 3 columns.

These three words are:

1) Emails 2) Phone Calls 3) Direct Mail Pieces

Over the next 7 days do this marketing study with me.

I want you to count the number of unsolicited emails you get in your email box.

I want you to count the number of unsolicited phone calls you get at your home or office.

I want you to count the number of unsolicited direct mail pieces you get in your mail box.

Here's my numbers for the last 7 days:

Emails: 4,789

Phone calls: 3

Direct Mail Pieces: 5

So, common sense tells you and I that if you want to get the attention of your prospects these days calling them and mailing them will work better!

In 2002 I had one business do almost \$7 Million dollars online. I had another one do almost \$2 Million dollars online.

That's close to \$10 Million dollars without me having to pick up the phone or mail a postcard, self-mailer, DVD or sales letter.

Today, 2006, the story is MUCH different.

I've had to change with the marketplace, or get left behind.

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I hope you're not one of those that have decided to just keep adding leads into your autoresponder and hope and pray someone will visit your website and order.

I did that for about 3 months and decided I had to stop whining and roll my sleeves up and go back to work.

Here's what I did:

- 1) I created a simple, yet effective postcard system for my group to generate fresh leads from mailing lists. For just \$29 per 100 cards mailed in our co-op, everyone can afford to participate. With just a simple 1% conversion rate out of every postcard mailing my group doubles in size!
- 2) I created a simple 6 page sales letter I mail out to every one of my prospects I call from my lists who I either talk to, or leave a message on their answering machine. I convert 5% of those who I mail and call them 7 days after I mail them.
- 3) I created a KILLER 2-tier program that pays tons money to me with just a simple group of 20 to 100 people. I call, email and mail them. The visit my website, download a 23-page report and I make a simple follow up call. I then take them to my website and there is a quick 5 minute presentation that SHOWS THE PLAN to them! See that here:

www.MLMMastermind.com/chalkboard.html

My income has soared this last 6 months by doing these 3 simple direct mail "things".

No, I don't mass direct mail rented lists and spend \$5,000 and cross my fingers.

What I have done is created three simple pieces:

- 1) A postcard
- 2) A 6 page sales letter
- 3) A DVD (actually the company I'm with did it, I just mail it with a letter!)

Yes, I still drive traffic to my website.
Yes, I still load leads into my autoresponder.

But, the difference between me and 2005 than in 2002 is that I have to be a little bit more organized.

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I have about \$200 worth of printing in inventory.

Everyday I do this:

- I answer my emails
- I return my phone calls on my voice mail
- I call 50 people a day from my lists
- I call those who visited my site the day before
- I call those who I mailed 7 days ago (Monday I call last Monday's mailings, etc.)
- I then hand address about 10 to 40 packages a day and drop them in the mail

Once a month I do this:

--I log into www.USPS.com and have them mail my postcards for the month. I co-op this with my downline and they pay me exactly what it costs me to run it, \$27 per 100 cards mailed. Some months we mail over 10,000 cards! We have an 800# on the postcard, not a website, and distribute the leads to our group. It's an affordable way for our group to get involved in generating new leads for our program.

Guess what?

I am signing up between 20 and 60 people a month with my system.

That's the same number of people I used to sign up every month in 2002 during the "Internet Boom"!

Yes, I still have those in my downline who won't do what I do. They refuse to call anyone. They refuse to mail anyone. Instead, they are in about 3 other "deals" now chasing after that pot of gold under the "autoresponder rainbow". These other programs have told them what they wanted to hear—you can make money without hard work.

The cold-hard reality is, all of them are broke, not making any money and ready to quit all the programs they are in right now.

But, those in my downline who take what I say to heart and change with me are making money.

I had to put my ego aside and my internal voice that kept saying:

***"Why should I have to go back to work again
when Internet recruiting was so easy?"***

I fell into the trap and almost had myself convinced that I never had to do any work again—ever!

Then one day it hit me:

--Donald Trump puts on a suit and tie and still goes to work everyday

--Warren Buffet does the same

--Bill Gates still shows up at Microsoft

--Motivational Speaker Tony Robbins still does 200+ seminars a year

If all of these men I admire and have learned so much from still work at their trade and make more money than I do every month what shouldn't I model them when it comes to rolling out of bed and making a few phone calls and mailing a few letters?

Don't fall into the trap that you're going to develop a "walk-away" income in Network Marketing by doing a little work for a few years and then your checks will always keep getting bigger and bigger every month.

The person who started that myth should be drawn and quartered like William Wallace of the movie Braveheart was!

Nobody, and I'll repeat, nobody that I know and have met in my 24 years in this business has ever told me that they sit at home and do nothing and their checks keep getting bigger.

It's a myth.

You have to do some work.

Why?

Because 10% to 20% of your group will disappear every month unless you lead them!

Is residual income for real?

YES!

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But, you have to remember, that in order to get a residual check this time next year, the size of that check will be determined by what you do this month!

If you keep prospecting, so will your downline.

If you're not happy with the size of your check then look into the mirror and tell me you're giving your business your "BEST SHOT" everyday.

Just thinking about building your program doesn't count.

How many calls have you made this week? Last week? Last month? The last 3 months?

What if everyone in your downline did exactly what you did everyday? Would you be happy or would you be depressed!

Develop a direct mail game plan for you and your team.

It's saved my butt, and I know it will do the same for you and your group, too!

Sincerely,



Robert Blackman

PS Get me to write your ad copy for you at:
www.MLMMastermind.com/adcopy

Need a coach? Let me help you with a "kick in the butt":

www.MLMMastermind.com/coaching