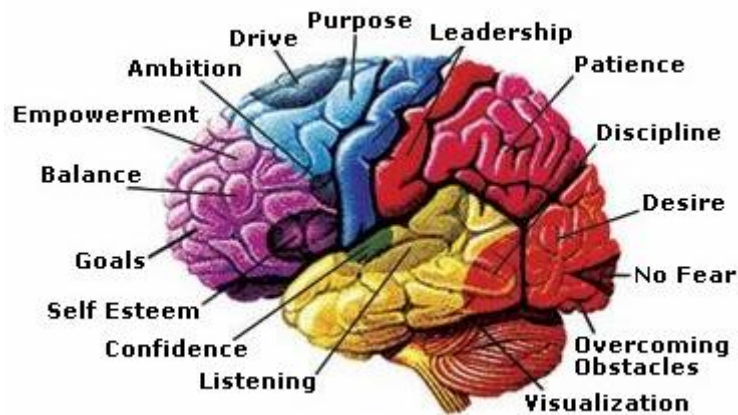


# MLM Mastermind Training!



by Robert Blackman  
[www.MLMMastermind.com](http://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 to Make a KILLING by Selling BIG-TICKET Items!"

The Math makes this one easy.

The Math?

Yes, the Math.

Take off your "downline building" and "recruiting" hats for a moment and let me show you a simple, yet proven way to make thousands of extra dollars each and every month by offering "BIG TICKET" items to your:

- In house lists
- Prospects
- Downline
- Upline
- Crossline
- The guy standing next in line to you at the Movie Theatre

**Selling big ticket items means making BIG MONEY!**

You'll realize it by answering this simple question:

"Which is easier to do? Sell one item at \$2,000 or to sell 100 people a \$20 item?"

**The Math is the same.**

$$1 \times \$2,000 = \$2,000$$

$$100 \times \$20 = \$2,000$$

When I first learned this technique I thought it would be tons easier selling a small ticket item for just \$20.

**Why did I think that?**

Because I remember a day when I couldn't afford \$2,000 worth of anything.

Yet, I COULD afford \$20 even when I was flat broke!

## "MLM Mastermind Training"

So, to me, it just made sense that I could find 100 people willing to fork over \$20 rather than 1 person who would spend \$2,000.

### **I was wrong!**

In fact, what I found out is that I could find almost 10 people would spend \$2,000 before I would find 100 people to spend \$20.

### **Why?**

It's simple...it's in the MATH!

It's very hard to find 100 people to do ANYTHING...even if you offered them something for FREE!

Don't ask me why as it's very psychology I'm sure.

### **They key is to build your list first.**

Then, offer them items that are:

- 1) Free
- 2) \$9.95 to \$39.95
- 3) \$49.95
- 4) \$97
- 5) \$197
- 6) \$297
- 7) \$495
- 8) \$995
- 9) \$1995
- 10) \$2495
- 11) \$3995
- 12) \$4995
- 13) \$9995

When I was just getting into marketing I couldn't even fathom anyone selling something for \$9,995.00!

### **Was I ever wrong!**

Then, I heard of Jay Abraham selling \$25,000 week long seminars and he's have like 100 people in the room!

### **That's a \$2.5 Million Dollar Week for him!**

WOW!

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That's the power of Big Ticket Marketing.

The above example pricings I gave you were what I call the "Marketing Funnel".

It's been proven again and again by marketers since the age of time to work.

It doesn't matter if you market offline.  
It doesn't matter if you market online.  
It doesn't matter if you do a combination of the two.

### **This system works!**

And, if you are only offering your auto ship MLM of vitamins for \$119 a month you are LEAVING MONEY ON THE TABLE BIGTIME!

I don't care if you just started your MLM business yesterday, or if you've been in the industry for 50 years.

You HAVE to start marketing bigger ticket items IN ADDITION to building your downline.

**If you don't, then your list will go out and:**

**"BUY BIG TICKET ITEMS FROM SOMEONE ELSE BESIDES YOU!"**

It's not a matter of thinking your downline or your prospects will NEVER buy anything over \$500.

**It's a matter of WHEN they will do it.**

And, if they are going to do it, wouldn't it just make sense for them to spend their money with you?

I mean, I used to be AFRAID to sell BIG TICKET items to my list.

I was afraid they would get offended or drop out of my program or something that would DISTRACT them from building my business with them.

**Again, I was wrong.**

You have to remember that if more people in your downline are losing money than those that are making money, those that are losing it, are still want to make it.

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Make sense?

In other words, let's assume you have a downline of 20 people today.

Let's also assume that 80% of them haven't sponsored anyone and 20% have.

$$20 \times 80\% = 16$$

$$20 \times 20\% = 4$$

So, in your Group of 20 you have 4 who are making money, and 16 who aren't.

### **Why aren't the 16 making any money?**

The majority of the time it's because they haven't taken any action at all and they are HIDING their business from everyone.

It's a National Secret or something.

I find that the biggest reason people quit a program or don't make any money isn't because they have contacted TOO MANY people, it's because they have contacted TOO FEW people.

### **Make sense?**

So, if you've got 16 people in your downline not making any money, guess what?

**They've still got a money problem!**

**They still WANT TO MAKE MONEY.**

And, if you aren't contacting them and showing them HOW to make money they feel they have made a mistake joining with you and your program and they:

**"START LOOKING FOR SOMETHING ELSE TO BUILD!"**

Let's get this point straight.

People who don't sponsor anyone aren't broke, they either don't know what to do first, or they have never been taught what to do.

## "MLM Mastermind Training"

It's really that simple.

That's why at [www.MLMMastermind.com](http://www.MLMMastermind.com) we offer a 30-day trial that does just that with:

- 1) 100 Free Leads
- 2) A Training DVD
- 3) A Training CD
- 4) 5 Training eBooks
- 5) A Replicated website

Now, when someone joins with you in Mastermind, they have 30 days to be training and know WHAT TO DO!

### **The bottom line is simple.**

If you don't offer Big-Ticket Items to everyone you know you will:

- 1) Leave money on the table
- 2) They will buy it from someone else anyway

It's not an urban legend or myth...there will always be a certain percentage of people on your list who will like to buy Big Ticket items whether you like it or not!

After being a Marketing Consultant for over 20 years I know...I have seen it happen with my downline and with other downlines.

That's why I offer the MLM Mastermind RESELLER program at:

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

I've included this link today on this program because I feel it is VITAL to your own financial success for you to be able to make \$997.50 on every sale you make with the RESELLER Program!

Plus, you get the opportunity to earn 100% profits from the sale of two of my biggest selling products:

- MLM Big Money (\$29.95)
- MLM Mastery Course (\$197.00)

Here's something for you to think about.

## "MLM Mastermind Training"

Over 50% of those people who DO purchase a BIG TICKET item from me are no longer or never have been in my downline!

That' means they have:

- Never joined my MLM program
- Joined my program but quit

So, over half of what I earn selling BIG TICKET items comes from people who aren't currently in my downline, nor are the part of my current downline building culture!

So, if I DON'T sell them a BIT TICKET item, someone else will!

### **Again, it comes down to the MATH!**

And, if people didn't ever quit, or never joined a program, then we'd all still be in the first program we ever joined and all of us would be making 6-figures in residual income and we'd never have to worry about making money, now would we?

But, that's not the reality of this business, or any other kind of business.

### **People join and people quit regardless of WHAT you do.**

And, they do it for logical reasons and for illogical reasons.

Most people join a program on emotion.  
Most people quit a program on emotion.

Same goes for getting married, taking a job, buying a car or a home you can't afford, and other things that require you to make a stand and make a commitment.

Once I figured this all out, the money just started flooding in.

I have people who have NEVER been in my downline buy a \$1995 item.

I have people who cancelled out of my program a year ago buy a \$1995 item.

I have people who swore in an email that they HATED ME and thought I was the devil buy a \$1995 item from me 6 months later and it's like they never wrote the letter!

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Go figure.

The fact remains there is a HUGE amount of money for you to make simply by offering BIG TICKET items to everyone you are ALREADY contacting!

They won't get offend, I promise you. They will either buy or they won't buy.

**That's it!**

And, the great thing about the Mastermind Reseller Program is that can not only make a HUGE \$997.50 commission upfront, you can also make money with the smaller items.

That way, you're covering all bases with your contacts.

\$29.95  
\$197.00  
\$1995.00

All THREE are offering them things of VALUE that they really need in order to be successful in THEIR business.

Once a year I take everyone who had their credit card declined three times or more and everyone who quit my downline and I mail them a letter.

**I'm dead serious.**

**Why would I do that?**

Because I know there's an 80% chance they still aren't making money and there's a chance they will rejoin.

I also know there is a 30% chance they are making money and now they have a list of people they can sell leads and training to.

It works for me, and I bet it could work for you, too if you just try it.

**I mean what have you got to lose?**

You're already talking, emailing and mailing prospects everyday already, right?

"MLM Mastermind Training"

Then, learn to start making money by recommending leads and training to everyone you talk to like I do.

It's simple.

It's clean.

It's easy to do.

It's highly profitable.

Call me today if you have any questions on this subject as it really can be the difference between you making money or losing money in this industry!

Sincerely,



Robert Blackman

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