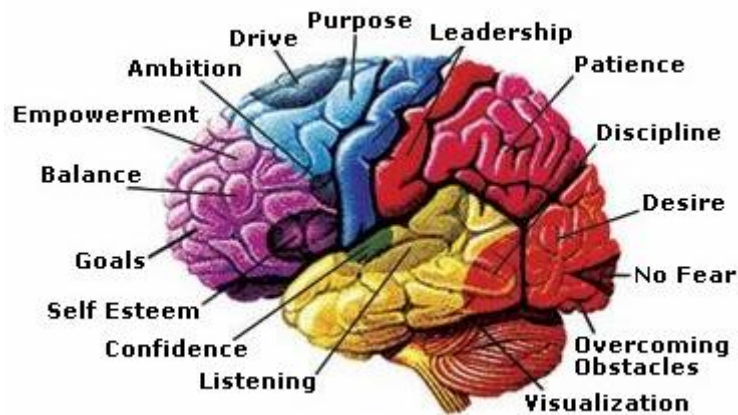


MLM

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!

Day 3--MLM On They Net--How To Do It!

Creating A Lead Generating And Filtering System On The Internet For Your MLM Business!

Big Al.

That's right. Big Al, Tom Schreiter.

Ever heard of him?

Ever met him?

The tall, dark, handsome Texan came to OKC in 1997 for one of his "famous" seminars.

I went down to the bank, took out a loan and mailed him my \$10 seminar fee.

At the seminar, me and a whole herd of other people lined up like cattle and bought \$100 worth of his tapes at his intermission.

At last count, Tom had persuaded 90 other folks to visit their local banks for their \$10 loans and another 50 or so who spent their retirement on his "jewels of wisdom on tape".

Tom's take?

Who knows.

I guessed around \$6,000 for 2 hours of talking about what he loved.

That little stinker!

The lesson.

Come back reincarnated as Tom Schreiter?

No.

Tom teaches this simple fact:

"Only talk to people who WILL join YOUR MLM".

Huh?

How do you do that? Was my question.

You see, all too often you and I spend too much of our time trying to "talk" or "convince" people to join our program.

And, yes we get upset and depressed when we get a handful of NO's (I know I used to!)

Why not just talk to people who will say "YES?"

That would be great.

No rejection.

Have a 100% closing rate!

YEAH!

But, how do you identify these people, Robert?

Easy.

Pre-qualify them with a "system".

Yesterday, on Day 2, I talked about mailing 8,000,000 post-cards and how that system works.

Although that system is still alive and "well", many of my reps are going to an Internet driven system

instead of direct (snail) mail.

Now, I'm the first to tell you that from a cost point of view I LOVE the Internet.

What used to cost me .40 cents to mail now costs less than a penny.

But, not EVERYONE has e-mail (can you believe it?)

So, let's say for a moment that everyone DOES have e-mail--or you choose to market ONLY to those who have e-mail.

With that in mind, here is, in my opinion, the simplest, most profitable way of filtering your MLM leads through the Net.

- 1) Have a FREE offer to send them.
- 2) Sell them information (books, tapes, etc).
- 3) Back-end them into your MLM program.

I call it the ONE-TWO-THREE Punch!!!

The Internet was created with FREE in mind. Sure, you can subscribe to those "bundled" information packages that give you valuable, sorted stats, etc.

But, FREE and the Internet are synonymous.

So, if you're going to use the NET you've got to lead with FREE--if you want to attract a huge amount of people.

One friend of mine has over 200,000 Affiliates in over 40 countries worldwide right now.

How did he do it?

He offered a Free newsletter and a Free Affiliate program where his prospects could make money on the Net with his "system".

Smart guy.

He's raking in the cash, big time right now.

So, now that they have a free offer, Robert, what should I sell them?

Niches are a perfect match for the Net.

MLM is a perfect "pitch" on the Net.

Why?

One, so few people really know how to make it work, period.

Two, even fewer know how to do it on the Net.

When you offer a solution to a problem and you lead with free advice on the Net, you're about to be bombarded with respondents.

That's why I created a Free MLM Newsletter.

And, that's why I created my "7-Day MLM Crash Course" on the Net.

Over 7 days, my prospects get daily training and motivation on the subject of MLM and the Net.

Plus, they get the opportunity to purchase any of my training materials, buy leads from me, or e-mail questions to their most important and immediate problems.

Does this build a relationship with them?

You bet.

It's the fastest, most inexpensive way to market yourself and your MLM on the Net today.

And, if you're not taking advantage of it, well, your just missing out on getting your share of the available piece of the pie, just like my friend who has 200,000 Affiliates.

Do you think he has to worry about his car or house payment clearing the bank each month?

Is he afraid when the phone rings that it's a creditor?

I don't think so.

His biggest problem is handling the 1,000 to 2,000 new Affiliates he signs up each day.

And, creating a fulfillment system to ship out hundreds of thousands of dollars of products each month.

Poor guy.

Maybe he should go back to direct mail or meetings. What do you think?

Direct mail and meetings still have their place and not only do they still work, they are still a major cornerstone to building a SOLID foundation to your organization.

That, if anything, is my biggest fear of the Net--lack of personal contact and developing a relationship with your prospects, customers and your downline.

The 200,000 Affiliate guy doesn't even have a system of marketing locally in place.

That concerns me.

You see, we ALL need feedback from others.

We were born that way.

God made us that way.

I can't explain it, but all I do know is that my strongest leaders and top earners in my organizations have always developed into close friends of mine.

They eat BBQ with me.

Their kids go to movies with mine.

We talk on the phone at midnight when we can't sleep.

We talk about taxes.

We talk about mortgage rates.

We talk about sports.

We talk about politics.

We talk about Religion.

Get my drift?

They are my next-door neighbor.

And, the Net has connected us.

Cool, huh?

So, when you think of the Net, don't think of computers. Think of using technology to connect you with millions at the push of a button.

Imagine, if the 200,000 Affiliates had local training meetings in every state.

Would he explode, or what?

Back to the system....

Free
Sell Information/Products
Back-End Your MLM

Remember those words.

Those are imperative in your system on the Net.

My site does all three.

You get a Free MLM Newsletter e-mailed weekly. And you get a Free Training Course over 7 days.

You have the opportunity to read the first chapter of my best selling book for Free. Then, you are encouraged to order it online.

For the really serious I have my "MLM Mastery Course."

(www.MLMMasteryCourse.com)

I also have an entire library of books, cassettes and videos on almost every imaginable topic in the Industry.

You have the opportunity to join my MLM Lead program.

Regardless of what MLM you are in, you need leads. And, I teach you that you can develop a second stream of income selling information on my site and selling leads to your Prospects.

Look, you could mail, e-mail, fax, call or meet your prospects all day long and say:

"Join My MLM"

"Buy My Products"

And about 95% of them are going to say NO.

What do you do then?

Hang up?

Scratch them off your list?

Quit the Industry?

No.

Instead, learn to use a system that filters them for you.

Learn to develop multiple streams of income.

When I owned a retail Printing Business and a customer would walk up to my counter and ask me, "Do you silkscreen shirts?" I said, "sure we do!"

Then, I'd go to a trade journal and find a source and broker that job out. I'd make around 30% on the job.

But, the important lesson is that I didn't say "NO" to my customer.

He had a need and I met it.

Do the same in MLM.

Now, that doesn't mean you should be in 14 different MLM companies.

But, you should recognize that not everyone is going to jump into your MLM--regardless of your product line, the cost of your products, your pay plan and your marketing system.

So, you need to be prepared to make money from the "NO's" like I do.

Sell information that they NEED, and sell them the leads that they NEED!

Remember.

You want to talk to those who will join now.

A "system" of filtering does that for you.

You only have so many hours in a day, like me.

How do I prospect?

I send people to my site.

I make THEM join the newsletter.

I make THEM buy a book or tape.

I make THEM join my MLM program.

If they go to my site and say NO, I have just filtered them.

If they aren't willing to get my FREE newsletter, why in the world would I expect them to spend \$200 a month in product and another \$200-\$500 in marketing along with 20 hours a week in time?

The WON'T.

I've been in this industry for over 13 years now.

Folks, it's a rarity if they do.

Don't let those who aren't ready to do the business NOW, pull you down.

Because believe me, if you let them, they will!

Doubt and disbelief is created in your mind when your expectations are not met on any given event.

When you want someone to join and they say, "NO" your mind says, "OH NO, SOMETHING IS WRONG"

Instead, train your mind to say:

"I have a system of filtering my prospects. I want to talk to those who are READY today. I will pre-qualify my prospects online with a Free Newsletter, books, tapes and leads. If they say NO to all of those items, then they are telling me that they are not ready to join with me TODAY. I want to make money TODAY, not tomorrow, so move on to the next person."

With my system, I get a notice in my mail box when the following events occur:

- 1) Someone subscribes to my Free MLM Newsletter
- 2) Someone buys a book or tape
- 3) Someone joins my MLM Lead program

How does Robert build his business online, you ask?

Simple.

I wake up, get a cup of coffee and check my e-mail.

Then, I check my voice mail.

Then, I check my fax machine.

Then, I check my mail.

All in that order.

I then "respond" to the "action" that has taken place.

I ship orders.

I answer questions.

I give my opinion.

I encourage people.

I shoot straight with them and I "Ask" them to take one of three actions:

- 1) Subscribe to my Free Newsletter
- 2) Buy a book or tape to solve their problems
- 3) Join my MLM Lead program

Over 50% do one or all three.

Pretty neat, huh?

It's a BLAST!

It's predictable.

And, it's the greatest profession in the world--helping others get to where they want to be in their lives--FREE!

God, I love my life.

Am, I lucky or what?

No, I'm blessed.

Oh, and I work my butt off every single day!

And, I'm touching thousands worldwide.

Something I couldn't do without the Net.

I'm bringing value to the "masses" and that's why I make money on the Net.

If there is not an e-mail, voice mail, fax or letter from my site (which never happens today) then I know that my "JOB" that day is to drive some TRAFFIC to my site.

Period.

No thinking.

No doubting.

No wondering what I should do to sponsor people or sell product.

One simple command:

"Robert, DRIVE SOME TRAFFIC TO YOUR SITE TODAY!"

I've made my system EASY! (I had to, I'm an Aggie from Oklahoma!!!)

How do I do that?

I call prospects

I mail prospects post-cards and letters

I run ads in card-decks

I run ads in magazines

What do I say?

What's my secret script?

I say:

"Hey, would you like a Free MLM Newsletter?"

"Hey, do you need any good leads?"

"Hey, do you have any problems you need help with today? I've got a book/tape/course that can help you...."

It works folks.

It's not overbearing.

It's not pushy.

It's problem solving at its finest.

And, it's all done on the net!

Now, for my biggest secret of all:

Are you ready for the secret that time compounds myself by 1,000?

Are you sure?

Here it goes...

I drive traffic to my site through other people.

I call them Affiliates.

That's right.

Other people, who need an Internet system to pre-qualify their leads use my site to make money.

How do they make money, Robert?

They throw 100 leads to the site.

20 may join the Free MLM Newsletter.

7 may buy a book or tape.

3 may join my Lead deal.

They get 20 or more notices in their mailbox.

They make a follow-up to these people for THEIR MLM if they want.

Bang.

100 people pre-qualified all in one day.

Now, you can build your MLM and still have a life!

Spend one hour a day building your online business!

Oh, they also make 50% when their prospects buy something.

They make 60% on their first two levels when their prospects buy leads.

It's simple and easy.

If you choose to NOT use my site, now you know how to set yours up for maximum efficiency.

If you don't have the following, then you should use my site starting today:

- 1) A weekly newsletter to send out
- 2) Quality books and tapes that train on MLM
- 3) A MLM Lead program to back end your prospects

I know that there are a few leaders on this list that will take my "system", copy it and make millions.

Good for them.

But, I also understand that 99% of those on my list, even if they DO have all three items mentioned above to start their own Internet system, they don't have the TIME or ENERGY to put it all together and run the darn thing!

But, I do!

So, tap into my system today.

Visit:

www.SponsoringMadeSimple.com ID# 13 as a "first time visitor".

Read the letter and click on the "Upgrade to Member" button and join my lead program today.

You can start for as little as \$2 a day.

Then, you'll get your own unique web address, and your leads will be automatically loaded into your own back office autoresponder and pre-written letters go to work for you within 24 hours!

And, you can start advertising your new business on the Net that same day!

How many Free MLM Newsletters can you give away in a day?

My record is 84.

I'm shooting for more.

You see the beauty of the Newsletter is that it's FREE.

Plus, it allows me to train thousands at almost -0- cost.

Do you remember the effect writing love letters to your girlfriend used to have guys?

Girls, do you remember how much you loved them?

Didn't you FALL In LOVE with that GUY???

Of course you did!

Most guys after they get married forget that they used to write love letters or send cards almost every week to their girlfriends before they got married.

You "courted" your girlfriend, didn't you?

Why don't you start "courting" your prospects?

If you do, you'll court yourself to a \$100,000+ a year income in MLM.

I did.

Now you can tap into my "Love Letters" for only \$2 a day.

Come on, it's fun.

It's easy.

It makes sense.

Day 4 is tomorrow--see you then!

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