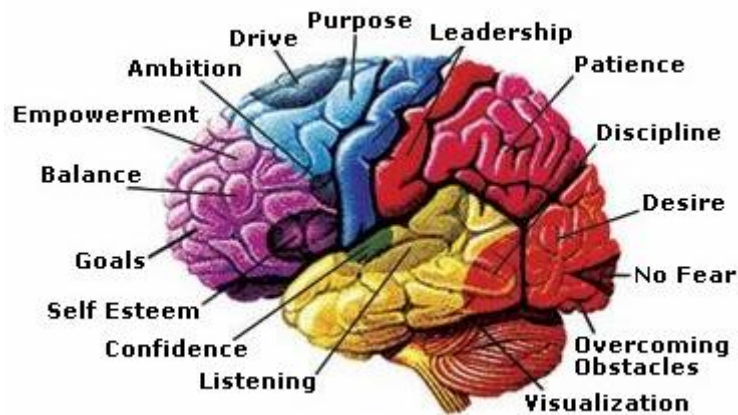


MLM

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!

MLM Mastermind Newsletter

In Today's Training I will be discussing:

"The Truth About Lead Generation And Lead Conversion"

Hello,

After 24 years in Network Marketing, I think I've FINALLY got a handle on converting cold leads into customers and distributors.

Here is the truth about leads:

"A Lead is a Lead...it's what you do with the lead once you get them in your hot little hand that makes the difference."

Don't believe me?

Then, why does one distributor seem to have a huge success with a certain lead source and another one doesn't?

How can a downline member of mine call a 4-year old list and in 60 days be making \$1,700 a month in residual income?

What is more important in a lead:

--How old it is?

Or...

--How responsive it is?

If James can call a 4-year old list and make money with it, why can't you make money with a 7-30-day old list?

Do you let these kind of responses from your leads get you down:

"I never answered that ad!"

"I answered that ad 6 months ago and am no longer interested"

"How did you get my name and number?"

"Take me off your !@#\$\$% list!"

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Do you ever get those kinds of responses?

How about NEVER getting hold of your leads?

James had a 50% disconnect rate.

Another 25% cussed him and hung up on him.

The final 25% said "sure, send me what you've got".

The point is James was EXCITED and he had posture!

Posture?

If you are calling your leads and you are not acting like you're calling them to interview them for a job, then you will have problems.

Imagine what a phone prospector Donald Trump would be in Network Marketing.

Do you think he'd whine and complain that someone hung up on him or said they never answered the ad?

Or, do you think Donald would have great energy, posture and enthusiasm as he is "LOOKING" for a MLM Apprentice!

Would Donald reach the top of your pay plan in 2 years or less?
Or, do you think he'd be afraid to make at least 5 cold calls a day?

At our Mastermind site you get 100 Phone Verified leads a month.

That's a measly:

- 5 calls a day
- 5 emails a day
- 5 postcards a day
- 5 sales letters a day

5 x 20 days a month = 100 leads a month to call.

Imagine having 100 people in your downline contacting just 100 new people a month.

100 x 100 = 10,000 people prospected for YOUR program.

With JUST a simple 1% response rate that would be 100 new people in your program in the next 30 days.

You would Double the size of your group every month with just a simple 1% conversion rate!!!

10,000 leads contacted x a 1% conversion rate = 100 new members in your group!

That's how you learn how to explode your downline...you have a simple system of affordable leads that everyone in your group (both old and new) can easily duplicate.

The biggest challenge in this business is getting everyone in your downline to do SOMETHING every month.

Ever wonder why only 20% ever sponsor anyone on a given month?

They are normally the only ones who are actually contacting new people every month.

The other 80% are only "thinking" about working the business...they are hoping and praying something will happen without them having to take any action or having to actually create a new skill or learn a new tool to use.

If you've got a team who will call, email and/or mail their 100 leads a month, you're on the verge of having a lifetime income in this industry.

I look for "workers" who want to learn this business...and who aren't worried about being afraid to make calls and get a NO.

Notice I didn't say I was looking for people who "weren't afraid".

Everyone's afraid or nervous to make phone calls...it's only normal to feel that way.

You have to work through your fear with the knowledge that the "numbers" will eventually work for you.

You gain your confidence early on in your career by knowing the numbers before you get started.

If you call 100 at least 1 should join within a 30-90 day window.

That's the minimum.

I close 10 out of every 100 within a 6 month period by constantly following up with them.

I have everyone on my team exposed to this method of recruiting.

Does everyone do it?

No.

Let's say I have 100 in my group.

If I can find 20 people to do this system, I'm fortunate.

So, I start with those 20 and work with them.

I still stay in contact with those other 80 and encourage them to work the "system".

Some come along a few weeks or months later, and some drop out regardless of what I do for them.

It's just the numbers.

I don't get upset by those that drop out, I expect it, so when it happens I'm not shocked, disappointed or depressed to the point that I feel like quitting.

So, if I have a group of 100 and only 20 participate here's how the numbers work:

20 x 100 leads contacted = 2,000 prospects this month we call, email and mail.

At a 1% response rate we add 20 to our group:

2,000 x 1% = 20 new recruits.

If we do our job right, those 20 will ALREADY understand the system before they begin.

They know how much the leads cost.
They know how much the products or service cost.

They've made a commitment to that BEFORE they've joined.

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We tell them during the presentation that when they join, they get their first 100 leads free, they just have to pay for the shipping and handling to their front door.

So, if we have 20 working the system and they add 20 who agree to work the system, next month we have 40 in the system.

40 turns into 80.

80 turns into 160.

160 turns into 320.

Etc.

At a simple 1% response rate you will DOUBLE the size of your group every month!

That's the simple, yet duplicatable way of building your downline.

I've been doing this quietly and behind the scenes with my groups for years.

It's just now that I've made this system available to the general public at www.MLMMastermind.com !

People ask me how all the time "how" I've built my downlines over the years.

I tell them to look at my Mastermind site and say that is the lead system I have always used with my programs over the years.

It's simple.

It's affordable.

We let everyone join at just \$7.95 the first month.

So, if we have \$100 cost in products for them in auto-ship every month, they can count on only spending \$7.95 the first month for leads and training and then \$97 every month thereafter.

That gives them 30 days to sign up their first person.

If they sign someone up their first month, they 80% more likely to stay in past 90 days than no.

Normally, everyone can afford a TOTAL of \$200 a month budget which includes the product and the leads.

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That's it...that's the TRUTH to how I have done it over the years.

There is no magic wand I use.

The magic appears when you get 1 person to join with you and commit to the above system.

Then 2.

Then 3 and so on.

You build a house one brick at a time.

Same goes with your downline...you build it one person at a time!

I also wanted to let you know of some year-end specials you don't want to pass up:

MLM AUTORESPONDER

www.CustomerCash.com

It's the "Featured Item" on that site. You get 10,000 opt in names emailed for you with our autoresponder every month!

MLM Mastery Course

www.MLMMasteryCourse.com

It's like getting a 4-year MLM degree in one course!

One-on-One Coaching

www.MLMMastermind.com/coaching

This price will double soon...so hurry if you want an incredible deal on my coaching services!

And, of course, if you're not a subscriber to my Mastermind lead and training program yet visit:

www.MLMMastermind

As always, call or email me with your questions or comments.

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Thanks for a great 2005 and together, we can double our checks
in 2006 one person at a time!

Sincerely,
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