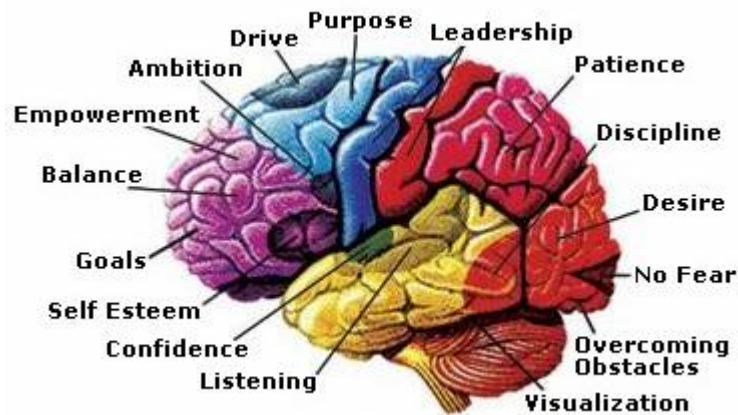


MLM

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!

Here's Documented Proof!

(\$234,064.10 in Just One Month!)

Payment Method	Charge Count	Charge Amount	Refund Count	Refund Amount	Total Count	Total Amount	Net Amount	Decline Count	Approval Percentage	Void Count	Void Amount	Error Count
Visa	845	USD 132,817.75	14	USD 5,009.35	859	USD 137,827.10	USD 127,808.40	528	62.02%	6	USD 1,389.70	2
MasterCard	492	USD 88,381.70	0	USD .00	492	USD 88,381.70	USD 88,381.70	258	65.6%	9	USD 2,629.55	5
American Express	122	USD 20,213.95	1	USD 119.95	123	USD 20,333.90	USD 20,094.00	44	73.85%	2	USD 1,319.90	0
Totals	1459	239,193.40	15	5,129.30	1474	244,322.70	234,064.10	828	64.03%	17	5,319.15	7

(\$1,037,989.01 in Just One Year From Another Website!)

Payment Method	Charge Count	Charge Amount	Refund Count	Refund Amount	Total Count	Total Amount	Net Amount	Decline Count	Approval Percentage	Void Count	Void Amount	Error Count
Visa	3255	USD 541,541.18	78	USD 18,825.39	3333	USD 558,188.55	USD 524,915.77	1241	72.87%	50	USD 6,590.25	15
MasterCard	1993	USD 382,720.99	57	USD 18,002.50	2050	USD 398,723.49	USD 388,718.49	858	70.54%	28	USD 5,419.25	7
American Express	802	USD 116,401.55	3	USD 379.85	805	USD 116,781.40	USD 116,021.70	135	81.78%	35	USD 3,344.05	7
Discover	141	USD 30,333.05	0	USD .00	141	USD 30,333.05	USD 30,333.05	53	72.68%	0	USD .00	0
Totals	5991	1,070,986.75	138	33,007.74	6129	1,104,004.49	1,037,989.01	2285	72.84%	111	15,353.55	29

Saturday, 11:36 am

Hello,

Before we get started today I wanted to show you PROOF that what I'm about to teach you today is real!

**No hype.
No stretching the truth.
Just the plain, ole' facts!**

The above statements are from two different merchant accounts that generated sales of:

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\$234,064.10 in just one month!
\$1,037,989.01 in just one year!

I wanted to show you "proof" today before we get started so you're not wondering if I'm for real or not.

I am.

In fact, you can pick up the phone can call me anytime at my home office: (405) 833-6899

So, how can you tap into my "Million Dollar System?"

Before I show you how to do that, let me share with you 4 important FACTS that make this kind of income possible for you and I.

Fact #1--The home-based business boom, also know as MLM or Network Marketing, isn't really booming at all.

Now it's true that in the last decade the number of MLM companies popping up all over the United States have grown by over 500%.

Yet, the number of distributors has only grown by 15%!

So, yes there is a "MLM Boom", but it's the number of companies that have boomed, not the number of distributors.

What does that mean?

It means that there are too many companies competing for the same distributor base, plain and simple.

Ever seen a small town "boom" really quickly only to go "bust" in a few years?

You know the type I'm talking about.

You drive through the town and see closed businesses and shopping malls all through the town and you ask yourself "what happened here?"

Now, I'm not saying that the MLM industry is ever going to "bust". Quite the contrary.

The MLM industry will continue to grow with or without you--it's that strong of a business model.

But, it's not 1977 anymore where Amway, Shaklee and Herbalife are the only games in town.

Instead, there are literally thousands of "good" MLM programs to choose from.

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They all seem to have decent products, a high paying compensation plan and an incredible upline support and an online recruiting system.

So, which one do you join?

Good question, since they all seem to "work".

This has created a great need for leads (prospects to contact about your MLM business) in the recent years.

Why?

Because since every MLM company now has some sort of recruiting system in place with websites, conference calls, CD's, DVD's, sizzle lines, postcards and magazines, people to contact about these programs are in high demand!

That leads us to the next fact...

FACT #2--Distributors spend 2 to 3 times amount of money on advertising than they do on their product or service they buy from their MLM company to "qualify" for commissions. (Some spend upwards of 10 times that amount every month to build their downline!)

Case in point...

Let's say you're in a Vitamin company and you must purchase \$100 a month to qualify for commissions.

How much do you think you and your downline will spend to advertise your new MLM business?

My numbers over the last 24 years have proved to me that the average distributor will spend 2 times more on advertising than they do on their monthly product purchase.

That's \$200 a month for advertising.

So, if you have 100 people in your group all spending \$200 a month on ads, leads, etc., that equals \$20,000 a month in advertising.

100 x \$200 = \$20,000 in monthly advertising your downline is spending.

Now, let me ask you a question.

What's your commission on that \$20,000?

The answer is big, fat -0-!

Now, that bothered me when I first got into this industry. In other words, I had people in my downline spending money on all sorts of magazines, card decks, mailing lists and co-ops that were SUPPOSED to

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build my downline, but never seemed to make a big difference in my monthly MLM bonus check.

Upon further discovery I uncovered the fact that most of my downline were so "anxious" to make money that they would "max-out" their credit cards on full page ads, cassette mailings, card decks, etc., in 90 days or less, that they had no money left to buy their monthly qualifying product purchase...so they QUIT the business!

Ever built a downline that grew for a while and then it slowly died?

That's one of the reasons why.

What you will find is that the majority of those in your downline will have no previous business, marketing or ad writing experience.

Yet, they hang on every word from the advertisers about their full page ad or card deck ad...hoping and praying the \$1,000 to \$5,000 they just spent on that BEAUTIFUL FULL COLOR ad with a picture of their product, the company headquarters, and their million dollar upline would work.

Well, it doesn't work that way...I'm sorry to tell you, that type of one-shot marketing doesn't work to build you a long-term, month after month residual income.

If just running ads worked, why would the MLM companies need you and I?

Wouldn't they just run ads or spam the entire universe and keep all the commissions themselves?

So, why does a CEO seek out the "MLM Model"?

It's because they can't hire enough people at \$10 or \$20 an hour to work as hard and as long hours as you and I do in our MLM business.

Companies can only hire people to work 8-5 and some weekends.

You and I work our businesses 24 hours a day, 7 days a week.

We take a VESTED interest in our business, a simple employee doesn't.

See the difference?

MLM CEO's know that John in Chicago, Mary in Dallas and Brian in Miami are out there hitting the pavement and have a cell phone strapped to their belt 24 hours a day, 7 days a week.

MLM CEO's know that LEADERS are what drive sales and hourly employees can't hold a candle to them.

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MLM CEO's will most often search out a leader from another MLM company and offer them an special "deal" to join their program.

It's just like a Major League Baseball team recruiting another team's top player...it happens every day in the real world. And, it happens all the time in the "MLM World".

Now, back to advertising for a bit...

**It bothered me, yes, that I wasn't getting
a commission or override on that advertising.**

That's why I developed my MLM Mastermind lead generation system where you get 100 exclusive, and phone verified leads a month. Plus, you get paid a whopping 15% a month on all personal referrals and 40% a month on all 2nd level referrals!

**Level 1-15%
Level 2-40%**

**You'll never miss out on making money on your
downlines advertising again with my Mastermind system!**

But, what bothered me the most was that there wasn't one single source of advertising that my team would use that would work!

Instead, people were running around like chickens with their heads cut off trying every type of "wild", untested marketing imaginable.

And, if my downline ran around long enough spending money here and there with no results I knew it would eventually make my monthly bonus check smaller!

Here's some comments I used to hear before I started my "Million Dollar Recruiting System":

"Robert, we've maxed out our credit cards trying to make this thing work, we're going to have to take a break".

"Robert, my wife says enough is enough...I've got a stack of leads in my office now that I haven't called, and I can't even afford the postage to mail them all now. So, we're canceling our Autoship and may come back later when we've paid our credit cards down some".

"Robert, I've just run into a new program called 'EZ-MLM', ever heard of them? They do all the work for you...all you do is pay them \$1,000. My wife and I have joined that program and want you to do the same. Oh, we'll keep buying Vitamins from you as long as we can...but you know, that check really isn't growing, so we've been looking for something else to solve our money problems".

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"Robert, sorry, but I just shipped back the last 3 months of products due to the fact I found that MLM isn't for me. I'm never going to take the products or talk to anyone, I guess I'll just keep my job and hope for the best there...oh, by the way, I do love your training."

(And when they ship back your products, the MLM company takes that out of your next monthly bonus check...that's called a CHARGEBACK!)

"Robert, AMEX has hired a hit man to get me to pay my bill. I'm opting out until further notice."

"Robert, I tried to call you twice this week and you didn't call me back, so go ahead and cancel my Autoship."

(Is their dream so small that if I don't call them back in 24 hours they quit? Do you want a downline full of people who are only 24 hours away from quitting and base their entire financial future on a single phone call?)

Now, I could go on and on, as I have a file cabinet full of these types of comments after 27 years of being in MLM.

Yet, here I still am, still making \$100,000++ a year in this business.

What's my secret?

I'll share that in Fact #4 later in this report.

Let me now talk about...

Fact #3–Warm Marketing vs. Cold Marketing. The truth you've never been told that is keeping you from making \$10,000 a month or more in your MLM program.

I could write an entire book on this subject...but today I want to give you a highlight of which marketing method you should use and how most MLM downlines are really built.

Back in the "old days", before fax machines, email, websites, conference calls and DVD players, the method of choice to build your MLM business was called "Warm Marketing".

Warm Marketing is no more than talking to people you either already know, somebody you know, knows them, or you create a prospect in your local home-town area.

**The fact is Warm Marketing is the
BEST way to market your MLM business.**

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But, it is the most misunderstood method of prospecting and the method most distributors resist doing.

Again, I'm going to be brief on this subject, but let me say this:

"Every MLM's growth and continued growth is 100% dependent upon Warm Marketing, or they will DIE!"

I know it's a strong statement, especially from a guy who no longer does meetings and sells leads, right?

Although I'm a big believer in the traditional method of Warm Marketing of making a list of family, friends, co-workers and people who know you by name, I'm also a bigger believer in the non-traditional way of Warm Marketing. *(That's where you convert a "cold" lead into a "warm" prospect by following my simple 3-step system explained later in this report.)*

Here's why...

I have first hand experience of doing Warm Marketing in my early MLM days. I had just moved 170 miles from my home town, and had lived there for only 6 months.

I got into a MLM program and they asked me to make a list of names.

After 6 hours I came up with just 6 names on my list.

After 30 minutes of calling, all 6 of them said:

"No thanks, Robert".

Now what? What do I do?

My business is now dead in the water...unless I want to bump into people at the mall or movie theater and exchange business cards.

In other words, I'm just meeting people to make money off of them.

I didn't like that then, and I still don't like it now.

Billion dollar companies have been built with this method, so I know it works, I just didn't want to work it.

Is there anything wrong with me still wanting to make \$100,000 a year and not do the traditional Warm Marketing method?

Was I nuts?

Was I lazy?

Was I un-teachable?

Was my self-esteem so low that I was afraid of even talking to people?

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Or, did I just want to find ANOTHER way of making money?

And guess what? I did!

I found a way to identify and sponsor other "Robert Blackman's" across the U.S. and across the World!

My system works...and in Fact #4, I am going to reveal to you my simple and easy system of insuring your success in ANY MLM program.

But, before I do, I want to explain to you, or set up for you, what "Non-Traditional Warm Marketing" is really all about.

Case in point:

In the early 1990's I had just moved 170 miles from a town I had lived in for 25 years and knew nobody in this new town.

Once my list of 6 people was gone, my upline told me to go out in my home town and create a list.

"How do I do that, I asked?"

He suggested going to malls, restaurants, ball games, book stores, the library, the gas station, the movie theater...you get my drift.

I said: ***"No, I don't feel comfortable with that".***

He then said:

"Well then, Robert, you'll never make any money in this industry."

Boy, was he wrong!

Now, the reason why traditional Warm Marketing works is that people either:

--Know

--Like

--Or, Trust you!

You either know, like, trust (or a combination of these 3) the person who has invited you to learn more about the business or the product line.

It gets your foot in the door when a stranger calling at 10pm on a Monday night from New York or L.A. wouldn't.

See the difference?

But, the problem with this method is that you eventually run out of warm market names to contact. Plus, most of your downline just won't make a list of names for you or for them to contact.

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And, so will everyone in your downline, a very important point!

I had 6 names on my list.

My sponsor dropped me like a hot potato when I told him they all said no.

He simply said:

"Get some more names Robert, then give me a call!"

Shocked and dismayed, I started to develop a system that day of talking to people all over the country who felt exactly like I did.

I knew that in order to make \$100,000 a year or more I didn't need a million people in my downline, I only needed a few hundred!

So, I just knew in my heart, my head and my soul that I could find at least 100 people all over the country who thought like I did.

Not only did I find 100, I eventually found there were MILLIONS who thought and felt just like I did about marketing their MLM business!

Every wonder how big downlines are built so quickly?

Here's a common scenario:

Like I mentioned before, a MLM CEO will go out and fly in top leaders, pay for their air fare, hotel and wine and dine them about their new program.

They may or may not get a special incentive deal or a special "extra" bonus each month on their own volume or the total volume of the company.

I just got two calls in the past 7 days with MLM CEO's offering me to fly in and talk with them...I said no to both. It happens to me all the time.

Why do they do that?

Simple.

Every MLM eventually hits a ceiling because they don't market it properly in the field.

When that happens, top leaders who are used to getting \$50,000 a month or more, start to see their checks drop.

Yet, they've built their lifestyle and monthly overhead to match their \$50,000 a month income.

So, they have a dilemma.

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Do they roll up their sleeves and go back to work in a program that is falling to pieces.

Or...

Do they go to their leaders, whose checks are also going down and pitch them on their new "MLM Deal?"

It's normally the latter...

Everyone gets pitched about the new program.

They either have a "hotter" product line or pay plan and if you don't move you lose.

So, what happens?

The big "hauncho" moves and so does the majority of his downline.

He's now getting two checks for a while and his income soars to \$100,000 or more per month for a few months.

By the time the corporate lawyers get hold of it, it's been 90 days or longer.

They then terminate the big "hauncho" and his team of leaders for cross-solicitation and those that are left in their former program have a dazed and confused downline.

All the leadership has left and they destroyed their downline in the process.

It happens all the time.

It happened to me just a year ago.

It took 6 months before the guy in my downline who was making \$25,000 a month was forced to sell his position or the company was going to terminate him.

The net result?

I had over \$400,000 in sales volume STOLEN from me by this guy and his so-called leaders in my downline...all guys I recruited and helped for years.

Yet, their loyalty lied with the PROMISE of a bigger downline and a bigger check.

It never happened for them.

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Almost everyone moved and their checks were HALF what they were before.

So, they all quit that deal and everyone moved in a dozen different directions.

This is not uncommon at all in the MLM Industry (nor Wall Street for that matter...in fact, Wall Street is WORSE!!!)

This is a common fact that most leaders don't want to reveal to you. It's not that you should be fearful of this happening to you, as in my 24 year career it's only happened three times.

But, you should know, going into any business what the potential pitfalls are.

If you're going to build a \$100,000 yearly income in your MLM program and quit your job and "think" your financially free, only to wake up one morning and find 75% of your group and leaders have been stolen from you, wouldn't you want to know how to prevent this from happening in the first place?

And, if it does happen to you, like it's happened to me, wouldn't you like to know how to survive this, just like I have?

That leads me to the next and final fact. This fact has not only made me millions, but it has also insured and secured my 6-figure income in this industry.

Plus, it has helped me "bullet-proof" my group from being stolen right out from under me by my upline, downline or cross line.

Fact #4-You're never going to realize a consistent and growing \$100,000 a year residual income unless you have a simple, yet effective duplicatable lead generation and conversion system in place for everyone on your team to plug into that is affordable.

Now that I probably scared the heck out of you with Fact #3, let me explain to you how my "Million Dollar Recruiting System" works and how you can your team can tap into it.

First of all I am going to be talking to you about making a monthly RESIDUAL income in a MLM program for the rest of your life.

Just like I have for over 20 years now...and will continue until the day I die...so much so, my children will be reaping that check for years to come.

That's the type of income I'm going to be talking about.

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I'm not going to be talking about selling over-priced, high-ticket items that pays you a 1-time commission.

You know what I'm talking about as you see them in your email box all the time.

Programs that cost \$597 to join and you make \$500 on every sale.

These programs are for people who have big lists and aren't concerned about the value or quality of the over-priced product sold and aren't concerned about making a monthly residual income check from their efforts.

Anyone can go out and make \$5,000 to \$25,000 in a year selling these types of high-ticket items.

**But what about next year?
The year after?**

What about the person they brought in who just maxed out their credit card on that high ticket item who doesn't have a big list like the "hauncho" who just signed them up does?

What about them?

What are they to do after blowing their entire budget on a \$1,000 or \$2,500 product with the hopes and promises of riches?

I'm not going to be talking about "temporary" income.

I'm going to be talking about these types of things:

--Making \$100,000+ a year for the rest of your life in the same program!

--Making two checks instead of just one off your entire downline!

--Having an endless flow of prospects to talk to for the rest of your life...as people do quit and you will have to sponsor new people every month in order to keep your group alive. If you don't sponsor, neither will your downline, it's the "cosmic" law of MLM. Don't fight it, just understand that if you don't do any work, neither will anyone else!

--Having an endless flow of prospects for your downline to talk to. And, having a system they can plug into that earns them two checks for the same effort.

--Teaching your team how to make money when people tell them no!

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My "Million Dollar Recruiting System" has all of these and it is located at:

www.MLMMastermind.com

Here is a quick run-down of my philosophy that has generated millions for me in MLM sales and why you should be using the same system I am:

--Everyone needs fresh prospects to talk to.

You need them, your downline needs them. Even major Fortune 500 companies go out and spend money on getting NEW customers! So, why should your MLM business be any different from a McDonald's that runs ads every single day somewhere in this world to get new and repeat customers to come and visit their store and spend their money? Now, you don't have to have millions to generate millions in MLM...duplication can do that for you, but only if everyone follows a simple, yet affordable system of contacting new people every month and converting them!

--You need to learn the 1% Duplication rule.

That rule is very simple, yet very powerful in MLM. This rule states that you and everyone in your group can make money with just a simple 1% conversion rate of those that you talk to. For example, if you have 100 people in your downline, and everyone is contacting 100 prospects every month that's 10,000 contacts for you! If you and your team convert just 1% of those 10,000 contacts, you've just added 100 new people to your team. That means you will DOUBLE your team with this system!

--Understand the "Rule of 100".

The rule of 100 states that once you build an active group of 100 members buying your product or service every single month and they are also plugging into our Mastermind recruiting system you can't STOP the growth of that group. Your first goal is to get an active group of 100 members before you even come up for air! Now, it may take 300 to 500 members to keep 100 of them active, but it is well worth your effort. The problem is 99.9% of everyone who quits does so BEFORE they have a group of 100! Most quit without even talking to or sponsoring at least 1 person. Then, a few months later, they join another MLM hoping and praying for a different result. Do they get it? Not if they do nothing. These downlines don't build themselves. You have to work hard your first few years to see the fruits of your labor. It took me 4 years to make my first \$1,000 commission check! Then, one year later, I made over \$10,000 in one month! So it took me 4 years to make \$1,000. And, it took me 5 years to make \$10,000! If I would of quit before those 4 years I wouldn't be writing this report to you today. I'd be stuck at a dead-end job just like the majority of Americans are. My secret is two-fold. I never quit and I used

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this system of having everyone in your group contacting 100 prospects every month!

--Understand that everyone needs a monthly supply of at least 100 new prospects to contact every month that are affordable!

The secret to my Mastermind system is that everyone gets their first month's set of leads for free.

They just pay a small \$7.95 shipping and handling charge.

Then, 30 days later they are charged just .97 cents per lead or \$97. Almost everyone on your team can afford \$97 a month for adverting.

Especially when the majority of people spend \$200 or more for leads when they run their own ads or buy leads from other sources already.

Our leads have full contact information which includes their Name, Address, Phone, & Email address. Plus, our leads are verified by a telephone call...so you're getting the best bang for your buck!

Plus, we replace any lead for free that has an undeliverable email, mailing address or phone number! No other lead program does that!

--Learn how to make 2 commission checks from the same downline!

Yes, I make 2 checks from the same downline member(s) by getting them to join both my primary program and my Mastermind lead program.

It just makes sense to me and those that work with me, and I'm sure it will make sense to you, as well, once you understand the psychology to "why" this system works.

Once they join your primary program they will need people to contact, right? Why not point them to a website where they get their first set of leads for free and then starting with their second month you earn a commission from their lead purchases!

It's just common sense!

Plus, with everyone buying leads from the same source and everyone getting a 2nd check from the Mastermind program it creates a "glue" where your group will stay forever!

Who would want to leave a system where you make money twice from the same person?

Now, if you, your upline or the company you are with have a hard time with making extra money with our Mastermind lead program, that's no big deal.

We'll pay you with extra leads instead of a commission check!

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Here's how you get paid:

Level 1 – 15% or \$15

Level 2 – 40% or \$40

You tell us on the order form when you join which way you want to be paid, with a check or with additional leads. Now everyone is happy!

**Earn \$700.00 a month with
just a Group of 20 Members!**

Just sponsor 4 people personally and help those 4 do the same and you've got what we call a Group of 20 Members that pays you a whopping \$700.00 a month in residual income!

Plus, we want our downline to have the lion's share of the money...doesn't that also make good sense—sharing the wealth with those that are making you wealthy?

--Learn how to make money when people tell you no!

Even if you are a "super-duper" recruiter, you're going to get more people who tell you no, than those that tell you yes.

Agreed?

When that is the case, get those people who tell you no to join your Mastermind lead program.

Most people tell you no because they are either in, or are going to join another program.

If you're not in the MLM Mastermind lead program that presents a big problem...you've just spent your time and money on someone who isn't going to join.

But, if you're a member of the Mastermind team you can send them to your website to get a free 30-day supply of leads and great training!

Now, you're making money from people who tell you no! Something you couldn't do before if you were JUST promoting your primary program!

--Understand the "3-Step System".

The 3-Step System means you call, email and mail your prospects. You call them once, you email them weekly and you mail them a postcard at least once. This is the KEY to my entire system. So stop here and be sure to take notes and really sink your teeth into this part!

Here's how the system works:

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The Phone Call

"Hi John, this is Robert Blackman calling you from Norman, Oklahoma. The reason for my call John is that you recently visited our website and asked for more information about our business. I want to apologize that I haven't been able to contact you more quickly because we've been swamped with people interested in what we do. I wanted to let you know I'm emailing you a link today where you can get a free report on how people, just like yourself, can make extra money from home, in their spare time. My phone number and contact information will be in the email. I'm also dropping a postcard (or letter) in the mail to you just in case you miss my email, with that same information on it. If you have any questions, don't hesitate to contact me. I'm looking for just 2 people in the Denver area (their home town) to teach our system to in the next 30 days, so let me know if you are interested in being one of those two people. Have a great day, goodbye!"

Now, if you're like me, you don't like making 10 phone calls to the same person by leaving message after message. If and when you do that, you lose posture and they will NEVER call you back. I only make one phone call when I first contact my new prospects.

I am acting like a head-hunter and that I have a \$100,000 a year job available and I'm taking interviews for 2 people in the next 30 days. I'm going to call you about it, send an email and then mail you a postcard or letter in the mail.

Now, if you were a head-hunter and you had a list of 100 people to contact would you leave countless "begging" phone messages to your candidates? Or, would you have a ton of posture and say: "Here it is, if you want more information, I'll give it to you, if not, I've got 99 other people to contact this month!".

I make most of my initial calls between 10am and Noon. I get 99% voice mails and I leave a message. Why? Because my first call isn't to SELL them or get their credit card for Auto-ship. Even if I tried on my first call, I can't sign anyone up.

Why not?

Because they don't either know, like or trust me yet. That's the reason for the 3-step process...it gives me 3 attempts to get their attention and for them to warm up to me.

I'm basically turning a COLD lead into a WARM Market lead with this 3-step process! That's what I call non-traditional Warm Marketing!

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Now, if you do get hold of your prospects then basically tell them the same thing in person that you would on their voice mail. If they say don't send it, then don't send it, it's that simple!

The Email

Subject line: I just left you a voice mail message
Subject line: We just spoke on the phone

Hi John,

Here's that link I promised you:

www.MLMMastermind.com

Go there now to get our free report entitled:

"My Million Dollar System Revealed"

Just click on the "Free Download" link when you're there.

Or, call me at: (405) 833-6899 and request it over the phone.

As I stated on my voice mail, I'm looking for 2 people in the Denver area to teach and train this system to in the next 30 days.

So, if you're interested in being one of these 2 people I will be personally working with over the next 30 days give me a call or visit my site above!

Sincerely,
Robert Blackman
(405) 833-6899

As you can see, my email is short and sweet. Nobody reads long emails from strangers. I don't, you don't and neither will your prospects. So, stop trying to write a Novel when you email your prospects.

I send this same email every week, until they either get on board or opt out.

I also want my URL to appear in the email at the top of it. The reason being is that most people will not scroll down to read an email from someone they don't know.

So, send the email to yourself and be sure your URL shows up easily without scrolling down to read it.

It's that simple.

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Once they opt in at my website, of course, I will have a series of emails that deal with more specifics about my program.

The above email is what I use for my Mastermind program. Cater it towards your primary program. Or, feel free to copy it when you join my Mastermind Program!

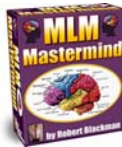
The Postcard

Here's a sample of the Mastermind postcard I send out to my prospects:

"Crazy Millionaire Reveals His Unique Recruiting System That Earned Him \$1,037,989.01 in Only 12 Months!"

(Here's a copy of my year-end bank statement that documents my success!)

Payment Method	Charge Count	Charge Amount	Refund Count	Refund Amount	Total Count	Total Amount	Net Amount	Decline Count	Approval Percentage	Void Count	Void Amount	Error Count
Visa	3255	USD 541,541.18	78	USD 18,825.39	3333	USD 558,186.55	USD 524,915.77	1241	72.87%	50	USD 8,590.25	15
MasterCard	1993	USD 382,720.99	57	USD 18,002.50	2050	USD 398,723.49	USD 368,718.49	856	70.54%	26	USD 5,419.25	7
American Express	602	USD 118,401.55	3	USD 379.85	605	USD 118,781.40	USD 118,021.70	135	81.76%	35	USD 3,344.05	7
Discover	141	USD 30,333.05	0	USD 0.00	141	USD 30,333.05	USD 30,333.05	53	72.68%	0	USD 0.00	0
Totals	5991	1,070,986.75	138	33,007.74	6129	1,104,004.49	1,037,989.01	2285	72.84%	111	15,353.55	29



Discover how you can use the same Million Dollar Recruiting System that I use at NO-CHARGE, for the next 30 days!



Plus, get my FREE 23-Page Report Called:

"My Million Dollar MLM Recruiting System!"

www.MLMMastermind.com

(Or, call me 24 hours a day to get this report at: 405-833-6899)

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I like postcards because they are inexpensive, and people have to read them before they throw them away.

The more words on the postcard the better response rate you should get. The reason being is that if you just have a huge headline and a picture of your product on the card, it's easy to read in 5 seconds as your prospect is standing over the trash-can.

You want them to put the card in their "A" pile of letters so they will sit down at the kitchen table to read your card.

I have both a direct number and a website on my card.

But, I have also found cards that just have an 800# on them pull very well.

Every 3 months I will test a new postcard with a different headline and keep track of the results.

The KEY here is to get everyone on your team:

- Calling 100 people a month (more if possible)
- Emailing 100 people after the phone call and then a weekly follow up
- Mailing 100 postcards or letters every month

If you've got 100 people doing this, your team is making 30,000 contacts total.

Now, don't you think you could sign up 100 out of 30,000 contacts!

That's a .003 response rate, which is VERY realistic!

That's how downlines grow.

But, if you've got 100 people in your downline and 27 are active on Autoship and none of them are making any calls or doing any mailings, then you can start to see why people get discouraged and quit.

My MLM Mastermind system is the SAME type system I've always used in my back offices of my primary programs.

In other words, if my primary program was a Vitamin company I would have my Mastermind program set up as my system of contacting and recruiting more people into my vitamin downline.

Once I would sign up a new member I would call them and invite them to join our lead program.

They would then visit the site and:

- Get 100 leads and a training CD for free, they would just pay the \$7.95 Priority Mail shipping and handling charge.

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--I would supply them with a phone script, an email and a postcard for them to print off their computer or down at their local copy shop.

--In 30 days they continue at \$97 plus shipping (.97 cents per lead) or they cancel. If they continue I've just identified a leader. If they cancel, I call and find out why and 95% of those that cancel never do a darn thing. I've tracked this for years, so believe me when I say having a lead program like this to point your team to is VITAL in building a \$100,000+ income for you and your family!

100 calls a month equals just 5 contacts a day, Monday thru Friday.

--Can you come home from work and make 5 phone calls?

--Can you come home from work and send 5 emails?

--Can you come home from work and address 5 postcards, put the stamp on them and walk them down to your mailbox?

That takes about 15 to 30 minutes a night.

Is your freedom worth that?

If not, then no program or "magic" system can help you.

In order to make \$100,000+ a year in the MLM industry you MUST have a team of people do the same thing.

I use this system to identify my leaders for me.

--Can they listen and follow advice?

--Will they go to the site and order the leads their first month for free?

--Will they call the leads?

--Will they email the leads?

--Will they mail the leads?

--Those that do, prosper.

--Those that don't, quit, and never make any money—ever!

**Imagine having a team of 100 people making
30,000 contacts a month for you and your company.**

How fast would your check grow?

With this simple system of a "1% Signup Rate" you can double your group every month.

Even if you just start with YOU.

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Let's say you are all alone with nobody in your downline.

You get in my Mastermind program and get your 100 leads.

You sign up 1 person or 1% of your 100 leads by calling, emailing and mailing them all this month.

You've now doubled your group. $1 + 1 = 2$

Now, next month the 2 of you do the same and duplicate. $200 \text{ leads} \times 1\% \text{ signup rate} = 2 \text{ new signups}$. $2 + 2 = 4$

Keep doing that for 12 months and you've got 2048 people in your group! Now, not everyone will duplicate. But if only 50% of them did, you'd still have over 1,000 people in your group in just a year. Yet, after 6 months you only have 64 people in your group.

Don't get discouraged! Don't quit too early. Don't rely on your team to "know" where to run their ads, where to get their leads and what to do and what to say to their prospects every month.

If you do, you will fail, it's a proven fact over my 24 year career. Those that plug into this system succeed. Those that don't, fail.

Come join my Mastermind team and get the leads and training you and your team every month.

I also mail you a training CD every month so you can put it in your car and listen to it going to and coming home from work.

That is my other SECRET of building a huge downline...if you've got 100 people driving in their car this week listening to training, how fast do you think your group will grow?

Now do you see how this Mastermind system works!?



Sincerely,
Robert Blackman
(405) 833-6899
www.MLMMastermind.com