The Ultimate MLM Blueprint For Massive Success
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From the desk of David Ledoux . . .

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Dear Reader,

What you hold in your hands could change the world. This book may alter the course of history and touch tens or even hundreds of thousands of lives. You may be the instrument of massive change and not even realize it yet. Scary. You have so much awesome potential inside of you and you probably aren’t even aware of 1% of it. This book may be the key to unlocking some unbelievable growth in you. I’m being dead serious.

Do you have any idea how powerful network marketing is? Any idea at all? Is it some part-time hobby that puts a few dollars in your pocket? Is it a money game, fun and giggles and just ‘another deal’? Is it a passion, or a frustration that occupies most of your waking thoughts? Is it your life’s work, a legacy that you will leave your grandchildren? What does network marketing mean to you?

I assume you’re reading this book because you’re serious about building a network marketing organization. You may be a raw rookie, a struggling newbie, a serious part-timer, a hard charging full timer, or even a ‘heavy-hitter’. Regardless of your level of competency, skill and effort, one fact remains the same. You want to make more money, have more fun, see more success, and enjoy more freedom because of this business.

Did you sign an application and buy some products with the thought about one day quitting your job? Does the thought of a new car, boat or bigger house excite you? Do you dream about exotic vacations, cruises and travel? Do you see more money for charity, foster kids, your church or temple? When you look deep inside and think hard about ‘the business’, what do you see for yourself?

I may never meet you, but I can guarantee that if you took the wildest, most outrageous dream that you have for yourself in this business, and multiplied it by a thousand, you wouldn’t even be close to touching your awesome potential in network marketing. You literally have the power within you to change the lives of thousands upon thousands of people. Network marketing is such an incredible vehicle for you to accomplish your wildest dreams. I salute you for your courage!

When I say courage, I mean courage. Over the last 14 years in this crazy industry I have met some of the boldest, strongest, bravest men and women imaginable. I have also had the misfortune of meeting some of the lowest cowards, crooks, thieves, frauds and phonies on the planet. I know you have courage because you have made a financial investment in your business and yourself. You are on the path of Lifelong Learning. It is not the easiest path. The easy way is reserved for the masses.
The masses wake up every morning to the sound of an electric rooster, its infernal buzzing shattering the peaceful calm of dreaming. In unison they groan, the howling groan of the un-free. A quick shower, 15 minutes of pampering the outside of their head, a coffee and rushed breakfast, and they’re out the door. They creep along in their metal cells, the incessant jabbering of a drive time DJ numbing the trip. They sit like zombies, 8 hours of listening to other people’s problems and reacting to crisis after crisis. They wear uncomfortable clothes, sit in uncomfortable chairs, and live uncomfortable lives. Their lunch is hurried, their coffee and smoke breaks are rushed. They creep along the same highway after being released at 5:05 to a precooked, preprocessed, prepackaged dinner. They anaesthetize themselves with television from 7 to 11, watch the news and all its wonderful happy stories before falling asleep, exhausted, toxic, stressed and fearful. They do this every day for 40 years, retire and live an average of 3.5 years in poverty before dying of a horrible, chronic degenerative disease.

Is it really the easy way?

Ponderable #1: does a fish realize it swims in water?

I hope you find keys, secrets and valuables hidden in the pages of this book. I hope in some small way it frees part of your mind and keeps you on the path to discovering and realizing your awesome potential.

Your friend,

David Ledoux
Quantum Searcher
Chapter 1

The Beginning of the Journey
Chapter 1 - The Beginning of the Journey

Where does a journey start? At the beginning, of course! Before we make haste slowly; let’s get a bearing of where we are. Please take a mental inventory of your network marketing business, and fill in the chart below. You may want to make a copy of this for your group, and get your team on the same page as you. If you don’t know the answer to any question, put ??? in the blank and ask your upline. If a question is not applicable, write NA in the blank.

Name ____________________________ Date _______________________

How many months have I owned my current MLM business? _______________________

Total number of distributors in my downline. ________________________________

Total number of active distributors in my downline. ____________________________

How many people have I personally sponsored in total? _______________________

How many prospects do I have in my database? ______________________________

When is the next company convention? ________________________________
Am I registered? ______

How many of my downline are registered for the next convention? ________________

What is my income goal for the next 12 months? ______________________________

What pin rank level do I need to be to earn that? _____________________________

How many legs does my business have? ________________________________

How many legs with leaders do I have? ________________________________

How many hours per week do I work my business now? ________________________

My greatest fear in the business is? ________________________________

My greatest strength in the business is? ________________________________

What book am I currently reading? ________________________________
What book are my leaders reading this month?

What are the names and phone numbers of my upline pin ranks 10 levels above me?

Have I introduced myself to them?

*   *   *   *

Before you move on to reading more of this book, ask yourself this question. “Did I complete the previous form honestly?”

Can you believe that of the thousands of networkers who buy this training manual, a full 80% of them will skip the previous exercise? Can you believe it?

Why? The answer is a fundamental clue to the very essence of humanity. Why does 20% of society enjoy 80% of the success? Why do the masses struggle, leading lives of quiet desperation?

Are you familiar with Pareto’s Principle? You may know it as the 80/20 Rule. The pattern of predictable imbalance underlying the 80/20 Principle was first discovered a hundred years ago by Vilfredo Federico Domaso Pareto, an Italian-Swiss socio-economist born in Paris in 1848 and a trained, practicing engineer. While studying income and wealth patterns, the pattern of “predictable imbalance,” as he termed it, crops up throughout life. Simply put, in any group of humans, 20% of them will account for 80% of its productivity. It doesn’t matter if it’s real estate, car sales, insurance, network marketing, anything. It seems to be a genetically coded reality of our existence.

I remember hearing Anthony Robbins speak back in 1991 and say, “Success leaves clues.” I really didn’t know what that meant. I was struggling in my plastic water-filter MLM Company. I saw people making $20,000 per month, and I was basically slowing dying of starvation, putting everything I had into the business. I couldn’t understand why I was struggling at MLM, and why some guys were doing so well. A decade later Tony Robbins words are a clear, meaningful signpost on my highway of life.

Back to the form. If you didn’t complete it, here is your chance to leave the 80% group and elevate yourself into the top 20%. Go back and fill it out now as best as you can.

*   *   *   *
You can extrapolate this example to your own networking business. The underlying core secret of MLM is duplication. One of the principles of duplication is listening. New downline members will generally fail if they try to do the business on their own. It is absolutely imperative that as an upline you communicate a clear and distinct message throughout your group. We will discuss this concept in great detail in this training manual.

What Do YOU Want From This Business?

I remember when I first got started in MLM back in 1987. I was absolutely clueless as to what this industry could provide for me. I lacked the ability to even conceive of what life could be like if I built a huge downline. Napoleon Hill, in his classic book Think And Grow Rich explains, “Whatever the mind of man can conceive and believe, it can achieve.” For many people, the conceiving and believing are a core fundamental challenge.

If I lacked the ability to visualize success back in 1987, how on earth would I ever teach my group what success looked like? Even if I dreamt about a fancy car, how would I ever develop the belief systems necessary to create the output to build the business to the income level to accomplish the goal?

What about you? What about your group? Is network marketing to you a selling business, or something more?

Maybe you’ve seen some of your company’s top earners either live in person or in the magazine or company video. What do they know that you don’t? What do they do that you don’t? How do they think that you don’t? What scares you that doesn’t scare them? We’ll examine this kind of questioning a lot in this manual.

Take out your pen again. Let’s determine what you want from this business.

If you were the #1 income earner in your company, and the company president wanted to give you an award in front of 10,000 people at the convention, what would you wear? (Be specific, color, cost, ensemble, etc.)

In the above example, describe what kind of watch, jewelery, shoes and accessories that you would have on?

If you were the #1 earner in your company, what year, color and model of car would you drive?

If you were the #1 earner in your company, where would you live in the summer?

Where would you live in the winter?

If you were earning an extra $10,000 per year in your MLM business, what charity would you support?
How much extra income would you need to earn annually to support all your favorite charities at a satisfactory level?

How much monthly income would you need from your MLM business in order to be able to quit your job and do network marketing full time?

How much money do you need to become debt-free in the next 3-5 years?

Name 3 places you would love to visit in the next 3 years.
1. 2. 3.

Do you have any pictures of goals or desired achievements on the wall of your office, in your day planner or on the fridge? If yes, what are they?

When you leave planet Earth, what would you like your legacy to be for future generations?

Before we move on, let me ask you again. Are you part of the 20% who take action and completed this survey, or did you join the ranks of the 80% who scoff, shrug and don’t believe that success leaves clues?
Chapter 2

Getting Started Right
Chapter 2 - Getting Started Right

I f you ever get the chance to speak with the person in charge of Operations at your company, jump at the chance. You want to find the person who is responsible for Distributor Relations or Customer Service, that type of executive. You want to find out the numbers for your company when it comes to Distributor Retention.

How many months on average does a distributor buy products before they drop out? How many people on average does a distributor sponsor? How many personally sponsored people does the average $50,000 per year earner have in your company? I’m sure you could expand this list easily.

When you have answers, you have power. Here are some interesting statistics that I’ve discovered in my 14 years of MLM experience.

♦ 3 out of every 4 people who quit do so within 90 days of signing the application.
♦ About half of those who quit do so within the first 30 days.
♦ The 1-year anniversary of signing the application sees another portion drop out.
♦ 8 out of 10 distributors never sponsor a single person.
♦ And perhaps most intriguing, anyone who made a check in the business, regardless of size, stayed as an active buying distributor TWICE as long as someone who didn’t make a check.

So what can we extrapolate from that data? Anyone with some common sense can see that the most fragile time for a new distributor is during his or her first 90 days. Everyone, and I mean everyone must look in the mirror and do a gut check around day 90. How can we create a model and systems to promote retention in our organizations?

I’m a huge believer in creating a duplicatable Getting Started Training System that can move through your entire organization. Let’s look to the granddaddy of MLM, Amway. The biggest group in Amway is Dexter Yager’s organization. If you join his team, there is a high percentage chance that one of the tapes they give you in their Getting Started Training is DBR377, Making The List by Jim Dorman. The tape is 15 years old! But it preserves the knowledge for future generations. A tape never gets tired, or says the wrong thing. It shares the message in a unified format through infinite generations.

If your company does not have a duplicatable Getting Started Training, then you are ultimately responsible for the creation and implementation of one for your organization. Check upline first. You may have to go up many generations to find a leader above you that has a solid training system in place. Fall in line with your upline who is earning what you wish to earn, and work with them. Cream rises to the top in any organization. By being on-purpose with your sponsorship line you can reap the rewards. But in a vacuum, and in the absence of upline leadership, YOU MUST step up and lead if you want your business to be successful.

Where Do We Start?

Personally, I always like doing Getting Started Trainings with my new people live and in person whenever possible. I realize in today’s time-starved world that the telephone may often be the tool of choice. Regardless, I think that a proper GST will often take 2 hours or slightly more.

In May 1995 I created a 30 page spiral-bound workbook called The Road To Gold – A 90 Day Blueprint To Success. Originally I published 100 copies for my personally sponsored people and their key leaders. It had a step-by-step process for my
new people to follow including paperwork, ordering, key tools, phone scripts, inviting, presentations and follow-up. How well did it work?

Within 24 months there were 11,000 copies of The Road To Gold in circulation! My income had jumped from peanuts to over $15,000 per month, and we were adding over 100 people per week to my organization! Amazing things can happen when you have a simple, duplicatable system.

One of the first parts of The Road To Gold was a form on 2-copy NCR paper called the Start Smart Form. It was a checklist to ensure that everyone in my organization started the same way — the right way.

I have reproduced it for you on the next page. I did this so you can analyze it and get ideas for your organization. Feel free to get creative. Make sure you brainstorm your company, your tools and your systems to make sure everyone in your group gets started the same way — the right way.

We would have the new person complete it with our help, then sign it. The upline would sign it, then each get 1 copy of the NCR form, like an informal contract. A handshake would complete the partnership, the commitment to help each other through thick and thin. I believe it had a subtle psychological impact on the new distributor and kept them fighting a little longer and a little harder when tough times and rejection hit and they felt like quitting. Never underestimate the power of commitment when it comes to retention.
SmartStart Business Plan

Name ____________________________ Sponsor ____________________________ Up-Line ____________________________
Phone # __________________________ Phone # ____________________________ Phone # ____________________________

This business plan has been designed to help you succeed, and it works! You cannot begin any journey without a plan. When fully completed, this form will be the business plan or map that gets you off any running down the road of SUCCESS.

1. Purchase a New Associate Kit from your sponsor or Home Office.

2. Complete the New Associate Application. Fax it to 800-555-5555

3. Determine some goals:

How much will you be earning?

60 Days ____________________________ 6 Months ____________________________
1-Year ____________________________ 3-5 Years ____________________________

4. Complete the {MLM} Voice-mail Application. Mail or fax to Telecom Resources.

5. Complete your Master List (100+ names) this is critically important.
   Give the yellow copy to your sponsor.

6. Book your first In-Home Presentation ____________________________ (date)
   At ____________________________ (location).

7. Book your 10 hours per week in your 30-day calendar.

8. Set up Personal Presentations with the following 5 people to meet with your Sponsor and yourself.

Name ____________________________ Phone Number ____________________________
________________________________________________
________________________________________________
________________________________________________
________________________________________________
________________________________________________
9. When will you attend your first training? ________________ (Date) ________________ (Location)

The (MLM) business opportunity is difficult to capitalize on without product on hand. First, become a product of the products by using, understanding and believing in them. Second, use your products for demonstration purposes and retail sales. Third, expose your prospects to the value of our products letting them sample a product of their interest.

10. Review product order options. (See Fast Start Form) To build my business, I will need:

   a) Product: Business Builder Centre Package OR 3 Business Builder Package Auto-Ship Program

   b) Sales Tools: ___ Life Masters Audio (# 70321) 
      ___ Product Brochures (# 71153) 
      ___ Skin Care Samplepak (# 71124) 
      ___ Health & Freedom Newspaper (# 71110) 
      ___ Company Magazine (# 71197) 
      ___ Health & Freedom Videos (# 71215)

11. Complete the (MLM) Fast Start Order Form. Fax to Home Office and mail in signed original.

12. Give a copy of the completed SMARTSTART Business Plan to your sponsor to guide your success.

   I will commit 15 minutes each day for improving my personal health by using the products. I realize that to earn more, I must learn more. To build a successful business, and empower the lives of others, I will share the products and opportunity consistently. I am taking responsibility for my success by following this plan I have completed. I am making a commitment to myself and to my upline to be successful. “Good better best, I will never rest, until my good is better and my better is best!”.

   Associate’s Signature ____________________________ Date __________

   Sponsor’s Signature ______________________________ Date __________
One of the things I noticed when we used this form with new people was their willingness to capitalize their business. By that I mean invest in critical recruiting and training tools and product inventory and samples. Let’s be real for a second. Network marketing is a tough business, and even tougher when you try to build a business with no tools and no product. I saw raw rookies recruit their buddies, and use this form to get them started properly. In lines that didn’t use this form, chaos reigned. People never got tools, no voice-mail, no auto ship, all manner of screwed up duplication.

I think a checklist form like the SmartStart could help your organization. Get out some paper and invest 20 minutes into your first draft.

The List - “Oh god, no! Not the list!”

How many MLM companies have you been involved with? If your answer is only one, then you may not react to the phrase “The List” the same way as a burnt-out, crusty, rusty old MLM junkie would. I’ve worked with old timers who swear everyone they know crosses the street or runs the other way when they see them coming. Zero credibility in their mind. Guess what I do with them? The same thing as I would do with a pristine, brand-new networker. I would work with them to make a list of 100+ people that they know. Remember, we’re trying to duplicate fundamentals.

Everyone who joins network marketing needs to build a prospect database. People who truly “get it” realize the vast quantities of revenue stored in their database. When I ask MLMers to show me their list, and they grin and tap their thick skull and say it’s stored on file in their brain, I know they’re dumb and will never make it to the top.

I remember one of my “teachers” in this business drilled this concept into my head. A name on your list that is properly marketed to is worth $20 - $50 per name per year. Your in-house database is literally a storehouse filled with gold. The problem is most people have no clue the gold is there, and worse, no idea how to mine the gold.

Here’s my million-dollar piece of advice. Get either a computer program like Microsoft Outlook or Access, a Palm Pilot, or a paper filing system, and build your list for the rest of your life. Develop the discipline to market to that list and to follow-up with that list.

The true money is in the follow-up. I’m a pretty decent recruiter, having personally sponsored 300+ people in my networking career. How many do you think joined after the first phone call? The first presentation? The second call? The third through tenth call? The quarterly newsletters? The yearly Christmas card?

Question: How many times a year do you currently contact your database?

Tip: Read Harvey McKay’s book Swim With The Sharks Without Being Eaten Alive for an excellent primer on relationship networking skills and impeccable follow-up. (remember, 80% of the people who bought this manual won’t read the book….)

Back to the new distributor and his or her master List of 100 names. Why do we create that list? Many reasons. The new distributor will hopefully have influence and credibility with some of the list, increasing the probability of recruiting them onto the team. Family and friends may be sympathetic and supportive of the entrepreneurial effort, and buy products to aid in the new business launch. Both will create early results and small successes so vital to building the new distributor’s confidence.

Building the list creates discipline and focus. Network marketing is truly a business of sorting and sifting, not of convincing and selling. With a big list, the newbie can move quickly to find the 4 out of 50 who are ready today, right now, and are actively seeking an opportunity.
Building the 100 names list is really only step one. Remember the gold is in the database? That list MUST continue to grow with referrals, new contacts, lead generation etc. Train your new people to at least double the size of their list in the first year. Discuss creative ways to build the size of the master list. Toastmasters, Chamber of Commerce, fraternal organizations and clubs, breakfast networking groups, etc., are excellent ways to help the introvert or shy newbie to meet new people and to develop the vital people skills essential for success.

“But I don’t want to talk to my friends and family…”

I’ve never punched out a prospect or anyone in my downline for that matter. But there have been times when my patience has been tested. That pathetic phrase angers me to no end. It is so weak. What they’re saying is “I’m so pathetic, that no one would believe me. I don’t believe in myself, I don’t believe in network marketing, I don’t believe in our products. Change my diaper and do it for me.” So what do you do? Say, “there there, poor scared little MLMer. That’s okay, don’t grow, don’t become a leader, don’t work on yourself or your confidence. Hide here behind my apron and I’ll run ads for you…”

What you have is a deficiency in belief. That person will 100% fail within 90-180 days if you weaken and allow them to follow an ‘easier’ path. That individual’s only hope at making it long term is to undergo a rigorous personal development program, and intensely work on themselves and their belief systems. More on that in a later chapter.

Now let’s say you sponsored a new distributor. What would you do if you knew that for every name on their list you made $50 per name per year? Would you spend an hour with them doing memory jogger exercises to help them build their list? Would you train them how to obtain referrals and generate new prospects on a continuous basis? What would those activities do to your paycheck?

Here’s my advice for your personally sponsored people:

♦ Build a database of at least 100 people who they know by first name, by face, or would remember them in a 20-second phone call
♦ Teach your people to constantly add new names at a rate of no less than 2-3 names per week with a goal of at least 500 names within 2 years
♦ Communicate no less than 6 times per year with the entire list until they join, die or move away.

Oh yeah, by the way. Get your new distributor to swear that they will not contact a soul about the business until they are trained. I have seen first hand the damage that can be created by a fired-up newbie as they fire hose their friends and family. I

In February 1987 when I joined my first company I came back from the Opportunity Meeting certain I was going to be a millionaire. I was living in a dormitory residence on campus at the University of Toronto. I called 15 of the guys together in my tiny jail-cell of a dorm room for my first meeting. I hadn’t even signed an ap. or bought product yet! I babbled on and on about the plan, the products and just completely slaughtered it. No wonder, I had no training, no tools and no clue what I was doing. As you might expect, I was ridiculed which just made me madder. A 3rd year pharmacist told me that the products the company was selling were illegal drugs, and a 4th year engineering student told me it was an illegal pyramid. I told them all to go you-know-what themselves and I said I’d have a Porsche 911 within 9 months. Good-bye credibility. The next 90 days were god-awful. They literally laughed at me in public. I was miserable. But 11 years later I was a millionaire….

We Have a Plan and a List…Now What?

Initiate Focused Action. It is the one constant of
success. It lies at the heart of the secret. Do you really want to be successful? I mean, really, really successful? Then you must master the principle of Initiating Focused Action.

How can I best describe Initiating Focused Action? Let’s return to the scenario of you and your new distributor. You’re sipping a cup of coffee or herbal tea, sitting at the kitchen table of a wonderful new couple that you personally sponsored. You’ve done a Planning Sheet with them similar to the SmartStart Form; you’ve built a list of 100 names, now what? They’re staring at you. It’s time for you to shine, to show your leadership and begin to Initiate Focused Action.

If you look back to the StartSmart Form, we make a mini-list of the top 5 prospects, plus we schedule their first in-home presentation 10 days or so into the future. Why do we do that and what result does it produce?

It gives you a focused starting point. Critical! The new person is tentative, sometimes even scared. As their sponsor you need to help them to get some momentum, to get the ball rolling. That’s the principle of Initiating Focused Action. My recommendation? Hand them the phone, and pick up your cup of tea…watch for their reaction!

Their face literally screams, “You mean we actually have to call people!” Most don’t say much, they just gulp really hard, and start to sweat and stammer. Excellent! That pure adrenaline rush will disappear in time as they gain confidence. You get to remember what it was like to be a raw rookie. Live vicariously through them and share that moment.

Don’t let them dial! That would be like tying t-bone steaks to your rookie and throwing them into a pit of hungry lions. Before they get to dial, you need to invest time in role playing and developing a good inviting script that they’re comfortable with. We’ll spend more time on that in the chapter on Contacting and Inviting.

The final thing I try to always cover in a Getting Started Training is Time Management. I think for 8 out 10 people this is a crippling challenge that hampers a vast number of new networkers from ever getting off the ground.

Society seems time-starved, and extremely disorganized. People seem to be in constant Reactive Mode, unable to separate Urgent from Important. For many families the extent of their time management is a washable marker and magnetic board on the fridge. One of your duties as a good upline is to teach time management to your organization.

A day planner is an absolutely mandatory necessity for anyone that ever wanted to work with me personally. I recommend you set the expectations equally as high in your elite team. It could be a Palm Pilot, or a paper planner.

The greatest day planner for professional network marketers was created by David Klaybor, president of Powerline Systems. He was a big dog over a decade ago in that water filter company I was in. His Powerline Planner is without equal in the industry. Last time I checked he was still in Southern California, at www.powerminduniv.com . Tell him I sent you . . .

Maybe your company has a day planner as part of its kit. I sponsored a guy who owned an auto body repair shop. He used to 3-hole punch his wall calendars from his company (complete with scantily clad ladies armed with power tools) and give those as part of the getting started package for his line. Regardless, you need to book the next 90 days with the new guy.

I use 3 colors of markers. Red is first. I have the new guy block off on the calendar every second that he CAN’T do the business. Work, church, family etc. all are marked on. Then with the blue we schedule all conference calls, training events, and business briefings that I expect him to be at. Then with the green marker we block off 10 hours per
week when presentations to prospects will happen.

You will be absolutely amazed to discover that the very same person who told you they didn’t have time for this business has all kinds of time! I’ll share some killer ideas in the chapter on Follow-up on how to eliminate that as an objection. Imagine never ever hearing again from a prospect, “I don’t have time!”

**Let’s Recap . . .**

- 3 out 4 people who quit MLM do so within the first 90 days
- A solid duplicatable Getting Started Training system can impact retention
- If your company and upline don’t have a GST system, you must create one
- A duplicatable GST system ensures all new downline enter the same way – the right way!
- Every new distributor needs to build a database of prospects and add to it on a consistent basis
- New distributors should be strongly cautioned not to contact their list until they are trained and armed with a proper script
- You must master the principle of Initiating Focused Action
- Time management and a day planner system is critical for success

In the next chapter, we’ll discuss a 5-step Rotational Pattern that literally determines the duplication velocity of your organization. It’s the Subatomic Cycle of MLM.

*“The duplication velocity of the organization will accelerate proportionate to the simplicity of the environment.” – David Ledoux*
Chapter 3

The Subatomic Cycle of Network Marketing
Chapter 3 - The Subatomic Cycle of Network Marketing

Sometimes I get into a creative flow, an almost trance-like stream of consciousness, and profound nuggets of gold pop out of my mouth. I shared the above concept with a former Nuskin Blue Diamond, and she just stared at me, then she grabbed a pen.

Not many people talk about organizational velocities. Maybe it’s my background in science at university. Most networkers never track their downlines close enough to know if they’re growing or shrinking, let alone whether their rates of growth (or attrition) are accelerating or decelerating.

But you’re going to be much, much different. You’re on a path to learn, to study, to do, to teach and to master.

“Environment” is a key word in the concept. It a complex relationship between literally dozens of factors, many of which are beyond the control of the average networker. The ones we can control however will be discussed in this chapter.

Key Factor - K.I.S.S.
(Keep It Simple Stupid)

Let’s say you’re in a networking company that sells 15 kinds of nutritional supplements. Very popular industry today. This wide array of products can work for you, or against you. It is critically important HOW you present the business to the new person. I repeat, it is critically important!

Scenario #1. The new distributor has a less-than-stellar Getting Started Training. “Here’s your kit, good luck! See you at the meeting on Thursday. Bring a guest. Go get ’em tiger!”

They’ve just laid out $500 bucks for a huge box of 15 kinds of pills, and a box filled with product brochures, catalogs, and a manual filled with corporate policies, information on the founder, pictures of the head office, pictures of scientists, pictures of doctors, pictures of sick people made healthy by the products, and a tiny section on how to sell products.

Here’s the internal dialogue of the poor bewildered new guy. “Where to start? Better learn what all this product stuff is. If I’m now a vitamin salesman, I better learn about my products. I better buy some books on nutrition, and study every word in the kit. You know, Aunt Martha has asthma, and Uncle Joe has gout. Maybe our products can cure them. I can’t call them yet, but once I know about these products, then I’ll call them. You know that skinny guy at work, what’s his name, was in a pyramid last year. I’ll call him to see if he wants to get into this thing. Man, there sure is a lot to learn. Better not do it tonight, I’ll read all this tomorrow. Look at the size of these pills! I wonder how many I’m supposed to eat each day. Man, the wife is gonna kill me! This sounded so easy. I dunno…..”

This unfortunately is a scenario that gets played out time and time again. It is devastating. Is it any wonder that 3 out of 4 people who quit MLM do it in the first 90 days?

Scenario #2. Ed the Expert Upline sponsors Nelson, the New Guy. Ed goes over to Nelson’s house, where he sits at the kitchen table along with Nelson’s wife Mary. The three of them visit for a little while getting comfortable. Ed congratulates them on making a wise move. He reassures them that within 6-9 months they will have the extra cash to put towards their son Jimmy’s private school tuition. Ed already knows that Nelson and Mary’s #1 reason for joining the business is to be able to afford private school. Ed uncovered that core desire during the presentation and recruiting process. (We’ll talk more about that in a later chapter….)

Ed opens the kit with Nelson and Mary. He takes
The time to sort the kit into piles. “This is all product information, brochures and catalogs. You won’t need to know this stuff for at least a few months. Rather than talk ingredients, you’ll be sharing product stories and personal testimonials with prospective customers. I don’t want you to become a pharmacist or anything like that. Leave the product knowledge to the doctors and the people who don’t want to build a big business.”

“This pile is policies and procedures, corporate stuff, sales figures, and technical stuff. This you can learn later. It won’t help you build a downline.”

“This pile is the story pile. Here are stories of plumbers, carpet installers, military families, housewives, students, secretaries and former truck drivers all making this business work. Some are making an extra $1000 per month; some are making that per day! Learn to tell these people’s stories until you and Mary have one of your own. I’ll help you craft your 3 main stories, which are your Upline’s story, your Product story, and your Business story. Also, here are product stories of many satisfied customers. These will be very valuable in building the business. Remember, ingredients tell, but stories sell.”

“This big box is your starting inventory. Rather than order you 1 of each of our 15 products, I took a smarter approach with you. We have a major core product called the Monster Pak. This is what we call our New Customer Acquisition Lead Product. I want you to take this product every day for 30 days Nelson, 2 in the morning and 2 at night with meals. I’ve written it on the inside flap of the box. Mary, you do the same thing. That leaves you with 4 Monster Paks in inventory. Over the next 45 days we’ll do at least 15-20 presentations together looking for 3 or 4 Business Builders. But we’ll also find a handful of customers. You can sell them your Monster Paks in inventory at retail, recouping your initial investment and putting some nice retail profit in your pocket that you can use to reinvest in your business. This way you only need to learn the benefits of one product, instead of spending a ton of time learning about 15 separate products.”

“Well? Which one is better? Which one at least gives the new guy a fighting chance in this industry? When you were sponsored, which scenario did your upline give you? Are you an Awesome Sponsor or a “Go Get ’em Tiger?”

Remember the concept of Simplicity of Environment? By being an Awesome Sponsor, you block out a lot of the confusion and chaos and doubt that slows down the rookie. You are demonstrating Initiating Focused Action.

Remember the title of this chapter, “The Subatomic Cycle of Network Marketing”? I don’t know if you ever took physics or chemistry in high school or university. I suffered through a lot of it. Do you remember how electrons orbited or cycled around a nucleus of protons, neutrons and lots of wild ideas like quarks, muons and stuff like that? I know, it might be pretty foggy. I’m sure you’d agree that most everything is made up of a highly structured series of rules or processes at the smallest level. These subatomic rules have a dramatic impact in our real-life waking world.

How can we come up with a similar set of processes that at the smallest level determine the existence or outcome of our network marketing efforts? What are the cycles that rule the subatomic world of network marketing?
From a purely recruiting-only process, here is the 5-step Cycle that I teach my new people:

♦ The List
♦ Contacting & Inviting With Specific Intent
♦ Show The Plan, and Start The Process
♦ Follow-up & Follow Through
♦ Getting Started Training

In its purest sense, this 5-step cycle is what determines the duplication velocity of your entire organization. The faster this series is completed, the faster your group grows. The simpler the environment around each step, the faster your group grows. The simpler and more efficient your training systems that teach competency skills at each step, the faster your group grows. The purer and cleaner the duplication in each successive generation of distributor, the faster your group grows.

This is perhaps some of the most critical information that I can share with you from a technical how-to perspective in building a large organization. Let's walk through each step of the Cycle and analyze in depth its significance, and strategies to implement them efficiently in your organization.

**Step 1 – The List**

The bigger the Master List, the easier the process of recruiting is psychologically on the new distributor. If you have 10 names, and the first 5 say “No!” then you’re halfway out of the business. If you have 200 names, then it’s a drop in the bucket.

**WARNING!** If you send new recruits home to make the list on their own, they will fail. They will never make the size of the list you require. You must create the list with them using memory joggers like the Yellow pages, etc. They must realize that you are looking for very lukewarm, casual acquaintances in addition to immediate warm market.

I recommend that you always get a photocopy of their list. They may occasionally have resistance to this. Explain that you aren’t trying to steal their names, but rather work them in partnership with 3-way calls and 2 on 1 presentations.

My old manual, The Road To Gold actually had the Master List templates inside on 2-copy NCR paper. They kept the white sheets, and I got the yellow copies. This was a fantastic way to keep on top of things. I can’t tell you how many lists I have on file of people who joined, and ultimately quit. If I ever get bored, I could call some of them.

Here’s a true story. I sponsored a guy in December 1994, who quit in January 1995. He was a junkie in about 4 other programs. He never would build a list with me; in fact, I only ever got 6 names out of him. But when he quit I called the 6, and sponsored 2. One of them eventually led me to a major leader in depth.

About 5 years later, I was doing an Open meeting, with many different crosslines in attendance. After the Fast Start training, a lady came up to me. She was a million dollar earner with a major real estate company. She had seen me drawing out my group, and explaining whom each person was, and how they had led me to my leaders in depth.

She pointed to my organizational chart on the board, and asked me the name of the guy that I had mentioned above. I told her, and a look of shock came on her face. Not only did she know him, she had been looking for a good opportunity for residual income for years. Here she was, 5 years later in someone else’s group. This lady was sharp. I knew that if we had sponsored her, the junkie who had quit would be making an extra $52,000 a year for life in my program, and I would have had another major leg.

Here’s another true story. I was in the Head Office of my MLM Company in June 1995. I walked around the corridor and bumped into a man. We both said, “Excuse me!” and then we locked eyes. I instantly got a nauseous feeling. He was #82 on
my list. He lived in a neighbouring province, and I thought I had lots of time to contact him. Six months had gone by, and someone else got him before I could call him.

Today, he has over 10,000 people in his downline. I missed another leg that would have produced an extra $2 million per year in sales. Every time I see him I get queasy. The one that got away….

I explain the process to new guys this way. Either you’ll get your future leaders, or someone else will…. 

Step 2 – Contacting & Inviting With Specific Intent

Fear.

More fear.

You know, that gnawing, gut level panic, almost like a white-hot burn just behind your eyes. Sweat forms instantly on the palms, the top lip, the brow, beading and slowly rolling under gravity’s gently tug. Erratic, almost irrational images flash across the movie theatre of our minds. Our internal dialogue roars to life, reinforcing the pain of fear and pangs of doubt. The phone sits, mocking us, its silent laughter echoes in the recesses of our clouded minds. The laws of physics are bent, and then torn asunder as the 6 oz. telephone defies gravity and instantly changes its density to more than 300 lbs of tortuous weight. “I can’t” you mutter. “I just wasn’t mean to be successful…."

This scenario is played out nightly in tens of thousands of homes across the world. Perhaps you are familiar with it. Perhaps intimately familiar with it….

How can we grow our networks if we and the people we sponsor are terrified to pick up the telephone? Does it make sense to do everything in our power to make this initial experience as positive as possible? Does it make sense to give the new guy every advantage, every possible tool that can turn the tide in his favour and make his efforts as productive as possible? I agree!

I think the phone should never be touched until Specific Intent is determined.

What is Specific Intent?

Before every phone call, we must teach ourselves and our downlines to ask a simple question. “Why am I picking up this phone?” Or stated another way, “What outcome do I want to achieve by making this phone call?”


Mentally go back to the scenario with you in the kitchen with Nelson the new distributor and his wife Mary. You want to book 5 appointments with him and his best prospects to show the plan. It’s critical that you first communicate the need to determine Specific Intent with Nelson before he blows away his best people and his rejection factor cripples his enthusiasm.

Why are we making this call?

I believe the specific intent at that moment is to invite the prospect to look at a way to make an additional source of income.

It’s my belief that a new distributor 9 times out 10 has ABSOLUTELY NO IDEA what business they are involved in. They think that if they sell a bottle of weight loss herbs or sign up a customer on legal insurance or discount long distance that they are “doin’ da bizness”. This misconception has contributed tremendous pain to the masses of new networkers who quit their opportunity and give up on their dreams of financial independence.
The constant internal war between the “money-driven distributor” and the “save the world distributor” divides most companies. Major MLM companies with a central product focus like health and nutrition, weight loss, environmental issues, etc., are especially divided. It need not be this way.

If your goal is to build a downline organization that moves large quantities of products that provides an above average income for your family, then you MUST focus on becoming a Professional Network Marketer. Not a sales person, not a recruiter, but a Career Professional Network Marketer. We’ll talk more about network marketing as a viable career path in a later chapter. Let’s get back to Contacting and Inviting with Specific Intent.

I truly believe the entire recruiting process is a giant sorting mechanism. Nelson New Guy is sitting there with his database of 100 people. I know if it was me sitting there, I’m fairly confident that Nelson and I could sponsor at least 3-5 people out of that 100. Plus we would create at least 5 new customers. About 10% of his list will be receptive to some extent. The problem is we don’t know which 9 out of 10 will say “No Thanks”.

Before we can get someone to say “No Thanks”, first they have to look at what we have so they can make an educated business decision. For that to happen we need to have the right timing in the prospect’s schedule. Let’s face it, most people are really busy just getting buy. They are currently finding a use for all 168 hours in their week, and the stress of hunting and gathering is more than they can handle. And here you and I come along, “La de da, I’m here to save you!” and no wonder why most say no. They barely know what freakin’ day it is!

Hence the need for patience. I really think endurance is the single most important attribute to succeed in network marketing today. Seriously. It’s that awesome resilience to just tough it out month after month until your competency develops, and your database develops, and lady luck smiles on you with a downline leader or two. I admire endurance above all other qualities in this industry.

Back to inviting. Before someone can say NO, they need to look at the entire business so they can make an educated decision. Too many rookies go in for the close right there 10 seconds into the call. Just like I did with my pals back in university. “Hey Bob it’s Nelson! Better sit down, this news is gonna floor you. You and I are gonna be rich! Richer than astronauts! Remember that pyramid we were in high school? Well, instead of booze and smokes they use vitamins, and it’s legal, and you and I can sponsor 6 front line, and there’s a car bonus, and we need to go to a secret meeting at the Hilton next week so you can meet the guy that dragged me into this!”

Oh yeah. Can you feel the love in the air? Can ya? Can ya feel it?

Approximately 95% of the time, the Bobs of the world are going to shoot a hole in the Nelsons of the world so huge you could put your mother-in-law through it. With that said, about 5% of the time Bob is going to be just crazy enough to get fired up about that pitch because the booze and smokes pyramid that he was part of in the 11th grade worked out pretty good, and, “If Nelson says we’re gonna be rich, well then by gawd we’re gonna do it!”

With odds of failure better than 90%, we’d better do a better job training Nelson, otherwise he’s going to get crushed, and within a few calls he’s going to quit, discouraged and hating himself and blaming you for getting him into an obvious scam.

If I was sitting with Nelson, I’d work a script up and role play and rehearse it until he sounded natural and comfortable with it before letting him anywhere near a telephone. If Bob the Prospect hears Nelson New Guy with a phoney-sounding script, he’s going to blow him out of the water. So we try to naturalize it using Nelson’s own vocabulary and style.

When I pick up the phone, I want to establish a tone
for the call. I will always start by clearing the call, so I know that I can chat for a minute with the prospect. If he’s in the middle of changing a diaper, I’ll call back when I can get 60 seconds of attention.

I will create posture by stating that I only have a minute, and that I’m on my way to an appointment. I will also have a back-up plan to escape from the call if needs be. I used to get sucked into defending and explaining and answering questions. That would ultimately reduce the number of appointments I would get.

I want my new people to get better than an 80% appointment ratio with warm market. A prospect cannot say “Yes or No” to an opportunity until they get a full picture. Rather than getting sucked into a phone debate, I will often unplug the phone, knock over a pile of books, or drop a pot on the kitchen floor to create a noisy diversion so I can get off the line.

When you realize that you own the opportunity, and you own your own telephone, you will no longer be scared to make the calls.

The following are some example scripts that I have used in the past. It is imperative that you adapt these for your own style and organization. I’ll intersperse the dialogue with explanations and observations.

The Preamble . . .

“Hello, _______? This is ______. I’m calling on a business matter, do you have 60 seconds?”

If “No” … “That’s alright. I’ll call back later.”

If “Yes” … “I can’t talk long, I have another appointment. I’ll get right to the point.”

Your Personalized … “Warm Call Scripts”
(courtesy of Hilton Johnson, a good friend and awesome MLM trainer.
See Appendix for his resources)

1. “I’ve started a new business venture. The reason I did this is because I wanted the financial freedom to do more of the things I enjoy doing. The business is growing now and I need a special person to help me out. I thought of you because I know you like having several income streams.

If I could show you an attractive business venture that could provide you with a significant income, without affecting your present situation, would this be something that you’d want to know more about?”

“(Yes)”

“May I make a suggestion?”

“(Yes)”

“Why don’t we schedule a time for us to get together for about an hour and I’ll show the program to you … what’s a good time to do that?”
2. “I’ve started a new business venture. The reason I did this is because I was not happy being away from my family so much. The business is growing now and I need a special person to help me out. I thought of you because you’re already a seasoned and successful businessperson.

If I could show you an attractive business venture that would give you the financial freedom to do whatever you’d like to do, would this be something you’d consider?”

“(Yes)”

“May I make a suggestion?”

“(Yes)”

“Perhaps I could drop a cassette tape in the mail for you to listen to. It’ll give you a very good overview of the program. I’ll call you after you’ve had a chance to evaluate the program and see if you want to discuss the next step. Would you like for me to do that?

“My wife and I have started a new business venture. The reason we did this is because we were concerned about being laid off. The business is growing and we need a special kind of person to help us out. We thought of you because we know you’re not happy doing what you’re doing now and we thought this could be a fit for you.

If we could show you an attractive business venture that would allow you to fire your boss and have your own business, would this be something you’d find attractive?”

“(Yes)”

“May I make a suggestion?”

“(Yes)”

“Why don’t I drop off a video for you to have a look at? We’ll stop by in a couple of days to pick it up and see if you want to discuss the next step with us okay?”

“I’ve started a new business venture. The reason I did this is because I was concerned about my company downsizing. This business is growing now and I need a special person to help me out. I thought of you because it’s obvious that you get along really well with people.

If I could show you an attractive business venture that would allow you to spend more time with your family while earning a significant income, would you be open to something outside of what you’re doing now?”

“(Yes)”

“May I make a suggestion?”

“(Yes)”

“Why don’t I arrange a three-way call between my (sponsor/upline/partner, etc.), you and me. (He/She) can explain the entire program to you and answer all of your questions right on the telephone… okay?”

“I’ve started a new business venture. The reason I did this is because I didn’t see myself going anywhere with my regular job. The business is growing now and I need a special person to help me out. I thought of you because I know you’re the entrepreneurial type and that’s the type of person I’m looking for.

If I could show you an attractive business venture that could provide you with a significant income, without affecting your present situation, would this be something that you’d want to know more about?”

“(Yes)”

“May I make a suggestion?”

“(Yes)”

“A few of the company’s leaders and I are having a brief get-together this (date and time). This could be an excellent way for you to judge the merits of the program for yourself. With your permission, I’ll introduce you to some folks you might have something in common with. How does that sound to you?”
“Great”

“Good, I’ll stop by at about ______ a.m./p.m. to pick you up … okay?”

**Verbal Jousting**

“Can you tell me more about it?”

“Absolutely! I knew you’d be interested. Rather than give you bits and pieces over the phone, how about I bring along a special video when we meet. You have a VCR, don’t you?”

**NOTE:** I always say “absolutely”. When you say “No, I can’t tell you now until we meet”, the brain hears “NO!” and gets defensive. I always will give them a positive answer so the brain will stay open.

“Is this ________? (Insert favorite MLM here.)

“Frankly Bob, if this was shovelling chicken manure, I would have still checked it out because it was so lucrative.”

**NOTE:** you don’t have to use that one. After 15 years of phone work, I just got fed up of pyramid questions, and cut right to the point. That line may not be right for everyone! (Obviously!)

Here’s the line I use with young people.

“I need an hour and a coffee. If I bore the heck out of you, at least the coffee will keep you awake.”

It’s amazing how much fun booking appointments can be if you keep it light and friendly.

If you’re getting drilled on the phone, and can sense the call is breaking down, try this line. “Bob, I’m sorry, I have to go. Remember I told you I had another appointment? Can we book something together now, or should we put this on the back burner for awhile?”

My last tip is to tape record your efforts. You will learn a lot by reviewing yourself. Phone skills take practice, and in time you will become great at it!

**Step 3 – STP, STP, STP  (Show The Plan)**

If I were sitting at your kitchen table, how would you rate yourself in ability to do a one-on-one presentation in order to sponsor me into your opportunity?

Current ability (score 1-10) ________

If you scored yourself less than a 7, you need work. Simply put, practice makes perfect. But if you’re practicing the wrong way, you will get good at bad things. Do you want that? Or worse yet, do you want your downline showing the plan wrong?

If you’re not great yet at showing the plan, who in your upline is great? You need to find that person. If they’re local, you need to follow them around to a few presentations to learn their content, rhythm and style. My advice is to tape record a few of your upline’s plans, and then do a practice presentation to them over a coffee. Once you get some confidence, tape record your next few plans and get your upline to review the tapes. Once you can do a “kick-butt” plan, tape-record them and give them to your new downline to study.

If your line of sponsorship is out of town, no problem. Keep calling upline until you find someone who is a great presenter. Then get that person to either audio or video tape themselves doing a one-on-one, and if possible, a small in-home group presentation. Study, and practice. Make a tape of yourself so your upline can critique you.

Right now, at this very moment, a whole bunch of readers are cringing. They’re the ones who joined MLM but don’t want to talk to anyone. Believe it or not, there are thousands of people who think they’re in network marketing who want to hide in their basements, playing on the Internet. They proudly boast about how many people they’ve signed...
up online. But guess what? It’s a house of cards. What skill level do these web-zombies possess? They can’t speak on the phone. They have no confidence to speak in person. They can’t train their group because they have no skill.

For your bank account to change, you must change. You must get better. You must build new skills, new talents and new levels of confidence. It’s all a game being played out in your mind anyhow. (See chapter on Dream Building.)

If you want to make the really large dollars in network marketing, you must become confident and competent at Showing The Plan.

**How I Show The Plan**

In the 14 years that I’ve been in network marketing, I’ve never seen a good plan done by anyone that works at the corporate office of a MLM company. Every MLM Company starts out by creating a presentation for its field reps. Usually it sucks. Here’s why.

Let’s say you’re a rep with the XYZ Skin Care MLM. You open the presentation book and on page 1 is a picture of the founder and statistics talking about her business background, the number of years the company has been in business, and how it’s a member of the Direct Selling Organization. On page 2 is a picture of the factory and it talks about how many jars of No Zit they can make per hour. On page 3 is a graph of sales of the company of the last 4 years. On page 4 is a full color picture of all the products and on page 5 it talks about the ingredients in the products. On page 6 are pictures of happy customers smiling. On page 7 is another graph showing how many new associates are in the company in the last 4 years. On page 8 is another picture of the owner with 9 other smiling people in suits. You learn that these are the top earners in the company. On page 10 is a bunch of circles linked together with sticks and a bunch of numbers and percentages. Page 11 has more circles and a whole bunch of confusing numbers. On page 12 is a sign up application.

I don’t know about you, but this is the kind of crap I had to deal with when I first started. Maybe your company has the same baloney but on a CD-Rom or online video.

It took me nearly a decade to develop a presentation that’s under an hour and Prospect Centered. Why can’t MLM companies realize that the recruiting presentation is not about them? It’s not about selling a product!

Check this out. I’m sitting at your kitchen table. You stumble through that crappy corporate created nightmare called a presentation book. I see buildings I don’t know, products I don’t understand, people I care less about, and confusing percentages and circles. It’s a joke. And yet at the end, you turn to me, eyes wide open, totally excited about the deal, and ask me, “So are you in?” I pause for a second, and say, “Okay.”

You leap up from the table and do the “I-got-one!” dance around the kitchen.

**Question: Why did I join?**

This question has haunted me for a decade. If I could figure out why someone joined after the world’s worst presentation, then I could quantify the formula. What goes on in the mind of a prospect?

I’m pretty sure most people go numb within 4-7 minutes of a typical MLM presentation. They hum and haw their way along, but their eyes are usually defocused on the page and you can almost see the wheels turning inside their mind. Their optic nerve is registering the words and images, but they’re not consciously processing the input. How does that input get translated into them saying “Yes, I’m in”?

Here’s what I believe. I believe that everyone, you, me, your entire downline, the 7-million+ people in
MLM, I mean everyone, only join a network marketing company for one reason. That reason is to solve a pressing need in their life.

When the prospect’s eyes defocus, there is a very important inner dialogue happening. The eyes are gathering input, the ears are gathering input, the intuitive senses are gathering input for the brain to interpret, translate and decide upon.

They must have a pressing need in their life. Their brain must translate your presentation into solving that need.

This is why I never use the company created material “as-is” when doing a presentation. In the company’s view of the universe, everyone should join just because of how wonderful the products are. The prospect however has his or her own agenda.

**Solve The Need – Increase Your Sign-up Percentage**

Your primary focus in your presentation then changes from trying to recruit them, to trying to solve their needs. How do we effectively determine their needs?

I must confess, I had a heck of a tough time with this when I started. I was so nervous, I would do a 25-minute presentation without taking a single breath. You see, if I took a breath or paused, the prospect might ask a question that I didn’t know the answer to, and I didn’t want to appear stupid.

My sponsor taught me that it was okay, that I shouldn’t appear as a know-it-all expert because of my young age (19). If someone asked me a question that I didn’t know the answer to, I was to say, “That’s a fantastic question! Let me write it down and ask my sponsor. She’s really knowledgeable about the rate at which calcium dissolves in stomach acid. I don’t know about that stuff. All I know is I gained 7 lbs. of muscle in 12 weeks, and my energy level is through the roof and I feel great!”

Facts tell, stories sell.

Once I learned to relax, presenting gradually became more fun. Then pitfall #2 appeared.

* * * *

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The Ultimate MLM Blueprint for Massive Success

Pitfall #2 – A Little Knowledge is a Dangerous Thing

After about a year in the business, I was getting really good at presenting. I was relaxed and confident. And because I had been in the business awhile, I had learned a whole ton of stuff about health, nutrition, weight loss, skin care, herbs, network marketing, economics, etc. The more I learned, the longer my presentation became.

Imagine how frustrated the new prospect was in sitting through a 2-hour marathon session from some kid babbling on about nutrition, and comparing binaries to breakaways to unilevels. I shake my head just thinking about it.

But guess what? When I used to do a quick, scared plan, people still joined. When I used to do a marathon technical plan, people still joined. Granted, my percentages were lower but even in spite of the effort, some people’s brains still decoded the input and their guts told them that this business could solve their pressing needs. The Nike slogan was right, “Just do it.”

One of the things I would do when I sponsored a former Amway distributor into my company was buy their old ‘Aggie’ training tapes from them. They were always happy to clean out their closet and make a few pennies on the dollar. One of the keys to the puzzle was in an old shoebox of ‘Aggie’ tapes.

I don’t know how you feel about driving thousands of miles a year to draw circles in the evening in the living rooms of near strangers five and six nights a week. I did it for several years to get my business rolling. The ‘Agway’ guys have been doing it for forty years. They are masters at presenting.

I kept hearing reference to the Dream Building portion of the presentation. I kept boiling down their tapes, searching for the gold nuggets. You have to listen to a whole bunch of content to find what you’re looking for. But eventually I found some of it.

Remember the 2 points I felt were critical for someone to join you? In order for someone to join your team…

a) They must have a pressing need in their life.
b) Their brain must translate your presentation into solving that need.

What would happen if you focused on point A, and helped them to really reveal their pressing need? What if you uncovered their need, and then focused your entire presentation like a laser on fulfilling that need? Do you think it would make it easier for their brain to accomplish point B, translating the presentation? What effect would it have on your sign-up ratio?

It took me years to refine this concept. Initially I was totally primitive and clumsy in my delivery. My first attempt was to stare at them, until they felt uncomfortable. Then I would grab my pen and a piece of paper. I would say, “Imagine you just won the lottery, a million dollars. What would you change in your life? Let me write it down . . .”

Oh, the dirty looks I would get! Usually, they would fold their arms, glare at me, lean back in their chairs and say, “Nothing would change. I’d stay exactly the same.”

You don’t need a degree in body language reading to understand their thoughts on the subject. “Imagine the nerve of some people! Coming into my house, and drilling me with personal questions. I don’t care what he’s selling, I’m not buying!”

It took me a long time, and a lot of practice to refine my presentation. I knew that I had to get better, much better at uncovering the needs of the prospect. I knew that if I could find a burning desire that was unfulfilled in their life, I would have an excellent chance to enrol them into my team.

After many years, I refined my one-on-one and group presentations down to a simple, powerful...
system that can easily be taught. I teach it with recipe cards. Each new person in my team learns the 8 key points of the presentation by writing them, 1 topic per card. Then they can write bullet points to remember on each card to support each topic. If it doesn’t fit on the card, they can’t say it in a presentation. At roughly 5 minutes per card, anyone can be in, say hello, show the presentation, and be out within an hour.

In the next chapter, I will go into much more detail on How To Show the Plan.

How To Start The Process

After you show the plan to a prospect for the first time, I would estimate that they would not sign up about 75% of the time. In fact, most times you should not be “closing” them on a first look. I mean, would you propose marriage after a first date? (Don’t answer that on the grounds you may incriminate yourself!)

Knowing that you aren’t working towards a finish where they have to sign papers and pull out a visa card, where an all-or-nothing type encounter may happen changes your attitude. There is no pressure. You’re there only for step one, to share an overview with the prospect.

Again, all of this is predicated on you building a local organization. I believe that starting in your own backyard with lukewarm prospects and referrals is the most cost-effective way for the average person to begin building their network. If you want to hide in the basement on the web or run ads or lick stamps and mail brochures, go ahead be my guest. Just don’t whine when you struggle.

What do I mean by “Start The Process?” Well marketing experts say it takes between 4 and 7 exposures for the average person to make a buying decision. So statistically you have the best chance of that person joining if you leave now, whet their appetite, and feed them some more information.

This is where the “First Night Package” comes in. I don’t know what you call it in your company or downline. Basically a “First Night Package” is a set list of information that you leave with your prospect for 1 or 2 nights maximum. The goal of a preset “First Night Package” is that your entire downline can duplicate this model with a minimum of fuss and corruption. Imagine if everyone in your group all gave out the same package of information to a pre-qualified prospect. It would make life so much easier.

A good First Night Package is not too full of information to risk overwhelming the prospect, but contains enough exciting content to motivate the prospect to take a closer look. I like to have a company recruiting video, a couple of business testimonial audios and one product testimonial audio, plus a magazine or two loaded with stories and credibility building third party endorsements. Try to address the 3 modes of learning, audio, visual and reading.

When you Start the Process, in effect you are starting the training process. You give a powerful one-on-one presentation, they study your First Night Package, and you pick it up and review the plan with them again. This is step 4, Follow-up and Follow Through.

Realize that after they study the First Night Package, you still aren’t through. Many will not be ready to join yet. They may need to go to a larger event, like a Family Meeting or Business Briefing. We’ll discuss those in detail in the chapter on Events. They may need a Second Night Package with more industry-specific information on network marketing, and some how-to training exposure.

The main thing to keep in mind is that recruiting is a courtship and a process. Don’t be in a hurry . . .
Step 4 – Follow Up and Follow Through

Here’s the scenario: you contacted a name from your Master List with the specific intent of sharing with them an exciting way to make some extra money. They agreed to have you over for an hour. You did a fantastic presentation. You clearly uncovered some unfulfilled dreams, they agreed that their current path in life could not meet those goals, and they agreed to study your opportunity in more detail. You left them the First Night Package for 48 hours, and are on your way back to their house for a follow-up.


Can you understand why Follow-up and Follow Through is such a disaster for so many network marketers? The imagined fear of rejection is so strong; many would rather not even show up. The self-doubt is so severe, the brain takes self-protection action. Missing phone calls. Skipping appointments. The endless self-talk dialogue kicks in to protect you from that fearsome rejection.

For many years I have maintained that you must work harder on yourself, than any other aspect of the business. I have heard it said that network marketing is simply the world’s greatest personal development machine disguised as a way of moving products.

Becoming effective at Follow-up is 100% essential for mastery in this industry.

Back to the scenario. You ring the doorbell; your prospect comes to the door. He had been expecting you and you had booked the appointment. He opens the door a crack, slides your First Night Package to you, and mutters, “We talked it over and we just don’t think it’s for us…” What do you do?

A) Scream profanities at him, kick the door, and leave a trail of squealing rubber in his driveway.

B) Let your lower lip quiver, then burst into tears and slink away, your tail between your legs.

C) Start an argument on his doorstep about how his job sucks.

D) Something else entirely.

If you said ‘A’, scream profanities you’re right. Well, maybe not but you’re my kind of aggressive take-no-prisoners networker!

Actually, when I first started I was definitely a wimpy ‘B’, then about 5 years of failure later, I became a definite ‘A’. I’ve had a few scraps over my comp plan over the years. But I don’t want to encourage either behaviour in you!

The correct answer is ‘D’, something entirely different. Here’s what I would do.

I’d shout through the crack, “Bob, I can appreciate you probably feel that you don’t have the time nor the qualifications for this opportunity. But since I’m here anyhow, would you like me to show you how I help people earn an extra one thousand, four hundred and sixty three dollars in the next 72 hours to 28 days? It will take about 8 minutes.”

Re-read that paragraph again and see if you like it. If you don’t, there’s always option ‘A’…

Now what if the nightmare scenario doesn’t happen? What if the prospect is somewhat decent, and sits you down at the kitchen table? Now what?

If you’ve read the chapter on showing the plan, you’ll already know the answer to this one. Here’s what I’ve been teaching my rising stars for years.

“Bob, great news. I’ve been thinking about you all day. Where’s your fridge?”

Of course, you know where the fridge is. Now before you start making yourself a sandwich in your prospect’s kitchen, listen up. You reach into your briefcase and ask Bob for some scotch tape.
What do you tape onto Bob’s fridge?

If you did a good job in determining his needs during the Dream building section of the plan, you know that Bob has his heart set on a metallic blue BMW sports car. Today at lunch you went to the BMW dealership in town and picked up a brochure of the exact car that Bob dreams about. You prospected the car salesman, and told him you’d be back in a couple of weeks with a solid prospect for him. (See chapter on Dream building.)

What do you think goes through Bob’s head when you tape a picture of his dream car on his fridge? Do you think his boss at work has ever done anything like that for him? Fat chance! You point at the picture and make Bob promise to take you for a ride when he buys it thanks to this opportunity.

You have reinforced the core need. You have immobilized his ability to create excuses and have refuelled the fire. Now you’re ready to do some follow-up!

Here’s where I used to fumble the ball. I’d sit down at the kitchen table and say something like, “So, what questions do you have?”

Poor Bob and Mary. They didn’t really have any great questions. So they stare at each other nervously, trying to come up with a doozey of a question for me. Usually its something disempowering like, “So, are your products expensive? Are they all natural?” ARRG! I want to talk about financial freedom, and they’re analyzing the price of my toothpaste!

Then I learned to lead the conversation. “Bob, Mary, I’m sure you have a ton of great questions, like how the compensation plan works, how to get started, how to make a prospect list and how much time this will take. Would you like me to show you how I help people earn an extra one thousand, four hundred and sixty three dollars in the next 72 hours to 28 days? It will take about 8 minutes.”

Guess what the prospect says about 9 times out of 10? “Sure, that sounds great!”

Now, don’t let that quantity of money scare you off. In my plan, that’s a simple, duplicatable way to help the new guy find his first 4 new distributors and get them started properly. You need to figure out a 30-day game plan for your downline using your comp plan and the best way to get people started.

I sit down and show them how I’ll help them find their first 4 people and how much they’ll earn from the production. It’s at this point that I do a little something that’s become kind of famous in my group. Sitting there with almost any prospect we’ll create a names list of anywhere from 15 to more than 30 prospects in about 2 minutes as I’m explaining the plan.
Here’s how I do it. It’s a little tricky to describe, because I obviously draw it on paper with the prospect. I draw them at the top, then 4 circles below them representing their frontline. If your plan is better served with 3 or 5 or 6, then go that route.

I ask them, “Who would you like to place in this critical spot? This should be someone ambitious, dissatisfied with their present career, someone who is active and likes new things like a new car or new house, likes to travel, or is a good coach or teacher. Do you know anyone like that?” I write the first name into the first circle.

I repeat the exercise until all four spots are filled. Patience young Jedi warrior! This can be like pulling teeth. But stick with it. I then ask them why they picked each person for each circle. I get them to describe that person’s profession, city of residence, marital status etc. I then use those prompts as memory joggers.

For example, “Oh, you picked Sal because he’s a hockey coach and drives an old car. Do you know anyone else with kids in hockey? Do you have any relatives that can skate? Do you know anyone who lives in a cold climate? Do you know anyone in Canada or Maine or North Dakota? Who else drives an old car that you know? Who drives the nicest car? Anyone you know drive a huge monster SUV like a Lincoln Navigator? Coaches hockey? Know any other sports coaches? Know anyone who teaches ballet or teaches school? Who are your kids’ teachers? Etc. etc.”

I write down the side of the page the names of people they throw out to my questions. If I see them stuck on a question, I get them to move on. I want spontaneous names. I do this with all four of their key frontline prospects. This always gives us at least 15 or more names to draw from.

Then I put a check mark next to anyone on the whole list who they’ve talked to personally in the last 30 days. I put a check mark next to anyone who lives within 45 miles. These are the key people that we want to talk to first.

It takes me no more than 10 minutes to review the plan, and get a short prospect list made up. I review the benefits of getting started correctly, including the dollar investment. I show them my day planner and the evenings that I have open that I can invest in helping them achieve the goal that’s on their fridge. I try to get a sense of their schedules and where the 10 hours per week will come from. I’ve effectively defused two potential bombs, the classic “I don’t know anybody.”, and the good old “I don’t have any time.” We’ll soon see if the goal on the fridge is worth fighting for.

After I’ve done that, I’m now ready to deal with their questions. Learning to effectively deal with objections is an important part of the job. Hopefully I’ve done a solid job in pre-framing them so that 99% of their objections seem small and less important compared to the benefits of being involved.

If you do this, you will put yourself in the position of leverage. Bringing back objections to their needs and showing how you’ll help them achieve their goals is the strongest angle you can take. It relieves you from having to defend ingredients, prices, percentages etc. Everything comes back to them, and whether or not they’re willing to invest 10 hours a week for 3-5 years in order to achieve their goals and dreams. Because you can prove others are doing it in your company by following the system, why not them with your help?

I generally make a small deal over the paperwork. I’ll often use a question like, “The total investment to launch your business properly is $947.48. How do you like to cover amounts of that nature, with a check or a credit card?” That’s the extent of my closing.

Of course, then comes the real song and dance. It’s amazing how many people argue with you about
Sort out the money schedule. Sort out the hours per week. Get that list made. They are now looking to you for leadership. It’s like two dogs fighting for turf. You’ve come into their house, trying to get position. The growling goes back and forth, but when they roll over and show you their underbelly, they are surrendering and asking for kindness. Believe me friend, when an adult rolls over and says they’re broke, the same base instinct is at work. Never make them lose face. Just shrug-off short-term cash flow challenges as a fact of life, and get a game plan made.

**Step 5 – The Getting Started Training.**

We’ve been here already. Don’t leave the house without a follow-up Getting Started Training scheduled within 48 hours. This is critical. Buyer’s remorse can set in; doubts, negative spouse or friends etc. can literally steal their dream out from under them. You need to get back in there to put band-aids on their wounds and to get them focused.

This is an excellent time to bridge that time gap with either a 2nd Night Pack or their new distributor kit (depends on your company). Make sure they get enough testimonials to reinforce that they’ve made a great decision.

Send them a note immediately in the mail. Reiterate their smart business decision, and pay them a compliment. You’d be amazed at the mileage and good will that you can generate in this fashion.

* * * *

There you have it, the subatomic cycle of network marketing. This dance gets played out in one fashion or another every minute of every day around the planet. This 5-step rotation is at the heart of the entire duplication cycle of every single network marketing company in existence.

Success with the cycle comes from simplicity, a unified group-wide system that can easily be duplicated, and the education of basic skill sets and essential belief systems.

I know this: you can do it, and you can teach others to do it. And you can do it in a lot less than the 14 years it took me . . .
Chapter 4

The Trick to Money Is Having Some
Chapter 4 – The Trick To Money Is Having Some
(How To Show The Plan)

W
hen I first got started in network marketing back in 1987, I lasted less than a year with my first company. I was a broke, starving college student, and never really understood what I had my hands on.

But in that time I learned about the products (I was in a health and weight loss company, which fit perfect as I was flunking out of med school at the time) and how to create retail customers, I learned a ton about cold market lead generation, and I learned about the importance of events.

One thing I never learned was how to do an effective one-on-one presentation for the purposes of recruiting. I signed up a handful of people who wanted to be wholesale customers, but none of them ever signed anyone up. In retrospect, a lot of that had to do with the nature of the pay plan and the teaching systems based around the company’s philosophies. They were heavily product focused and taught retailing to recruit. They always led with the products. But no matter, I still didn’t learn an effective presentation.

All that changed in 1991 when I joined a water-filtration company. This company was hardcore opportunity focused. I still was green as grass, but I quickly learned the money was in signing people up at $5000 per pop. The company had some serious moral and ethical issues in the field as well as in their corporate offices. I only lasted a year there, the need to sell $5000 a month in order to qualify for bonus checks was a tall order, and frankly I hated the whole deal. I never sold out to their philosophies of business. I guess a lot of others agreed, because that company crashed from $360 million per year to $30 million per year in revenues within 36 months.

But I learned how a business briefing worked, how to do a one-on-one, and how to do a group presentation. I learned about what to do, and what not to do to be successful in network marketing at that company.

It still would be nearly 8 more years until I felt I had the art of the presentation down and I ‘owned’ it. Once you ‘own’ the ability to do an effective presentation, then you are truly free. You can go anywhere, and sponsor. You can join a new company secure in the knowledge that within 36 months you can reach the top. It is a marvellous feeling!

Can I share with you some of my thoughts and philosophies on presenting?

When I was first getting started in network marketing, I was doing a presentation for a guy in my group who had invited 4 of his friends over. This was a rough crowd. Everyone was smoking, including my host! One of the guests was the fattest man I had ever seen. He honestly looked like Jabba the Hut, sitting on the couch catching flies with his tongue and sweating like an old man trying to return cold soup at a restaurant!

The host stood up at the whiteboard, took a long drag on his cigarette, and did his introduction. It went something like this….

“Allright, shut the hell up! This skinny kid here is gonna show you fat bastards how to make some real money. Listen up losers, and don’t give him a hard time!”

With that he put the smoke in the corner of his mouth, and grinned at me as he sat down, clapping. The cigarette smoke made his eye squint, and with his faced screwed up into a knot trying to accommodate the cigarette, he looked like some evil demon from the fiery pit of Hades, put on earth to make my life a living hell!
What a credibility-building introduction! How could I lose, I was just reeking with power and authority? I should have killed him right there....

Actually, although it was the world’s worst introduction, when I got to the part in the plan where I talked about weight loss, everyone at the meeting started hollering at Jabba, calling him a fat greasy bastard and bugging him to get out his wallet and buy half the company. Poor guy, with friends like that, who needs enemies?

This brings me to Step 1 in my 8-step Presentation - The Introduction.

I teach my new people how to introduce me in order to build credibility. The more credibility they can create for me with their prospect, the easier time I will have in sharing the opportunity with them. It’s truly incredibly how simple this sounds, but how some guys can screw it up.

I remember I was doing an in-home presentation for a wiry, nervous fellow in my group. He was the kind of guy who develops ulcers at age 12, if you know what I mean. His eyes were darting everywhere, always agitated and fidgety. He invited about 25 people to his house for the meeting, but only 4 showed. His wife, his mother, his mother-in-law and his father-in-law turned out.

He had to get up in his living room, and say, “Thank you all for coming. I am excited to introduce the presenter tonight. He shared with me a fabulous business that will add an extra source of income to our lives, and I wanted you to hear about it. He’s an extremely successful businessman, and I know you’re going to want to hear what he has to say. Please meet Mr. David Ledoux!” All he had to do was read the card I had given him.

I knew we were in trouble the minute he opened his mouth. All the color drained from his face, he looked sort of greenish-white, and his hands and voice trembled. He got to about the word “excited” and then his mother-in-law said something like, “We’re losing him!” and I saw his knees buckle, and he face-planted on the floor, like Wile. E. Coyote slamming into a cliff!

His wife and mother-in-law just shook their heads, and the father-in-law sat him in an armchair with his head between his legs and got him a glass of water. I stood up at the board, waited for the commotion to die down, introduced myself and continued. Poor guy sat there almost in tears for most of the meeting, he was so embarrassed.

Step 1 – Your Introduction

Write out a short personal introduction for yourself. Teach the host of the 2-on-1, or home meeting to introduce you.

Step 2 of the presentation literally evolved out of my own personal fear and nervousness in presenting. While I never have fainted, there were many times I wished that I possessed the ability to turn invisible, so I could sneak away.

It’s a scary feeling, all eyes in the room are glued on you, and the host is smiling nervously, his future financial fate resting on your ability to “get ‘em all signed up”. Under that kind of stress, it’s easy to forget a script or any lines. So here’s what I teach my new soldiers to say.

“Hi folks, I’m Bill Jackson. I’m excited to be the one that gets to share with you this wonderful business. Since I’m relatively new, and because I want to do the best possible job for you this evening, would it be okay if I use my note cards to make sure I don’t miss anything?”

At that point, Bill smiles, reaches into his coat pocket, and pulls out his 7 remaining index cards (the host has card 1 with the introduction on it. Remember to get that back from him later.) Once in a while in a group setting you’ll get a smart ass who’ll shout out, “hey, no cheating, duh, huh, huh!” Just grin, nod, and keep rolling.
By now your heart rate has dropped from a dangerous 220 beats per minute down to a survivable 180. You’re not quite ready yet to wow them, so start with a familiar, comfortable subject. How about starting with you?

**Step 2 – Tell Your Story**

Tell your story, with specific intent. Your specific intent is to build rapport with the audience, and provide a working example for the Dream building exercise in step 3.

This is a critical step. It took me years to figure this part out. By telling my personal story in a particular way, it set the stage for them to reveal to me their unfulfilled needs. I had to share mine first, which gave them permission to share theirs. Rather than explain further, I’ll give you the verbatim dialogue that I would use in a presentation. Remember I would either be drawing on a pad of paper or a whiteboard.

“Ladies and gentlemen, it is indeed my privilege to be the one that gets to share this business with you this evening. I guess a good place to begin would be at the beginning of the story, with how I was introduced to this company.

In September 1994 I was 26 years old, living in Toronto in a 650 sq. ft apartment for $1200 a month in rent. I was driving a two-tone van. I call it two-tone because it was blue and rust. (Pause for laughter). I bought it at a government auction for $800.

I would get up every morning to the sound of an electric rooster at 5:45 am. It wouldn’t matter how great my dreams were, or how tired I was. I had to get up. I would grab a quick shower, and something to eat on the way out the door. Usually it was a pizza crust from the night before. I would ride down in the elevator with all the other happy people at that ungodly hour of the morning, and try to start the big old van. I would creep along the highway at 5 miles an hour, and sit behind a desk for 9 straight hours listening to other people’s problems. I would head home along that same highway, creeping along trying to image what I would order in for dinner.

I would do that for 5 consecutive days, then on the 5th day my boss would hand me a white envelope, with a little window. Inside was a blue check, with a whole bunch of money taken off for taxes and a bunch of government programs that I never seemed to get a piece of. I still remember one Friday just after my 26th birthday. I sat down, exhausted, on my old couch and held that envelope up to the light. I asked myself, “Is this all that I’m worth? The bad news was only 39 more years to go until retirement.

All of this changed after I became engaged to be married. Any married guys in the room tonight? Have you heard the rumour that 2 can live together as cheaply as 1? That’s only true if 1 of them stops eating! (Pause)

I started pricing out what a wedding was going to cost. I was only about $15,000 short. I said, “Good news honey, we can afford to get married in about 11 years!” She wasn’t buying it.

I went to my boss on Friday, November 4th 1994 to plead my case for a raise. I’ll never forget that day, because it changed my life. I took him to Walt’s Beanery on Airport Road for lunch. I had been rehearsing my speech for weeks. He had hot chicken wings and curly fries. He ate as I told him how loyal I was, how I was doing the work of three men, and how if he gave me a raise of $10,000 per year I would work for him forever.

He made grunting noises of agreement as I gave my little speech. At the end, he took a chicken wing from his mouth and used it to point with. He emphatically agreed that I indeed deserve a raise. Then came the 3-letter word starting with the letter B that changed my entire life.”

“BUT David, times are tough. No one is getting a
raise for at least a year. But when we do give raises, you’re at the top of the list.”

“He thanked me for lunch, got into his Porsche and drove away…

I swore that day that I would no longer be at the mercy of a paycheck. All weekend I sat, trying to figure out how I was going to get free, and make enough money to give my fiancée the life she deserved.

As luck would have it, the following Monday I dragged myself into the office and the answer that I had been seeking was sitting on my desk. A lady from 4000 miles away on the west coast had sent me a 10-page fax that would ultimately change my life. The strange thing was I had never met the lady in person, but only knew her through work as a casual telephone acquaintance.

The fax spoke of a famous scientist who had started a research company and was expanding the distribution of its product lines. A top marketer from California was leading the expansion, and it seemed fascinating. I contacted the lady who had sent me the information, and told her I was interested in learning more.

Over a period of several weeks I studied more information about this company, its manufacturing, and its compensation program. Eventually I met one of the rising stars in the organization, and he sat me down to really go over things with me.

He said, “David, if you do well at this business, you’ll get two very important things: more time, and more money. Which do you want to talk about first?”

“It really confused me. I was expecting some technical business presentation. He took out a pad of paper and pen, and looked at me. I asked him what he meant.’

He said, “If I’m going to show you a way to get something different out of life, I need to know that you want something different out of life. If you had more time and more money, what would change in your life? Who would you spend more time with, who would you spend less time with, what would you do differently?”

I said quickly, “That’s easy. I would spend less time at work. I want to quit and own my own business.”

He drew a large circle in the top left side of the page. (I then draw a similar circle on my whiteboard). He labeled it GOALS. (I label the circle the same way on my board). In the circle he wrote down “BE OWN BOSS.” (From here on in, assume that anytime I say ’he wrote’ that I draw the same thing on my board.)

He said, “Good. If you’re your own boss, is your wife going to keep her job?”

That was a bit of a sore spot with me. My fiancée had to get up at the crack of dawn too, and even though I wanted her to stay home, she had to work because we needed the second income. I said, “Naw, if I had the money she’d stay home.” He wrote that in the circle.

He asked me, “If you had more income, would you keep driving what you’re driving?”

I laughed out loud at that one. I said, “Nope, I want a car that starts on a cloudy day and gets over 2 miles to the gallon.”

He got ready to draw in the circle. “If money was no problem, what kind of car would you drive?”

I said, “I dunno. Maybe a Volkswagen Passat.”

“What color?”

“Black.”

“Sun roof?”
“Yup.”

“Heated seats?”

“Absolutely!”

He made notes in the circle about the car.

“If money was no problem, would you keep living where you’re living?”

“I want to buy a house for my fiancée eventually.”

“What kind of house?”

“I dunno.”

“If you don’t know, how will you know when you find it?”

“I dunno, maybe 5 bedrooms in the country, with a pool.”

“Big kitchen or small kitchen?”

“Big kitchen, and a pool table in the rec. room, and someone to cut my grass!”

“Excellent, now we’re getting somewhere.”

This exercise went on for 10 more minutes. We talked about taking a Caribbean Cruise one day. We talked about furniture for the house. We talked about supporting charities. That was a sore spot. I couldn’t afford to sponsor a foster-child anymore. We talked about retirement. We talked about college for any future children we may have. We talked about spending time with my family out west. Every time a goal popped out of my mouth, he wrote it in the circle. Eventually it was completely full of the kind of life that I always wanted to have, but could never afford.

On the top right side of the page, he wrote down 40 hours. He asked me, “Do you work 40 hours per week at your job?”

I said it was more like 60 hours a week. He corrected the number on the page.

He said, “What I’d like to draw here is a circle that represents the current income you make at your job, in relation to all these goals you told me you wanted out of life. Do you want me to draw a circle the size of a grapefruit, a plum, or a raisin, or do you want to draw the circle yourself?”

I took the pen from his hand. I thought about not getting the raise, not being able to afford a wedding, not being able to afford a decent car or a nice place to live. I looked at the circle filled with things that I wanted out of life but weren’t able to afford. I said, “I don’t know how to draw an inside out circle, so this dot represents what I make now in relation to what I want out of life.”

He smiled sympathetically, and asked me, “Is there any way that you can have this kind of lifestyle if you keep working 60 hours per week at your job for 40 more years?”

I said, “No way. Absolutely no way.”

He smiled and took back his pen. He then began to draw a series of dotted circle around my central dot, a little bigger each time, like he was drawing a bullseye target.

“What I propose is that you join our team and start your own home-based business. You can work with us 10 hours per week in your spare time for about 3 –5 years. These concentric circles represent the extra income that this business generates. The first year, it’s just a trickle. But within a year or two you can get out of your job, and within 5 years you can afford everything over here in your goals circle, plus have the time and freedom to enjoy them.”
He put down his pen, and looked me in the eyes. He said, “David, does the thought of working 5-10 hours per week in your spare time for the next 3-5 years in order to have total financial freedom sound like something you’d be interested in hearing more about?”

I’m not sure if my mouth was hanging open or not, but I know I couldn’t speak. I just nodded my head in agreement. He said, “Good”, and then turned the paper to a blank page….

“Mr. Prospect, what I’d like to do with you tonight is the same thing as the person who showed me this business. This circle represents your personal goals. If you do well at this business, you’ll get two very important things: More time, and more money. Which do you want to talk about first?”

* * * *

Well, what do you think? It’s a little trickier to explain in writing. That’s why we created a videotape so we can teach infinite generations of new distributors how to facilitate this exercise.

Again, you’re going to need practice. You’re going to need to invest time in crafting your personal story (please don’t copy mine!) for maximum effectiveness.

What do I look for in a room at a group presentation or at a one-on-one? When you get started, many prospects will be glaring at you, with their arms folded. I always use descriptive word pictures to get their visual minds involved. I look for them to slowly relax, their arms to unfold and drop, their head to tilt to the right, and their eyes defocus. When that happens, I know that the prospect is in a visual state, and are often thinking more about their own goals than what I’m talking about. It’s in this state that rapport is created and their sceptical brain opened to listening. Do not move from step 2 to step 3 until this is achieved.

I was very guilty in the past of jumping into the presentation without establishing the correct level of rapport. This results in resistance to your message.

Now that you’re finished step 2, you’ve hopefully created rapport with your prospects, and you’ve given them a working example of what you’re looking to them for in the Dream Building exercise.

Step 3 – Dream Building

If you hate the name dream building, call it Needs Analysis or Goal Setting Section, whatever. To me, I’m trying to uncover some unfulfilled core desires that remain bottled up inside the person.

I cannot stress how vitally important this part is. I never used to do it. I didn’t know how, and worse, I didn’t understand why. You will never reach your true recruiting potential if you don’t become competent at helping people realize the numbing comfort zone that the rat race creates. The dreams that once existed in most people have been squashed out.

No one will ever join your opportunity until they can realize an unfulfilled need and equate MLM as a solution to achieving that need.

Basically with Step 3 you invest about 10 minutes with the prospect facilitating the same exercise. This takes practice! Under no circumstances are you to become frustrated, because then the prospect will become equally frustrated.

You must have fun up there. In a group setting, you may want to pull input from all the prospects in the group. It’s been my experience that in a group setting, the prospects that remain the most tight-lipped about their goals usually are the ones who don’t join.

Do not let a prospect bully you to skip this part. I’ve met with hard-assed analytical types who say, “I’ve seen this crap before, skip it and get to the numbers.” I would rather pack up and go home,
showing them who owns the opportunity and who is in charge. Which brings to me a very important point.

You’re wrapping up the second set of circles, where you draw the increasing income over a 3-5 year period, and you ask that vital question, “Does the thought of working 5-10 hours per week in your spare time for the next 3-5 years in order to have total financial freedom sound like something you’d be interested in hearing more about?”

**DO NOT SAY ANOTHER WORD!** Even if the pain of silence is excruciating, keep silent. If the prospect says anything except for an agreement, then you take out your business card and put it on the table. Say something like this.

“Mr. Prospect, I’m looking for people who want more out of life. When you realize that your financial vehicle cannot take you where you want to go, give me a call.”

Get up, and head for the door.

I’m totally serious. This business is about posture, which reflects belief. Instead of wasting 2 more hours trying to convince him on how great your plan or products are, get out of there. You are looking for dissatisfied people with a burning desire to change their life.

Sometimes they will ask you back to sit down, and change their tune. Other times they’ll light up a cigarette pop a beer and get back to watching the hockey game on TV. You’re in and out with 20 minutes invested instead of 2 hours of browbeating.

With a responsive prospect, you are watching very closely to their Dream Circle. You are looking for a goal that makes their eyes sparkle, gets them excited and animated and enthusiastic, and is obviously a major dream of theirs. You’ll know when you see it. It may be a car, or a specific destination to travel to, or something they want to build or buy or see or do. It could be anything. It is vital that you keep doing the exercise until you see that sparkle, and make an important mental note of what it is.

The reason is that when you return to do the follow-up appointment, you are going to blow their minds with your thoughtfulness by bringing them a picture of that very dream and taping it on their fridge!

I transition from step 3 to step 4 — Economic Rut — using this segue. The prospect has affirmed his desire to learn more about the business, and we’ve done some exciting work with his Dream Circles. I say, “Mr. Prospect, I was just like you. I wanted to learn more about the business. And I was a little bitter. I was told by my teachers to go to school, study hard and get a good education. Then join a company and work hard. They told me that that’s how you got ahead in this world. But the person that showed me this business told me the odds were stacked against me. He showed me what’s called the Economic Rut, and it’s why I could never get ahead….”

**Step 4 – The Economic Rut**

This step is where you explain why most people who trade time for money just can’t make it in today’s economy. This is where a propaganda file is so valuable. A propaganda file is where you keep the articles, stories, headlines and magazine covers that support your position. I keep articles on layoffs, recession statistics, and economic data about retirement. I keep them in plastic so I can use them as props in my presentation.

When I talk about the economic rut, I talk about 3 main points.

- The threat of downsizing eliminates job security
- The effect of consumer debt
- The realities of saving for retirement

I’ll take no more than 5 minutes in this part in a one-on-one, a little longer in a group setting. You can have a lot of fun and make this part very interactive.
“Who here knows someone that has been laid off in the last 3 years? Raise your hands.”

“The average American who went bankrupt last year had 11 credit cards and owed more than $7000 on them. Does anyone know someone who has been maxed out on their credit cards, perhaps intimately?”

“What’s the average interest rate on a credit card these days? 2 or 3 percent? Higher?”

“If you’re 45 years of age today, how much will you need to save in order to have a comfortable, middle class retirement? How many think over a million? Retirement planners say anyone under the age of 40 will need at least 2 million saved up. Has anyone got 2 million lying around?”

“Sadly 9 out of 10 seniors in this country have less than $5000 in savings. Can anyone fund a comfortable retirement on $425 dollars a month?”

“It’s tough to save enough for retirement. How do you think the people who invested fortunes in those crazy dot coms like pets.com or balonesandwich.com feel now?”

Remember to ask questions. This took me a long time to learn. If I stopped talking, then I was afraid I’d lose control. By asking questions, you increase the level of rapport and involvement with your prospect.

The goal of step 4 is to raise the awareness that most people have no job security in their job, have rising debt, and can not possibly save enough for a secure retirement without adding a second stream of income to their lives.

**Step 5 – The Solution**

If you think of the Dream Circles as pleasure, the Economic Rut as pain, then step 5 is the band-aid that will take away the pain to regain the pleasure. “What is the solution to the uncertainty, fear, and pain of the Economic Rut? They don’t teach this in high school or college. The solution has only been the prized knowledge of the wealthy in this country. Until now.

The solution has 2 elements. The first is BYOB. Now I know what you’re thinking, but that means something completely different than it did in high school. BYOB stands for Be Your Own Boss. Even if it’s only on a part-time basis, you need to get up every morning, look in the mirror and say hello to the President and CEO of your own life.

But being your own boss is not enough. If you want a quality lifestyle, and the time and freedom to enjoy it, you need point number 2 - Leverage.

What is leverage, and why is it the secret of the wealthy? Leverage allows you to work once, and get paid into the future for that effort. Instead of trading time for money, leverage allows you to earn the kind of royalty income that movie stars, authors and musicians enjoy. Look at Elvis. He hasn’t recorded any music in years, and yet his estate made well over $10 million last year. Does anyone know a man by the name of Bill Gates?

Bill Gates is an excellent example of leverage. (I draw a little smiling face with glasses at the top of the page, with a huge pyramid under him). This is Bill. He sits on top of a corporate pyramid called Microsoft. He has executives under him like vice presidents, many layers of managers, executive secretaries, regional and national and international managers, box packers and programmers. All in all Bill has over 25,000 employees working at least 40 hours per week for him. Bill gets a piece of over ONE MILLION hours a week, each and every week.

Here I was. I was working 40 hours a week, 50 weeks a year, with 2 weeks off for good behaviour. They called that a holiday. I only had 40 more years to go to retirement. In my entire life, I would give 80,000 hours to my boss. Even at just 12 bucks an
hour, I would make over a million dollars, retire at age 65 flat broke, and live an average of 3.5 years in poverty.

The person that showed me this business made it perfectly clear that if I were ever going to get ahead financially, I would need to be my own boss and have a leveraged income stream like Bill Gates.

That’s when he showed me a concept called network marketing. What is network marketing? Network marketing is a system of moving a product or a service we believe in to someone we care about. We do network marketing every single day of our lives, we just haven’t been getting paid. He asked me, “David, would you like to learn how to get paid for something you’re already doing?” I said yes.

Mr. Prospect, have you ever been to a good restaurant? Have you ever recommended that restaurant to a friend? Did you receive a royalty check from the owner of the restaurant as a financial thank you for sending him business?

We do the exact same thing with movies. Has anyone here today ever received a royalty check from George Lucas or Steven Spielberg for recommending Jurassic Park, Raiders of the Lost Ark, Jaws, ET, or Star Wars? How about a royalty on the popcorn and pop that your friends bought?

Where does the money come from in network marketing? Let’s use running shoes as an example. Does anyone here have children? How much does a pair of Nike running shoes cost? $100 bucks. Okay, great. Do the shoes cost $99 to make?

No, the shoes are made for 3 or 4 dollars somewhere in Asia. They then get loaded on a truck, which takes them to the ocean, where they get loaded on a huge ship. This costs money. Then they sail to the west coast, where men unload them then reload them onto more trucks, which takes them to a huge warehouse. They then get reloaded onto a different truck, which takes them to the local Wal-Mart.

Have you ever been to Wal-Mart? At your Wal-Mart, is there a guy standing at the front door with a blue and gold vest? Mine too. Ours is called Harry the greeter. Is he a volunteer, a senior citizen who woke up one morning and thought he’d go hang out and talk to total strangers at the mall? No, of course not. He’s paid a salary, which increases the overhead.

Does your Wal-Mart have heat, air conditioning, lights and electricity? Mine too. Do they run ads on TV to get you into their stores? Mine too. And how do they get you to buy the Nike shoes? Have you heard of this kid golfer, Cheetah, Panther, Tiger, yeah, that’s it, Tiger. He gets $100 million to do what? That’s right, to wear the Nike ‘shwoosh’ on his hat and shirt. Does that add to the cost of the shoes?

What our company does is instead of spending half its revenues on television infomercials, sports stars and $2 million dollar Superbowl ads, it takes the money that would be wasted in traditional forms of marketing, and returns that portion to you and I in the form of royalties and bonuses for referring customers to purchase from the company. You and I earn these bonuses because we are independent contractors, fully self-sufficient and are indeed small business owners.

What I’d like to do now is share with you the benefits that this type of business gives us….
Step 6 – The Benefits

In step 6, I cover the main key benefits of the business including:

Key benefits created by being an independent distributor:

♦ Strength of the parent corporation
♦ The key product lines
♦ The upline training and support system

It is important that you share benefits, not features. What is the difference between a benefit and a feature?

My favorite way to distinguish a benefit from a feature is to put the phrase; “You get…” in front of the statement. For example:

‘The parent company is 7 years old.” The prospect thinks, “So what?”

“You’ll get peace of mind knowing you have the strength of a stable, 7 year old company backing your entrepreneurial efforts.”

Hear the difference? This is so important. It takes practice to learn to communicate in benefit terms instead of features. The prospect’s brain thinks in benefits, because it’s constantly trying to interpret your comments and translate them into, “Will this help me solve my needs?”

Some of the benefits of being an independent associate include:

♦ Low start-up investment
♦ No employee headaches
♦ No inventory tying up your money
♦ No territorial restrictions preventing you from expanding
♦ No loss of freedom with no set hours, no sales quotas
♦ No ceiling on income
♦ No gender, race, education requirements
♦ No monthly franchise fee to the company eroding your profits

I’m sure you can come up with many more. When you’re talking about your parent company, don’t put your prospect to sleep reciting the educational backgrounds of your founders. Touch on the high points that can be interpreted as benefits including financial stability, growth potential, and management strength.

When it comes to talk about your products, I find it’s best to focus in on the core lines and talk about the economics associated with the product lines. Rather than focusing on the herbal ingredients in your weight loss product, talk in terms of communicating the vast size of the billion dollar weight loss market, the frustration many dieters face with starvation diets, the brand loyalty and word of mouth generated by satisfied customers, etc. This is where you could include a few quick product testimonials from satisfied users who might be in attendance, or show a company magazine or journal with customer testimonials.

I spend more time talking about the support and training available than I do on either the company or the products. Most people are scared. Everything looks good so far, but they don’t want to sell, and they are filled with misconceptions about how the business is done. These clouds of doubt block the brain from translating the data into a solution for their needs. I try to lift these clouds by reassuring them that they will not be alone, and showing them the kind of tools, coaching and support that we have available for them to leverage from.

At this part of the plan, I will actually show them the upcoming calendar of events in my day timer for the next month or so. If there are meetings and events in other states or even countries, I’ll use them as an example of how to build a national group. “There’s an awesome training next week in Saskatoon, Saskatchewan. Do you know anyone in
Saskatchewan? If you did, we could get them involved in your organization and trained at that event.”

After we review all the benefits of the business, I move on to The Big Picture.

**Step 7 – The Big Picture**

This is where I show the plan. I will generally spend about 9-10 minutes on the plan. I show them what they get when they get started and review all the benefits of the training kit. I show me at the top of the page, then their sponsor (if it’s a 2-on-1) and then them. I explain, “This line is a bond of sponsorship. It literally means to be responsible to. We have a vested financial interest in helping you become successful in this business.”

I draw the plan out explaining several key earnings positions. I always draw fresh circles whenever possible. I never liked PowerPoint or pre-drawn overheads. I like to draw new circles; using the prospect’s key names of people they know who are ambitious. This forces them to visualize their downline actually growing with people they know.

I show some effort and recruiting production, then the payoff of about $500 per month. “And on the following Monday, you get a white envelope with a little window in it. Inside is a beautiful green check for $500 with your name on it. How does that make you feel, and what do you do with it?”

I want them involved, and thinking in terms of needs being solved. I like to show $500, $1500, and $5000 per month in income, and what it takes to reach those levels. I then ask them if they’d like to see the really big money, more than what a doctor or dentist makes, without having to go to school for nine years to earn it.

Depending on the prospect’s current income, I’ll draw the plan out to about $10,000 per month, or much higher if the prospect is a current six-figure income earner. At this point I’m stressing the residual and leveraged aspects of the income, the benefits of working in your pyjamas from home, and a 3-5 year game plan.

If I’m doing a one-on-one, I’ll take a few quick plan questions at this point, otherwise I’ll move on to step 8.

**Step 8 – Options**

“Ladies and gentlemen, this concludes the formal part of my presentation. Before we call it a night, I just want to review quickly.Tonight, there are 3 types of people in the room. We call them ones, twos and threes. (Draw on board).

I’ll start with the three’s. A three is someone who has little or no dreams left in their life. They’re afraid to make a move to change their life. I understand. The world couldn’t function without three’s. If you’re a three, I want to say ‘thank you’ for giving up an hour of your time to explore a better way to live. Although your evening with us is concluded, at least you get to take home tonight confidence in the knowledge that you’ll never be able to tell your grandchildren that you never saw a way to become financially independent in the greatest country in the world.

If you’re a two, you’re sceptical about the business, or maybe feel that you just don’t have the time to make more money, but the products fascinate you. You really feel a need to explore these products and what they can do for the people you love and care about. You have lots of questions, and want answers. If you’re a two, we have a special information package for you to take home tonight that goes into much more detail on the products. The person that invited you tonight will get you that information package and book a time to answer your questions. I invite you to take advantage of our money back
guarantee and create the most important product testimonial of all – your own personal one.

If you’re a one, you’re just like me. You have dreams still inside you that your current job can’t meet. You’ve been accused of being a dreamer, and restless. You’ve always known that there is a better life out there, and this could be your ticket to freedom. If you’re a one, you have lots of questions. Questions on how the plan works, how to make a list, how to contact people. What I’d like to do is take a 10-minute coffee break; our hosts Tom and Linda have coffee and cookies in the kitchen. If you’re a one, I invite you to grab a quick coffee, and then come back for a 6-minute fast start training. Not only will I answer all your questions, but also I’ll show you how to create an extra one thousand four hundred and sixty-three dollars in the next 72 hours to 28 days. I’m sure you’re going to want to see that.

Ladies and Gentlemen: if you don’t have a financial plan in place and working well to get you where you want to go, you saw one here tonight. The next step is up to you.”

With that, I put the cap back on the marker, and walk directly to the kitchen to grab a coffee and a cookie. I instruct the hosts to get the three’s out the door and on their way within 5 minutes. Two’s are invited to stick around for a minute to get an info product pack and to book a time in the day planner to get back together for a follow-up.

I usually know who the ones are by how they react during the presentation, and how active they were in the dream circle portion in step 3. I have no fear in walking up to a guest and asking them what number they are.

After I get my coffee, I head straight back to the whiteboard and just watch the activities. I’m looking for a guest to walk up and start asking questions, or for one of my rookie distributors to grab his guest and say, “Hey, David’s free at the board, let’s go talk to him.” I’ll ask the majority of the questions of the guest, “Do you see something here for yourself? How many hours a week could you find if we helped you in order to reach your financial goals? “etc. Ten minutes after the first meeting ended, we have the twos and threes out the door, and the ones are left with the rest of the distributors and we do a quick plan review. After that if a person is ready to sign tonight we take them in the kitchen to do paperwork, and the rest of the ones leave with a First Night Package and a definite confirmed appointment to do a follow-up meeting.

Let’s Review the 8-step Presentation . . .

Below are the 8 Steps that I teach for an effective presentation. Below each topic, make a few notes from memory only about each point.

♦ INTRODUCTION
♦ CREATE RAPPORT THROUGH PERSONAL STORY
♦ DREAM CIRCLES
♦ ECONOMIC RUT
♦ THE SOLUTION
♦ BENEFITS
♦ THE BIG PICTURE
♦ OPTIONS

How did you do? Could you remember a few bullet points about each topic? The easiest way to learn this is to practice, first with your spouse or downline, then on real prospects. Remember to tape yourself so your upline can critique and help with constructive feedback. When you get good, videotape it so your gang can learn how to show the plan from your example.
Chapter 5

Build the Dream To Live the Dream
Chapter 5 – Build The Dream To Live the Dream

In January 1999 I took my wife on a wonderful weeklong Caribbean cruise. We had won it in a sales contest in our network marketing business. It was a fabulous time, our third free cruise in 4 years. About a dozen of my top leaders in the downline were there as well. Unless you’ve ever been on a 5-star cruise, it really is difficult to describe the experience.

Imagine 14 meals served throughout the day, including the most massive Midnight Buffet you have ever seen! Imagine 24-hour room service. Image a disco packed until 4 am with dancers and partygoers. Imagine the most breathtaking sunsets ever created. Imagine skeet shooting, golf driving, basketball, 2 swimming pools, and non-stop entertainment. If you ever, and I mean ever, get a chance to take a cruise with someone special, fight tooth and nail for the experience!

On the morning of the last day, we had a 6 am breakfast call before pulling back into port in Puerto Rico. I was the only person from our table to make it down (hey, most networkers are night owls, and our table had been up to 3 am enjoying our time freedom!) and I had no one to dine with. My waiter inquired if I would like to be seated with a breakfast companion. I said sure.

He sat me with a lady that I would guess to be in her mid sixties. She was elegantly dressed, and wore some jewellery that was eye-catching. She looked very distinguished, especially at that early hour. I introduced myself and sat down.

That began one of the most memorable breakfasts of my life. Much to my amazement, this wonderful lady had been an Amway Diamond for over 20 years! Now retired, she had been visiting her former upline Triple Diamond in St. Lucia. For nearly 2 hours I enjoyed story after story about her career.

She was wonderfully supportive of the conversation, and found in me a willing listener!

I’ll never forget that breakfast. I pulled more nuggets of solid gold in 2 hours than I could ever learn in 2 years. I totally and completely changed my uninformed opinion of Amway, that’s for sure. I used to ridicule that ‘little soap company’, calling it a dinosaur. Not any more. I defend it from critics of our industry as vigorously as I defend my company, and as vigorously as I defend your company. It’s something the late, great John Kalench taught me. When someone, anyone, puts down any MLM company, we all lose.

The game is big enough that we can all win. There are 2 billion people living in free countries with MLM companies. We have to learn to stop fighting each other. What did Mark Yarnell say? Something like; we’re the only industry that when the Indians attack, we circle the wagons and shoot inwards at each other?
One of my favorite topics of discussion had to do with Dream Building. I mean, come on! The Aggies (that’s what we affectionately call guys from Amway) are the undisputed champs at that, and Dexter’s the king of Dream Building. This Aggie Diamond Lady had story after story about how she did Dream Building with her organization. One of the most profound nuggets that I got from the meal was that they scheduled Dream Building right into their day planners, with as much priority as any Open Briefing or training.

In her heyday she worked three legs a year in monster depth. She scheduled 3 Dream Building sessions per month, often on a Saturday after a training, with one session per leg. So let’s say you were just getting started in the Smith line of sponsorship. Once a month, if you were a rising star with potential, you would meet with your upline and her, and maybe up to 3 or 4 (sometimes 30 or 40) others to go Dream Build. Each month the adventure was something different.

Sometimes you’d go look at cars. Sometimes boats. Sometimes huge homes. Sometimes you’d go look at cars. Sometimes boats. Sometimes huge homes. Other times a trip to the airport to sit on lawn chairs, watching flights take off to some exotic destination, with plenty of bonding and camaraderie. Other times jewelry stores to look at the watches and rings you’d wear when you went on stage as a new Diamond. You name it … she took her baby distributors there to stretch their minds!

Stretch is the perfect word. The mind is very much like a rubber band or a balloon. Once it’s been stretched, it never returns to its original shape.

Let me talk about Dream Building just for a minute. I don’t know if you’d be turned on or turned off by going and test-driving Ferraris and Lamborghiniis for a day. But I want to talk specifically about our brains.

Imagine yourself driving your car that you currently own. See it in your mind’s eye. What color is it? How big is the steering wheel? What do the seats feel like? How does the stereo sound? How is the pick-up in acceleration when you floor your current car? Can you picture it?

This is what is referred to as your Current Reality. If you can, split the screen in your mind in half, with the mental picture of your current car on the left, and on the right, imagine driving a hot new red Ferrari for a minute. Can you see it? By the way, are you smiling as the awesome power roars below you? Do you feel like Magnum P.I. racing around Hawaii solving crimes?

The mental image of the Ferrari is your Imagined Reality. Which picture is clearer, your Current Reality or your Imagined Reality?

Look at your current car mental picture in full screen for a minute in your brain. Are you missing anything? Is there a tear in the upholstery that you’re missing? Any dirt, grime, or fingerprints on the mirrors, or glass? Any rust or dents? Why didn’t your brain see them? Need another example?

Look around your house, and look for piles of books, clothes, boxes, stuff, stuff and more stuff lying around. If your super-critical mother-in-law were popping buy later today, maybe you’d move it. But for now, the brain just blocks it out. It becomes invisible to your eyes, thanks to your brain. It’s like when you go to the fridge to make a sandwich, but can’t find the mustard. Then you shout, “Honey, where’s the mustard?” And she says, “Right there in front of your nose. What are you, blind?” And sure enough, there’s the mustard 6 inches in front of you, plain as day. Maybe you were blind?

This blindness is called a Scotomas. A scotomas is a sensory blockage created by environmental conditioning. Our brains to protect us very often create them. How you ask? It’s protects us from the stress of stretching the balloon of your mind. The stress between the Current Reality and the Imagined Reality. What psychologists call Cognitive Dissonance. Look at your car in your mind again.
If you constantly compare your current car with a hot new red Ferrari, pretty soon your brain will develop some intense dissatisfaction with its Current Reality. You’ll begin an internal dialogue that acts pretty pissed off with the old car. In fact, if you get dissatisfied enough, you’ll start getting angry with the old car. In fact, so angry that you’ll all of a sudden pick-up the phone without meaning to, call the scariest person on your chicken list, and say something like, “Dr. Bob, I’m coming over right now to show you a way to make huge extra income. You’re going to look at this right now and I won’t take no for an answer. See you in 10 minutes!” All of a sudden you’re possessed, and taking massive action to get rid of that crappy old car. The business seems effortless.

But you can’t do that! That would be so unlike you. So as your dissatisfaction with the old car rises, the internal dialogue kicks in. “You don’t need a Ferrari. Imagine the taxes and how expensive the maintenance is. Imagine how much all of this will cost. Your friends will hate you if you get that. Don’t work hard, you don’t deserve a Ferrari. The old clunker is good enough for us. Here, let me help you. I’ll make you blind to any rust or dents. There! Now you won’t be so dissatisfied. Come on, stay here in the comfort zone.”

I hate that little voice in my head…..

Your internal dialogue and your scotomas make you satisfied enough to keep the old car, and keep the old habits that make you broke enough to keep the old car. Your brain is so powerful, you have no chance. That’s why the phone weighs 200 lbs when we try to make calls. The brain thinks it’s doing us a favour.

That’s why Dream Building is at the heart of the secret to success. By constantly reinforcing the Imagined Reality, over and over again, it’s become first equally as clear to the brain, and eventually the mental picture of Imagined Reality becomes the most powerful overriding image. So now your brain, rather than working against you, now creates new internal dialogue, new habits and new beliefs about the New Reality in order to bring it about.

“Hey body, brain here. Would you look at the rust on this crap box? How long are you going to put up with this? I want a hot new red Ferrari. I want it now. Here, I’ll make the phone weigh as light as a feather for you. I’ll give you tons of courage, and an edge in your posture to get you in that fighting spirit. Imagine, body, how the chicks will be digging us in that new ride. You know something; I think I’ll talk you into going to the gym and dieting while we’re at it. If I’m gonna talk us into a hot new car, I might as well talk us into a hot new body to go with it. Now get cracking, we need to sign 15 people in the next 7 days. We can do it!”

W O O O O O O O O O O O O O O !
W O O O O O O O O O O O O O O O O O !
I just dropped one of the World’s Biggest Secrets, right in your lap. The secret to unlocking and tapping the awesome power of your brain.

My two pages of garbled gibberish can’t possibly do justice to this field of work. Giants like Dr. Albert Bandura, Lou Tice and others have got User’s Manuals For The Brain available. Check out Lou Tice and The Pacific Institute on the web.

The journey will blow your mind!

Also, check out Richard Brooke’s Mach II With Your Hair On Fire. Both he and I have had some of the same teachers. And similar journeys. Once you learn to tame that little voice in your head, you’re on your way to unimaginable success.

Back to my Aggie Diamond lady and her Scheduled Dream Building Sessions…

At the root of the Dream Building exercise was the need to reawaken dreams of a better life in her people. By the time most people are 35 years old, 99% of the dreams they had are completely beaten
out of them by society. I mean wasted, killed off, and squashed beyond recognition. Most people take their allowance every two weeks from their boss, dream about Fridays at 5 o’clock and their 2 whole weeks of vacation per year.

By constantly taking her rising stars on Dream Building sessions, several of them will hopefully create new mental images and possibly even vivid, powerful Imagined Realities. By getting them to cut out pictures of their dream car for example, and glue them on the steering wheel of their old car, on the bathroom mirror, on the fridge, on their phone, and in their day planner, eventually a powerful stress between the Current Reality of their clunker and their imagined reality creates Cognitive Dissonance. By reinforcing the Imagined Reality by test-driving their dream car at least once or twice a month, an internal dialogue battle begins. If the Imagined Reality is strong enough, the brain hollers “uncle!” and creates belief systems to literally pull the rising star into action towards enough productivity to get the dream car.

I have seen it happen many times. I have literally lived it many times. So can you….

Needless to say, this wonderful Amway Diamond lady inspired me. When I returned home from the cruise, I began to incorporate a whole bunch of Scheduled Dream Building Sessions with my group. One of them was a biggie. I called it Dream Night 1999.

**Dream Night 1999**

At the end of April 1999 we had planned a big Saturday Training in Toronto. We were expecting about 1000 people. A lot of the corporate executives and big pins in the area were flying in. I knew this was going to be an important deal. My wheels in my brain were turning after listening to my breakfast companion. The minute we got back, I went into action.

I created a flyer for what I called Dream Night 1999. To attend, you had to be a mid-rank pin level, roughly equivalent to $7500 in production in a month, or higher. The agenda was left as a complete mystery, but I promised an unbelievable life-changing night, with special guests, and a party to follow. I sent the flyer to all of my currently qualified pins, plus copies for their best people. It was going to happen on the Friday night just before the big event.

I moved the entire organization in Ontario into a new phase of production. We began weekly meetings in 5 cities for 90 days. Each week at the end of the Business Briefing we did a 30-minute training. At every training, we had everyone in the room stand up who had dropped off at least one recruiting video that previous week, and we did a total for the room. I still remember in mid-March in one week, at the 4 meetings I attended in 4 cities that week; the 4 groups had dropped 395 videos the week before. Imagine what happens when your team drops off 1500+ videos per month…

April was a blur. We were leaning on the team hard. Running the roads to 4 different cities every week was taking its toll. It was next to impossible for me to do any personal recruiting, but we were really filling in depth nicely. Things were happening!

The Friday night finally came. We assembled all the qualifiers for the event in the lobby of the most “shi-shi pooh-pooh” luxury hotel in downtown Toronto. There were 90 of us in total, all looking like a million bucks. We had broken nearly a dozen of the new pin qualifiers in that 90-day time, a record for my team. We had enrolled 905 new distributors into the team in 90 days!

I had to jump through hoops to nail down 2 of the corporate executives from our MLM Company, including the Vice President. They didn’t know anything about the event, just that they both had to be at the hotel lobby at 7:00 pm along with everyone else. They showed up as excited as my gang. What was going on?

We left the hotel lobby at 7:05 exactly. Here is the invitation that each qualifier received.
March 8, 1999

Dear Achiever,

Vision. It’s what makes you a leader. The clearer your vision, the stronger your dream. The stronger your dream, the stronger your business is. I want to help you to build a clear, compelling vision. This is your personal invitation to DREAM NIGHT!

I have arranged an evening of such magnitude that it will be the talk of the company. Dream Night is Friday, March 26th and *BY INVITATION ONLY*. Only leaders with a powerful dream will be there. From 7:00 – 10:00 pm you will crystallize your future into something magnificent.

We will be meeting in the main lobby of the Crowne Plaza Hotel, 225 Front St. W., at precisely 6:55 p.m. We will be leaving for a secret location at 7:00 p.m. Business dress is preferred. Bring a camera, and your imagination. Light refreshments will be served after Dream Night, so you may want to have an early dinner. Please be on time; we will wait for no one.

There is so much planning that goes into creating a special night like Dream Night. High performance achievers like you deserve the very best. I need your help. Please RSVP immediately by calling me at 519-555-5555, voice-mailing me at 877-555-5555 or faxing me at 519-555-5555. If you cannot attend, please also let me know so I can scratch you off my list. I need to submit a guest list to the event organizers by March 21st.

Spouses and/or significant others are the only guests permitted. Please let me know if they will be with you. To prevent embarrassing situations, please remember that this event is by invitation only. I realize that you may have brand new Achievers in your organization in the next couple of weeks. Rest assured, I will be in communication with them personally.

I promise you a night to remember. Dream Night will become an annual function so special that go-getters will fight to be on the team. Your vision of what is possible in your life and your business will be stretched to new limits. I look forward to sharing this special evening with you.

Please contact me as soon as possible.

Best regards,

David Ledoux

PS: Leaders are like diamonds: no matter how much they seem to sparkle when they’re lying on the table, they need the right setting to bring out their best.
We left on time for the “SECRET LOCATION”. From the Crowne Plaza hotel we led the group on a ten-minute walk through underground walkways, through corporate towers, and finally through the back entrance into one of the poshest, most exclusive restaurants in Toronto. We left our coats there (remember, it’s freezing that time of year) and met our hostesses for the evening. They led us through a back corridor, to an elevator, and we all walked out onto the floor of the Toronto Skydome!

The Toronto Skydome is an engineering marvel. It was the world’s first stadium with a retractable roof. It holds nearly 50,000 people at capacity. And the 90 of us owned it for the night…. 

We set up a mock stage on the floor of Skydome. I had the Vice President of the company stand at the podium microphone, and talk about the future. He painted an exquisite word-picture of a wonderful, profitable future. He spoke with passion about how excited he was to be part of this Dream Night. He talked about the leadership that it will take within the next decade to fill Skydome with 40,000 distributors for a company function. He was as excited as we were!

He then called out each of my team, couple by couple, out onto the floor of the Skydome. He introduced them by name as new Diamonds in the company, our top pin rank! I had purchases a dozen of those unbelievably loud air horns, and I gave one to each of my top earners. Even though there were only 90 of us in that cavernous stadium, the noise we made cheering for each of us as we took our turns sprinting across the floor to the stage, as new Diamonds is something that I’ll never forget!

I know that when it was our turn to sprint across that stadium floor, everything moved in slow motion. I still remember the grinning faces of all my leaders as we slapped high fives down a human tunnel. Everyone was ecstatic. After everyone had had their 20 seconds on stage, we had a few closing speeches. I was moved, really moved by it all.

You see I had been stuck at pin rank of Emerald for two and a half years. I was beginning to doubt if I would ever make it to Diamond. But being part of that Dream Building exercise changed me. I knew deep down that it was only a matter of time.

Everyone got an envelope, a notepad and a pen. I asked them to spread out, 90 people in a domed stadium for 50,000, and write themselves a letter 9 months into the future. I asked them to write down what they were thinking, what they were feeling, what their fears and dreams were. Everyone spread like ants around the Dome. Twenty minutes later we convened again on the floor of Skydome. They took their letters, and put them in their envelopes, and personally addressed it to themselves. I told everyone to expect their letter at Christmas time when I mailed it back to them.

We took endless group photos to remember the special night. We then went up to the restaurant overlooking the field. I had rented it for our private party, and had it catered with wonderful hors d’oeuvres. We did some recognition of the new pin rank promotions, and then my gang surprised me. My best friend in the business, the first guy I had sponsored and one of my strongest leaders took the
floor and gave a moving speech about leadership. I thought he was talking about a new Ruby in his line. I guess I was still buzzing from the excitement of the night, because all of a sudden they called my name and pulled Falia and me on stage and presented us with an incredible framed picture of a lion at hunt, with an inscribed plaque on it about leadership. They surprised the heck out of me, just like I did with them and Dream Night 1999!

What a party! Everyone was completely blown away. Needless to say, the next day at the big training, it was the talk of the meeting. The excitement we created through the ranks was infectious. We had over 1300 people at the training. The momentum we created by working our collective butts off for 90 days was of critical significance. The dreams we created that night were invaluable. How do I know this?

Because 6 months later my wife and I were the #6 income earners in the entire company and new Diamonds….

Epilogue

What did the event cost, and what was its return? I negotiated hard with Skydome, took it on an off night and off time, and everywhere I could cut I did. Retail price for an event at Skydome, $25,000. My price for a 3-hour night, plus cocktail party after – less than $10,000.

As for return on investment, the difference in income between a qualified Emerald and a qualified Diamond in my program is about $120,000 per year at least. But to calculate the value it had with raising my leadership stock with corporate, and in the eyes of my leaders? Priceless.

What about the impact it had on momentum? We enrolled over 1700 new people in the 5 months after I dreamed this up on the cruise after meeting that Amway lady. We generated tens of thousand of dollars in new downline commissions, plus helped a ton of people with our products.

One idea. Pursued with passion. It can change the world….

More Thoughts On Dreambuilding …

How can you build the dream in yourself and your organization?

Let’s do a quick brainstorming session. Remember that 80% of the people who buy this course will never do this exercise. Put yourself at the top of the class….

List 3 types of exotic cars that you would personally love to test-drive in the next 30 days….

Name 3 key leaders in your downline who might enjoy test-driving them with you.

Do you personally know any real estate agents who might love to take you on an open house of a million dollar house?

Do you know where in your town they sell or give away real estate magazines that you could examine for high-end condos and mansions?

Where is the closest travel agency that might give away brochures to exotic destinations?

If you were the #1 income earner in your company, what kind of wristwatch would you wear?

Where do they sell that kind of watch, and would you like to try it on to see how it fits?

Where is the very best tailor or clothing store in your town?

Who can you take with you from your team to go get fitted for a custom made suit?

How many of your key leaders have pictures of their dreams on their fridge, in their office by the phone, on the bathroom mirror, and in their day planner?
List 3 ideas for scheduled Dream Building Sessions for your key lines in the next 30 days.

a) 

b) 

c) 

How do you feel about this?

Let’s Review…. 

♦ Most people have lost their dreams
♦ Your success is linked to your ability to re-awaken your downline’s dreams
♦ The stress between the Current Reality and the Imagined Reality is called Cognitive Dissonance
♦ The blindness to faults in the Current Reality caused by the brain is called a Scotomas
♦ If the Imagined Reality is stronger than the mental image of the Current Reality, the brain will create self-talk and internal motivation to accomplish the Imagined Reality
♦ Scheduled Downline Dream Building Sessions are a critically important element of downline building

Several years ago I created a template to help me with my goal setting. On the next page is a version of that template. I actually laminated them and carry one in my wallet, and I later created dozens of copies. I keep them everywhere! A constant reinforcement of my dreams. Try this with your key people. Show them how you have the 3-Goal sheet in your pocket. Encourage them to program their subconscious with this tool. At trainings, ask your downline, “Who here today has 3 compelling reasons why they must be successful in this business?” Watch to see who carried their goals with them.

This idea is one of the most powerful duplication tools in this manual. I hope you use it to your advantage!
My Top 3 Reasons Why I Will Be Successful

1.

2.

3.

(Put this in your wallet)

1.

2.

3.

(Put this on your bathroom mirror)

1.

2.

3.

(Put this on your vehicle dashboard)
Chapter 6
How to Plan Your Week, Your Month, Your Year for Maximum Results
Chapter 6 – How To Plan Your Week, Your Month and Your Year For Maximum Results

This chapter is going to focus on what I refer to generally as ‘Organizational Architecture’. I want to touch on how to plan your efforts in many different disciplines in the business for maximum productivity.

One of the challenges in writing a training course is that every reader is in a different company, with different cultures, and at very different levels of both personal and organizational development. I am going to attempt to share my experiences and give you the information that I use at my level. You can scale back and only use the content applicable to you, or accelerate if you are more advanced.

In my organization, we do not generally plan the year on a calendar year, but rather in a 12-month cycle from annual Convention to annual Convention. Historically this has occurred in July. Does your company and/or upline put on a large national (or international) event once per year that you can base your cycle around?

We use the annual Convention as a benchmark to compare the year’s production against. For example:

1) What pin rank were you at this past convention?
2) What pin rank are you committed to being at the next convention?

♦ How many legs were represented at this past convention?
♦ How many total organizational members were at convention?
♦ How many new pins were onstage at convention this past year?
♦ How many new pins will you have onstage next year?
♦ Total # new associates in your group month after convention.

So on an annual basis, I work with my key leaders in these areas to keep them focused on progressing. On my team, attendance at the annual Convention is non-negotiable. Anyone that wants my time or wants my help must attend. It is part of demonstrating that they are serious and committed to building a large business.

I have from Day One instilled a culture in my organization that leaders attend all events. Even though the vast majority of my team is at a great distance (think internationally) from the Convention, we always have a higher percentage of attendance than almost any other organization. My leaders realized early on that the large events were the single most powerful way to instil in their new people the vision and belief in the mission of what we were building. The effect is profound. I truly believe that the Convention is part of the secret “glue” that keeps people in the business long-term.

From Convention to Convention, we book the year off in quarterly blocks. Once upon a time, we would wait for the parent corporation to come to town to create an event for us. This produced co-dependency and general weakness in the field leadership. The last few years we have organized our own events, which are spectacular!

Here is what our year looks like:

Early January  January Jumpstart
Late April  Spring Training
July  Convention
Late September  September Showcase
December  Christmas Reception

These events (Convention excepted) are produced by me as the upline Diamond. In addition, different leaders in my depth will organize their own events.
for their teams, and may or may not open them up cross line. It is common to see unique trainings and guest speaker events in May and November.

Each quarter, the field leadership rallies and focuses their teams to have mini-cycles of production, peaking at the quarterly event. If you studied the chapter on Dream Building, the 90-day push that we did leading up to Dream Night and our Spring Training is an excellent example of that.

At each quarterly event, recognition of new pin promotions is a major focus of the day. Recognition in public is a far bigger motivator than money for many people. Never underestimate how hard someone will work for praise alone. If you look at the truly great organizations, legendary companies like A.L. Williams (Primerica), Mary Kay, Amway etc. they have created “world class” recognition. A.L. Williams himself had a phrase along the lines of, “We give plaques the size of doors and trophies the size of men!”

Here’s a quick story for you. In a later chapter where I reveal many of the mistakes I have made over the years, I talk about meeting the top lady in Mary Kay in Canada. I’m not going to tell her, but I want to mention the shocking experience of walking into her training centre. Of course, everything was painted pink! In her centre, she had a main room that could see 140 people theatre style. Along the long wall was the most inspiring, spectacular collection I have ever seen in my 14 years in this industry!

There were more than 100 plaques and framed photos, chronicling her 20+ years with Mary Kay. There were small plaques from when she was just beginning, recognizing her for hitting volume benchmarks like $15,000 in monthly team sales. The plaques grew in size over the years. I’m pretty sure one of the largest mentioned over $3 million in team sales. I don’t know if that was per month or per year, but regardless that’s a ton of lipstick!

There were so many team photos of her with her people, on cruises, at conventions, in front of new cars, you name it. Years later, the memory is still burned on my mind. I just stood there, speechless, my mouth agape. She actually was embarrassed slightly by my awe.

If you get nothing else from this book, please resolve to become world class at recognizing your people. A certificate of achievement, pins, ribbons, trophies, plaques, just start doing something beyond what the rest are doing! I cannot tell you how it feels to walk into the living room or small home office of one of your mid-pin leaders who are 30 levels in depth, and see the framed Certificate of Enthusiasm Award that you gave them 4 years ago, resting proudly on the wall.

When times are tough in your business, and there are always bumps on the roller coaster of MLM, it will be the leaders who did exemplary jobs of recognizing and creating a culture of excellence in their organizations that ride it out.

Back to the quarterly game plan. We want to create mini-cycles of growth that peak at each quarterly event. To reinforce this we run quarterly contests for prizes, cruises, trips, and merchandise. Prizes are won based on quarterly production. This is another tool to create enthusiasm for the quarter. The goal is to create ever-increasing momentum on a quarter over quarter basis.

To support the quarterly growth curve, you need monthly events. In today’s strange times in MLM, there seems to be more and more networkers who want to hide in their caves and to attempt to create a massive downline without sunlight burning their vampire-like skin!

Obviously I am a strong believer in building large local groups. For the average person, they have the most influence and cost-effective time investment in building within 100 miles of home.

Live meetings are a great tool. Its funny, broke MLM junkies always tell me “No one goes to meetings anymore!” After being around these losers for a
while, it’s quite obvious that no one wants to be around them.

I have made every mistake and experiment when it comes to meetings. Three times a week, Tuesday, Thursday, Saturday! Every second Tuesday. Every Thursday. Once a month, twice a month. You name it, we tried it. Too many meetings, and the leaders burn out. The event loses its special status. Part-timers start to skip a few. The number of guests drop. I have lived that cycle too many times in the last decade.

For the past few years, we have hit on a formula that is working fabulously for us. We hold a once-a-month Open Business Briefing on the first Thursday of the month in my main city. We hold a New Distributor Basic and Advanced Training the third Saturday of each month. We book these events a year at a time and publish a calendar for them.

Now when my hard-chargers in depth sponsor a new guy, they get out his calendar and book off those 2 days with him right away. They take priority over all else.

At the Open Business Briefing, only the 2 best presenters do the meeting. We used to worry about trying to duplicate the event too quickly. We used to force rookies up to the mike early on, so they could learn. It led to a weak meeting. Today, rookies learn to show the plan in coffee shops and living rooms, and develop and hone their skills, and earn their way onto the stage.

At the Open, we do a recognition portion. Every new pin rank promotion in the last 30 days gets to stand on stage and receive their pin. We pull a few business testimonials out at this time. It is so amazing to watch grown men and women turn beet red, sweat, stammer and stutter a few words into microphone. The effect on their confidence for having survived is profound. These same people will be on stage at the next quarterly, but instead of saying hi in front of 100 or 200 people, there will be 1000 or more.

Wooo!

At the New Distributor Training, we can reach down into depth and standardize the education. For example, a guy on level 50 sees on the calendar that he should attend the training. He’s been in the business 5 weeks, and brings his new guy who’s been in 2 weeks. We can get the level 50 and 51 guys doing the same system as level 1 and 2 guys. It’s a way of making your influence, your philosophies and training systems adopted in depth.

Many leaders in my group do what we call a Family Meeting on the third Thursday of the month. At the family meeting, the dress code is a little more casual, though still professional. The Family Meeting is done in the living room of a rising star, and usually they have 10-30 of their group plus new guests. They show the plan, and do a mini-Fast Start Training and Strategy Session afterwards.

The great thing about the groups that are doing Family Meetings is that they have a 2-week window until the next big Open Meeting. They can get their grinders focused on a spurt of growth to get people up a pin rank so they can get on stage and be recognized. They can promote events, contests and trainings at their meetings. It works well. It really creates a team closeness.

What do you do when the Family Meeting no longer fits in your living room? What a great problem to have! I remember back in July 2000 after the convention I invited 4 of my up-and-comers in depth to come to my house for a strategy session. They told their upline, who got the message confused, and that night 57 people showed up at my house! It turned into a party! We had a blast!

When your Family Meeting gets too large, you want to spin off the strongest leg and have them create their own Family Meeting on the same night of the month. Let’s say you have 5 legs represented, and of the 39 people jammed into your house, Bob Silver’s group was 21 of them. Take Bob aside
and explain that next month, on the same third Thursday, that everyone in the Silver Organization will go to Bob’s house for the Silver Family Meeting, and everyone else in your group will come to your house as scheduled. Encourage this at your meeting as a huge positive and shower recognition on Bob. Focus your other 4 lines to bring new guests next month.

Next month on the third Thursday, Bob does his Silver Family Meeting at his house, with 24 distributors and 9 guests. Your group at your house is 21 distributors and 11 guests. Fantastic!

Within 6-9 months, Bob will have spun off a few more Family Meetings in depth, as will you. You’ll have 5 or 6 Family Meetings on the third Thursday of the month in your group. You pull them ALL together at the Open two weeks later, with 90 of your downline and 33 guests and 18 new pin ranks walking across stage. Your group will take up 15 rows of chairs!

Let’s review. We do an Open Business Briefing the first Thursday of each month. We do a New Distributor Workshop the third Saturday. We have many smaller Family Meetings in homes on the third Thursday of the month. What do we do the other 27 days of the month?

**STP, STP, STP!!!**

If you group doesn’t do the one-on-one’s in sufficient quantity, the numbers of new guests at Open and Family Meetings will drop. This causes a drop in new pin promotions, which flattens momentum and hurts attendance at the quarterlies. To feed the machine, and create real, sustainable quarter over quarter growth, your entire organization must be showing enough plans.

If I joined your team, how many plans would I have to show each month to make it on your “Rising Star” List? Do you have a minimum performance expectation for your organization?

In my team, its 15 personal plans a month. That can be frontline one-on-one, or 2 on 1’s in depth. For a part time person, they can work 2 nights per week, 2 guests per night. That can get them sufficient activity level to create some semblance of organizational growth.

I feel that someone showing less than 15 plans a month is a hobbyist and not serious about making it to the top. You want to love these people, encourage them, support them in groups through your training system, but focus 90% of your time on those individuals who are in Production Mode.

What about my downline who are on the web recruiting, or trying to do national conference calls, or recruit by mail? I don’t work with those people. I can’t teach them to duplicate. If they want to reinvent the wheel, I let them. Any production that they do is nice, but I don’t count on it long term. My goal is to find 3-4 people every 5 years who want to create a 6-figure passive lifetime income stream as professional network marketers after busting their butts 15 hours a week for 3-5 years.
When I find them, I work with them until they develop the leadership skills, belief systems, and create the organization they need to enjoy the lifestyle they desire. If I accomplish my goal, every 5 years my income will increase by at least a quarter million per year. Everyone wins.

What’s your goal?
Chapter 7
The Art of Depth
The Ultimate MLM Blueprint for Massive Success

Chapter 7 - The Art of Depth

This is going to be a fascinating chapter.

For my first 7 years in MLM, from 1987 until 1994, I had no clue what depth was. Oh, I knew it was when someone you recruited sponsored somebody else. That part I got. What I didn’t realize was that it was the magic, the economic engine that drove the whole profit mechanism.

I had heard the jargon and catch phrases. “Wide for wealth, deep for security.” And the ever popular, “Go wide fast.” They never really made an impact though until I really began to understand this business.

One of the best books I have ever read on this subject is called Feeding A Giant by Bob Crisp. Bob is a former Amway Triple Diamond, with over 200,000 in his group. You can get the book from Amazon.

Those Amway guys really get it. They are master technicians. It’s no wonder that Dexter Yager’s downline is bigger than any other single entire MLM company.

Once I got my hands on some of this secret depth knowledge, my entire career changed. In my first 7 years in MLM in the late eighties and early nineties, I was taught my by well-meaning but misguided uplines to do several basic things. The first was massive cold-market lead generation. The second was to drag the cold market prospects to the next weekly hotel meeting. Third was stuff them into the meeting and let Mr. Smooth at the front of the room bamboozle them. Fourth was load them up with $2000 to $5000 in weight loss herbs or water filters. Fifth was to do the same thing again next month, and hopefully the guy I loaded up last month will hand out flyers, run ads, and stuff bodies into meetings like I did.

Can you see a problem or two with this methodology? Today, the 21st century pattern is similar. Run Internet banner ads, e-mail spams, card decks, mailers, MLM junkie magazine ads, and funnel everyone to a website that does the selling for you. Sign them up, tell them when the weekly training and recruiting conference call by the upline is, and keep moving. Is it any wonder why in some companies the turnover rate is above 100%? There are literally companies that burn through more bodies each year than they bring in. Unless that trend gets reversed, those companies always fail.

I saw this cycle happen first hand in my company. Certain organizations went through a huge growth spurt based on tape mail-outs, ads, mailers and conference calls. Because there was no mechanism for leadership development, continuing distributor education, or the creation of a local group to create a production foundation, the attrition cycle at the end of 24 months in that group was horrendous.

Over the last decade I have seen companies go into massive momentum curves based on gimmick products, personalities, tools or comp plans. Trouble is, the gimmicks never sustain. When was the last time a total stranger mailed you a Dead Doctors Don’t Lie tape or a Ray Cassano Algae Tape? In the late nineties, the gimmick of the day was buying “hot” MLM-seeking mailing lists, mortgaging the house, and mailing 1000 to 10,000 tapes per month to total strangers.

The list brokers got wealthy. The leaders with large, pre-existing downlines who had 1000 of their foot soldiers mailing 1000+ tapes per month did all right, for a year or so. When the tape wars began to die down, people went broke and moved onto the next hot deal or quit MLM altogether. I heard one estimate that over 5 million Dead Doctors tapes had been mailed out. I remember being in Melbourne Australia and one of my downline there handed me a tape. I called the phone number scrawled on the
tape in black marker. It was back in the U.S. The person had bought a hot mailing list, and not knowing where Melbourne NSW was, still mailed the package. Total cost for the envelope, mailing label, list rental, stamps and audiotape – about $2.00. Trouble was, the deal wasn’t even in Australia. Her company had no intention of ever moving there. Imagine the money that was flushed down the toilet by so many poor souls. Is it any wonder that people look at our industry cross-eyed?

At my very core, I believe that any organizational growth of any kind that isn’t based on leadership creation is temporary at best. That includes new customer acquisition based on fad-products.

In network marketing, product price and quality are important, but not in the top 2 or 3 list in terms of company growth. I believe that the single biggest factor that determines the rate of growth of any network marketing company is the creation and communication of a simple, easily duplicated message and method of new distributor acquisition. The second most critical factor is the existence of a leadership development program at the field level combined with a continuing distributor education program focused on personal development and the creation of highly trained, highly skilled, professional network marketers in the field.

I challenge any president of any network marketing company in existence to take a random cross-section of 100 distributors from their field. Sit in a room alone with each individual sitting across the table from him or her. Give them a whiteboard and marker or pad of paper and pen, and access to any tool or product in the company’s pricelist, and say, “Okay distributor, recruit me.”

Do that 100 times. I guarantee the presidents will be shocked, horrified and deeply disappointed when over 80% of their distributors will have absolutely no idea of what the hell to do. They will see at least 80 completely different presentations with little or no resemblance to each other. Perhaps 20% will be vaguely similar and somewhat effective.

Oh, there will be exceptions, absolutely. But even if you took those people from my group, I’m fairly confident that we would fail the test along with everyone else. Our percentage would be better I think, especially if you drew the 100 from the core base that attend our functions, and use our training tools. How would your organization do if your company president interviewed them?

The word depth, in reference to network marketing, is synonymous with duplication. The more complicated the message, the slower the rate of growth. A simple message can travel hundreds or even thousands of generations into a leg with minimal corruption. A complicated message is mutated within 5-10 generations. It’s like the old game you played as a child at camp or in grade school. The counsellor or teacher whispers into the ear of the first child, “The rain in Spain falls mainly on the plain.” Each child whispers into the next child’s ear as it circles the class through 25 kids back to the teacher, who hears something like, “The Mexican president’s plane crashed last Thursday!”

So how can we tie all this back together and use this information for maximum benefit?

Let’s review:

◆ “Throwing mud against the wall to see what sticks” is an ineffective way to build a long-term business.
◆ Gimmick products or cold-market recruiting systems do not create sustainable growth.
◆ A simple, unified message with a clear, duplicatable system for enrolment and activation is critical
◆ The value of a network marketing company is based on the skill level and value of its human capital element. Good people make good companies.
The art of depth is tied to those 4 key elements. Let me give you a working example first hand.

In 1994 I sponsored my friend Peter into my opportunity on my frontline. He got started, and he plugged into our first presentation together in December 1994 in the basement of my condominium building. We rented the Party Room for $20 and invited about 25 guests. As luck would have it, a huge snowstorm hit that night, and I’m sure that’s why only 4 guests showed out of the 25 confirmed (wink, wink.)

Within 30 days Peter was started properly, knew how to show the plan, and actually had a couple of customers, 2 people on his front line and about 5 people in total under him. What should I do?

**Pop-quiz**

Run a couple of card decks 3000 miles away?

Work with Peter’s best new recruits?

Kick Peter out of the nest and keep building my frontline?

Scream profanities at him, kick the door, and leave a trail of squealing rubber in his driveway? (Oops, wrong quiz.)

You may have some conflict over this one. It comes down to the true legitimacy of your company and of your real goals in the business. If you dream about one day having a huge business and making a lifetime residual income, then you need to know how many true qualified legs you need to make six figures. Amway? 6 direct legs to go Diamond. Nuskin? 6 Executive legs for Blue Diamond. NSA? 6 Sales Co-ordinator legs for NMD. Usana? 4 -$5k/wk legs for Emerald. You get the idea.

Once you know where you’re going, then you need to figure how many nights per week you’re going to hit it hard and consistently. I think a leg has the best chance of catching traction and driving depth if I’m working in it 2 nights a week. If I’m charging hard for a solid year 6 nights a week, I can get 3 legs going. Realistically, a 2-leg per year campaign is do-able for a part-timer. In that scenario, you could get 6 legs over in about 3-4 years.

Will you work 4 nights per week, about 15-20 hours total, for 3-5 years to build a six-figure income? It’s literally that outrageously simple once you hone your skills and develop the mindset of a champion.

What does “working in a leg mean?”

Back to my buddy Peter. He was committed to the program. Why would I throw him to the wolves and start another frontline leg? I made the decision to work 3 legs, 6 nights a week my first year, and then do the same thing my second year. That would position me at the top of the comp plan in just 24 months.

So two nights a week I worked at the deepest, hottest point of the leg under Peter. I made a consistent effort to meet the newest people joining that line, and offer to work with the most excited person in the line. I drew a circle of 180 miles around my front door. That became my local radius. I could leave town after work at 5 pm, be to the prospect’s house by 8, draw the plan, do a mini-training after a house party, and be home by 1 a.m. or so.

Believe me, my friend, many nights my drive home was the loneliest trip you could image. Drive 3 hours in traffic for a no-show. I often cried on that ride home, dreaming about what life would be like when I made it to the top.

When I was driving depth under Peter, I was looking for people willing to make the same commitments that we had made.
Were they on auto ship? 
Did they have a day planner? 
Were they reading books and on tape-of-the-month? 
Did they attend all functions within 60 miles recommended by their upline? 
Did they have a Master List of 100 names? 
Were they bringing guests to meetings? 
Were they on the company voice-mail? 
Were they dressing for success?

When I got to hear about someone in depth or see him or her repeatedly at meetings, I would get to know them and incorporate them into my presentation schedule. I’d work for a week or two or three helping them build.

One of the most amazing things was the incredible excitement that would be generated in a line by this. I’d send a voice-mail to everyone in the line between the person I was working with, and me. For example”

“Hi, This is David. If you’re getting this voice-mail, it’s because I’m doing a meeting this Thursday night for a wonderful new couple, Jan and Bill Smith. They are on my 14th level, and they are under you. I would like to invite everyone getting this personal message to come support Jan and Bill. Their address is 123 Pine St. The meeting to starts at 7:30, be there by 7:00. You may only bring one guest, no more because of space restrictions. If you have questions, just hit 2 to reply back to me. See you there!”

Guess what? Jan and Bill have their first home meeting with about 3 or 4 guests. But 10 of their upline show with 5 more guests in total. The place rocks! Lots of excitement and energy, and people are getting signed up!

Using this model, in our first 12 months Peter’s group had nearly 1000 people in it, and within 4 years it had over 12,000 people in it…. How would you like a few legs like that? One of the exciting highlights was the incredible depth of leadership in some of his lines.

I remember a cold wintry day in early 1996. Peter and I and our wives drove 3 hours through a blinding snow blizzard to the home of a 68-year-old grandmother who had invited a few friends to look at the plan. What we didn’t realize is that she had been a “queen bee” in MLM for many years, and her first home meeting had people in every chair, every couch, the steps to the rec. room were filled, people sitting on every square inch of floor space, it was jammed! Even though we were 45 minutes late, we helped her launch her business.

She was so impressed that the two top local pins would come to support her; she decided to hit it hard. And I mean really hard! Within a short time her group was 500+ people, she was moving over $40,000 per month in product, and at age 70 this fireball of energy bought herself a hot yellow Mustang sports car!

The amazing thing was the effect it had on the line above her. Just above her was a 25-year-old hippie-looking kid named Ed. Ed caught fire, and his sideline volume moves another $15,000 per month. Above Ed is Mario. His sideline volume is a whopping $50,000 per month! Above Mario is Eric. His sideline volume is an additional $25,000 per month. Above Eric is Peter, whose sideline volume in an unreal $125,000 per month! By driving leadership in depth, Peter and I created an organization of over $250,000 per month in production. Not a bad leg, eh?

What blows my mind is Christine the Grandmother is 30 generations in depth from me. Her excitement was the catalyst for millions and millions of dollars in production above and below her. I wonder what life would be like if we didn’t press on through that blizzard?

One of my lines has about 2500 people in it, and is growing nicely. The leader in that line is on level 60!
I remember sponsoring the son of a millionaire stockbroker. I showed him the plan at the Golden Griddle Pancake House in Mississauga Ontario. I got through the company, the products (we had 3 products back then so it didn’t take long!) and I was struggling through the plan when he slid over his gold Visa card. Now I knew he was unemployed, and was impressed that he had a credit card. I just looked at him, stunned.

He said, “I’m in.” I didn’t know what to do. He was only my 4th plan since I had joined the company. I was used to scribbling out the plan then browbeating and debating my helpless victim. I pulled out an application and completed it at my “office” at the Pancake House.

As he was leaving, he told me to call him later in order to book some appointments together. He led me to a computer software designer, a nice guy, but a bit of a junkie. He had been in a few deals like Matol, DDI, and Gold Unlimited. I showed him the plan and he slid over his card. He said, “I’m really busy doing GU now, but here’s 6 names. Call them and put them under me.”

I have only seen that guy twice since then in 7 years. But I will be eternally grateful for those 6 names! I called them totally cold and dropped his name. Two of the 6 ultimately joined. One was 45 years old and lived in his mom’s basement on welfare. But he led me to a musician who used to be in Enrich, who led me to a blind lady, who led me to a printing salesman, who led me to a chain smoking ex-hockey player who made a few bucks in NSA and BHI, who led me to a guy who owned a bar, who led me to a guy who got thrown in jail for assault, who ultimately led me to find my star in that leg, a former realtor who has built a solid business.

That leg has moved over $2 million in volume since 1996. It pays to work at the deepest part of a leg. It creates excitement above, which creates sideline volume, (which could spin into new leadership) which creates paychecks, which creates lifestyle.

I’ve made a few mistakes. I’ll share some of the marketing and planning pitfalls in another chapter. But let me touch on a vital mistake when building a leg, and that is pulling out of driving depth too early.

One of my lines has 1500+ people in it, but it’s a dead line. It has a few hundred people that buy products every month, but less than a dozen people make a check in the leg on a consistent basis. There is no sign of leadership. No one drawing plans, no one doing home meetings, almost zero attendance at functions. Why did this happen?

That line started with a long-distance referral. He sponsored a lady 3000 miles from me that showed promise. I called her to welcome her to the team. I asked her if she knew anyone near Toronto. She gave me the name of 1 guy, but it was a good lead. He used to own an MLM coffee company that went broke, and he still had about 8000 people in his other deal, a vitamin weight loss drink company. Trouble was, it was a breakaway, and in order to make any money off the big leg, he needed to buy $4000 a month in product to make a $5500 check.

That guy joined my team, and led me to do 2 presentations for him. The first was this crazy karate guy. He bought a kit, and vanished 2 weeks later when his wife caught him cheating with a neighbour and kicked him out of the house. Let’s see his kung fu save him on that one!

The second guy was a winner. He joined. A couple of weeks later, a total stranger called me. It was the winner’s brother. He asked me to do a meeting for him about an hour away. I put on my cleanest jeans and shirt and drove an hour north of the city. . I thought I had the directions wrong, because this guy’s house was at least 4500 square feet – it was a beautiful estate property. In the driveway were a whole bunch of nice cars like Mercedes and BMW’s. I was as nervous as a cat in a dog pound!

He owned a very successful graphics company. He introduced me to a lawyer, an accountant, and a
printing company owner, amongst others. Everyone impeccably dressed, no one under 50, everyone very successful. He introduced me like this. “Friends, thanks for coming. This young man is incredibly successful. He is going to teach us how to feel better, slow the aging process, and ward of disease. Meet David Ledoux.”

Did you catch the distinction? That line was an awesome line of people, but they all had enough cash. They wanted to heal people. That line moved a ton of volume for 2 years, and I thought I was in the clear, and basically left it alone. Big mistake.

I never invested the time to build a professional network marketer or any leadership in that line. As professional types often do, they get busy in their lives and other businesses. So they stopped doing their health seminars and pushing pills. Sales slowly dropped, then levelled out. Today that leg does nice volume, but I know that if I don’t go back into depth there and seek out someone who loves the products but wants to create financial independence, that line will slowly decay over the next decade.

It really sucks to have to go back in to rebuild a leg. It can happen. The main thing is to develop successful leadership. Sometimes a weak, quasi-leader can jump ship, taking a few dozen or a hundred product and mid-level part-timers. That can hurt a leg.

Make sure you draw out your organization at least once per month. You want to identify who in each leg is on the fast track to becoming a career professional network marketer. One of my key leaders showed me his downline once with 7 circles in 1 leg and 3 circles in the other. When I pressed him for details he replied, “This is how many whiteboards are in depth. I have 7 guys who can draw the plan at any time in that leg, and just 3 independent leaders in the other.”

How many people do you have in each leg that has taken true ownership of their business? Are they out 2-5 nights a week sponsoring and training their people, or are they dependent upon you?

NOTES

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Chapter 8

The MasterMind Principle
Chapter 8 - The MasterMind Principle

I am a real big believer in building a strong local organization as a foundation to your success in network marketing. You can work faster, with less driving time. You can have more influence, and build rapport quicker. You can create spectacular events that share the vision of the bigger picture. It is a win-win situation for everyone.

When I first went full-time in my networking business, I found I had plenty of time on my hands during the day. When my group was around 150 people, I had about 15 “full-timers” locally. I put “full-timers” in quotes because they were almost all either unemployed or homemakers. Please let me share with you two of my earliest mistakes in the business that I learned from dealing with people who shouldn’t be full-time networkers.

**Mistake #1:**
I rented an office from a local business centre. Here I was flat broke, and I’m shelling out an extra $350 a month so I can drive 15 minutes from my little condo to my office. The lady rented me the largest office and made me a nice deal. In the office was an old couch. Within days my office became a “club house”.

The couch became the resting place for all manner of strange downline as they passed through my office. I had to maintain 9 to 5 hours because you never knew who was going to “pop by” unexpectedly. It was difficult to get any work done, as my “full-timers” would slide by for a coffee on the way back from the welfare office or unemployment line. Sometimes they would bring “prospects” by with the lure of a free coffee.

In fairness to my motley crew, we did do some sponsoring out of there. The centre had a boardroom. I remember giving a presentation to two fellows who wanted to open Pakistan for our company. It took hours to explain how our networking plan was set up and that we weren’t in Pakistan nor would we be within the foreseeable future. They were so adamant that eventually we submitted a proposal to the corporation to let them purchase $100,000 worth of products to resell in Pakistan. Unfortunately, it went nowhere, as did they as producers. But it was all part of the learning experience.

I got rid of the office after 5 months of “being the issue”. Guess what happened? Within 90 days of dumping the office and going back to doing in-homes and coffee shop plans, I was up 2 pin ranks and broke through the $5000 per month mark.

Beware the Club House Trap with your local group!

**Mistake #2:**
After about a year, I started to have some key hard-chargers emerging locally. I wanted to spend time with them to craft their vision and to build a relationship with them. We started a Monday Morning Mastermind at a restaurant that was central to all of us. It was about an hour away for me, and the furthest groups were about 90
minutes. The restaurant had a private room, and we could get the room at no charge if we all ate breakfast.

So in 1996 we began meeting every Monday for breakfast. We started at 7:30 a.m. so if anyone had to go to their job, they could still visit and then head off. We started with about a dozen members. And it was fantastic! We would celebrate each other’s victories, commiserate and support each other’s setbacks, share books, tapes and personal growth ideas, and have a lot of fun. We had no formal structure, and eventually that would be an issue.

As each of our personal organizations grew, we wanted to bring other members to the Mastermind. Within 6 months, there were more than 40 people showing up! Initially this was a good thing, but it soon turned ugly. The restaurant got ticked off with how many people we jammed into the small room. Eventually, there was no group discussion, just a roar of 20 separate conversations. There was no mastermind. Guys were inviting cold prospects off of ads to plug into the mastermind, somehow expecting me or one of the other leaders to wave their magic wands and enrol them.

One day I overheard a particularly scruffy attendee drawing something for his buddy next to him. He was trying to recruit him into an offshore pyramid. To boot, the guy was stoned on pot at 8 o’clock in the morning! That was it! This was supposed to be my elite fighting force, the team that was going to help me change the world!

I announced that this was the last week for the Mastermind in this format. Beginning next week, we would be tracking everyone’s production using the Point System in the Road to Gold. Everyone would take turns standing in front of the group, and explain in detail what they did the week before to further their business. With that, I adjourned our Breakfast Club….

The next week, I was happy to find that the room of 45 the previous week had magically thinned down to a manageable 19! You should have seen the look on some of their faces when I followed through on my promise from the week before. Several guys who had been eating breakfast each Monday with zero production for months were caught off guard. They stammered and lied their way through. One guy hadn’t even brought his day planner with him. He read his week’s production numbers off the restaurant menu and thought I wouldn’t notice!

The following week was 16 members, and it stayed at that for the 4 more months that we kept the meetings going. After a year, with winter approaching, we dissolved the Mastermind. But you can’t believe what happened because of it.

From that core 16, a total of 13 of them broke the $5000 per month income barrier, and 3 of them nearly double that. The other three had income weeks in excess of $1000 each. The 16 built over 20,000 people in their organizations. They helped put Ontario into the Top 5 regions in our company. A lot of great MLM talent grew out of that Mastermind.

Within a couple of years, many of the core group had started their own weekly Masterminds with their best people, and many used a similar points tracking system. The next page is a reproduction of the tracking system that I used for my team back in 1996.

If you use some creativity, you can modify the points to your own program. You can use this as a mentoring chart for your long distance lines. You could create your own Mastermind with your local leaders.

Learn from my mistakes. Create a plan to bring in qualified new members only. Set expectations and qualifications to be a part of the Mastermind. At each gathering, take turns reading Chapter Ten of Napoleon Hill’s classic book Think And Grow Rich. Strive to build the most on-purpose effective group that you can. Cherish and value your Mastermind
group. If you do it right the first time, your Mastermind can take you to the very top of your company and way, way beyond in terms of money, influence, relationships and experience.

**EVALUATING YOUR PERFORMANCE**

By evaluating your performance, you can develop a game plan that will yield consistent results. The Performance Profile draws attention to those activities that a Distributor with {MLM} should focus the majority of his/her time on.

In the Performance Profile you receive points for the following activities:

- 1 point for a prospecting tape handed out and followed up
- 1 point for each 2-on-1 meeting with a Prospect
- 1 point for securing a new Referral
- 1 point for each 2-on-1 meeting with a Referral
- 5 points for sponsoring a new Distributor
- 2 points for developing a new Customer
- 5 points for developing a new Auto-Ship Member

You need to be actively involved in each of the activities as you progress. You want your activity points to be evenly spread among the various activities.

For Example:

Here is the Productivity Profile for an active Distributor. This is at the end of 30 days:

- Prospecting audios – 20 tapes = 20 points
- Meetings with a Prospect – 15 meetings = 15 points
- Securing a new Referral – 25 names = 25 points
- Meeting with a Referral – 12 at meetings = 12 points
- Sponsoring a new Distributor – 4 new = 20 points
- Developing a new Customer – 6 = 12 points
- Developing a new Auto-Ship – 2 new = 10 points

At the end of 30 days he has 114 overall activity points.

Part-time Distributors should strive for at least 50 points monthly.

Full-Time Distributors should strive for at least 100 points monthly.

Serious developers should strive for at least 150 points monthly.

Never compare yourself to another Distributor. Their goals are different from yours. Attempt to do a little more each week.

**REMEMBER: CONSISTENCY AND PERSISTENCY WINS IN NETWORK MARKETING! KEEP ACCURATE RECORDS IN YOUR DAY PLANNER.**
Chapter 9
The Glue That Holds Teams Together
When I first joined network marketing in February 1987, I was 19 years old and green as grass, and living in residence at the University of Toronto. I knew absolutely nothing about personal development. I had honestly never heard about it, I couldn’t name a single author, book title or seminar about it, and didn’t have a clue.

If you had asked me about physics, chemistry, calculus, biology, or psychology, I could hold my ground. But ask me how to improve a human’s leadership skills, communication skills, time management skills, productivity or confidence, and I’d look like a Phys Ed major in an Ancient Greek Languages class.

My sponsor was a nice lady. She told me that I needed to read good books to improve myself. That was the extent of it. So I went to the bookstore to ask the clerk about “good books”. At the top of the bestsellers list was Stephen King’s The Shining. I took it back to my dorm room and proceeded to scare the pants off myself! I had nightmares for a week!

I was mystified as to how that book was supposed to help me be a better weight-loss salesman. I only lasted less than 9 months with the company. Not once did they have a tools table, a training catalogue, or any kind of recommended reading list. Even though it was 1987, I can say with confidence that I never saw a single audio or video like we all have today.

I am a huge believer today in personal development. I can speak with confidence that who I am today is a direct result of the books I have read, the tapes I have listened to, the seminars I have attended, and the people who I have associated with.

A life-changing moment for me was in November 1990. I was living with 5 buddies from college. Imagine 6 guys living in a 3-bedroom house with 1 kitchen and 1 bathroom. We were all as broke as church mice. I was up to my eyeballs in debt from my 2 years of university, and working my butt off for $21,000 per year at a trucking company.

I was completely bummed out because I didn’t have enough money to go home for Christmas. All 5 of my roommates were heading home for the holidays, but I didn’t want to tag along, and I didn’t want to sit around the “Crack Den” alone. I flicked on the TV around 1 am one night. The next hour changed my life.

I saw the famous Tony Robbins infomercial. If you don’t know who Tony is, then you just haven’t been in the game long enough. Back then I had never heard of him. But his 30-day Personal Power course sounded exactly like what I needed. For the very first time in my life I bought something off the TV. Even though I was within pennies of bouncing the check, I literally shelled out my last 100 bucks to try to get my brain working to get me out of this financial cesspool my life had become.

That personal development program was my first glimpse into the fabulous world of having your brain do what you wanted to do, instead of the other way around. I refer to it as the “catalyst” because it got me on a path that I never knew existed. I thought all successful people were either smarter or luckier than me. Within 6 months I was back to being a full-time student committed to Life Long Learning. Except this time, instead of book smarts, I was creating Brain Smarts….

I still remember the phone call that blew my mind. It was about 6 months after I had bought the Personal Power course. A lady from Robbins Research was
doing a follow-up. She took me through a short 10-minute interview and questionnaire that completely shocked me. The focus of the call was to see how my life had been altered in those 6 months.

When you’re living inside your head all the time, only the exterior of your world changes. Because you hear the same inner voice, you barely notice when it changes. I was absolutely amazed to find that in 6 months I had quit smoking, started my own business, moved out of the “Crack Den” to my own condo, bought my first car, never watched TV anymore, and for the first time in 5 years was beginning to take responsibility for my situation in life.

I guess I found the questionnaire shocking because it all seemed so natural to me now. I’m sure I was scared as hell as I was beginning each step, but my confidence levels had gone way, way up. I was a steady reader of books and a big consumer of audiotapes.

Life is funny. It’s such a series of small decisions that seem so innocuous, but that are literally life changing. What would life be like if I hadn’t flicked the TV to that particular channel? Where would I be in life if I hadn’t gotten started on a path of personal growth? How many lives would I never have been able to touch if I hadn’t gotten my life in order?

I bet in some alternate parallel dimensional world, there is a bar in the north end of Toronto with two butt-marks in a stool that fit the fat ass of the parallel David as he wastes his life away getting hammered every night….

When I was 19, I stood on stage briefly in front of 2500 people at our company’s big annual Canadian convention. I remember getting to give a testimonial about my business. I had made $500 in retail profits. I stood there in my only tie, shirt and slacks. I still had hair down to my shoulders and an earring. I said, “Hi, my name is David. I’m a 19-year-old student at the U. of T. Last month I made $500 in extra spending money with this business. It’s great!”

I remember an older gentleman, with grey hair who was leading that part of the meeting. He was from the head office in California. He smiled at me, shook my hand, and whispered in my ear, “David, I think you have a ton of potential in this business.” With that I sat back in the crowd, the adrenalin buzzing in my ears.

I only lasted 9 months in that business. But years later I was reading a Nightingale Conant catalogue, my hunger for more knowledge to improve myself burning inside of me. All of a sudden, there was a picture of that smiling gentleman who had been so nice to me. His name was Jim Rohn.

Jim Rohn was one of the elder statesmen of the personal development business. He was a true business philosopher. Tony Robbins actually worked for Mr. Rohn early in his career. Jim Rohn instantly became one of my favourite authors.

I remember Mr. Rohn talking to our group back in 1987. He said, “You have a responsibility to become a millionaire in this business. Not for the money, but for what it will make of you in the process.”

In December 1998, I began to think hard about everything that had happened in my life in the previous decade. To go from absolute poverty to being wealthy, from fear and ignorance to confidence and belief, from being a victim to being responsible for my life. I remembered buying the Shining. I asked myself, “What road map am I leaving for my best people?”

That month, I created a list of what I wanted my rookies to study in their first year. I knew that once someone got onto the path of Life Long Learning for at least a year, that you could rarely get him or her off it. I wanted to build my rookies’ four critical belief systems that determine success or failure in network marketing.
Those 4 critical belief systems are:

♦ Belief in the company
♦ Belief in the industry of MLM
♦ Belief in the products
♦ Belief in yourself.

I knew that a First Year Recommended Curriculum could travel down infinite generations without being corrupted if we educated our people as to why they needed it. At least, that was my hope.

I remember doing training on how the List worked. No sooner had I requested that no one alter the list, a lady in the first row began crossing off certain books and adding different ones. She had been a dismal producer. She constantly tried to re-invent the wheel, and never listened to her upline. I watched her shooting herself in the foot again. Here we had 150 other people in the room all reading Think and Grow Rich this month, and her and her group are reading The Shining. There’s just no helping some people….

Here is a modified version of my First Year Recommended Curriculum for my group.

First Year Recommended Curriculum

COMPANY
Health & Freedom Video (70206)
Distributor Training Video (70201)
Welcome Audio (70311)

NETWORK MARKETING
How to Survive & Thrive in the 21st Century (70309)
Life Masters
Brilliant Compensation (1-888-UPLINE1)
The Greatest Networker in the World by J. Fogg (1-888-UPLINE1)
Wave 3 by Richard Poe (1-888-UPLINE1)
Who Stole the American Dream by Burke Hedges (1-888-UPLINE1)
UPLINE Magazine (1-888-UPLINE1)

PRODUCTS
The New Nutrition (70005)
Bio Nutrition (70159)
Share My Vision (70205)
Physician’s Perspective Four Years Later (70226)

YOURSELF
Rudy (local video store)
Field of Dreams (local video store)
Think & Grow Rich by Napolean Hill
Revised February 15, 2000
At every meeting and training we did, we had a tools table at the back of the room with the books and tapes on the Recommended List. Within a year I had hundreds of people on a path of personal growth. I noticed an increase in retention, at attendance at events, and in the overall demeanour of my group. As they grew, so did their organizations.

I hope you’ll seriously consider creating a Hot List for your group. Check upline to see if anything currently exists for your organization. If not, you must be the feeder of knowledge for your rookies. Get your leadership to buy into the concept and commit to not changing the program in any way for a minimum of 1 year. Make a focused effort to get every new person in your group committed to developing their 4 core belief systems as soon as possible.

Here’s an interesting tidbit. I had a discussion recently with a perceived “MLM guru” in the industry. He was a hardliner in his beliefs about people. He was adamant that he just sorts for leaders, and doesn’t waste time on losers who aren’t serious. He told me that he wasn’t in the diaper changing business nor was he in the conversion business. He didn’t waste energy trying to convert losers into winners. While he had some tremendous success in the eighties and early nineties in MLM, he was suffering through a success drought of nearly a decade, unable to recapture past glories.

I had a similar conversation with a gentleman who had over 100,000 people in his network. While he too said that he wasn’t in the diaper changing business, he had a different slant on things. Rather than throwing a ton of mud to find 3% of the population with previously developed leadership abilities, he looked for the 30% of the population who had the potential to become leaders given time and guidance. He then let his education and leadership development system take over. In 2-5 years, many, many leaders were created by the organization’s commitment to Life Long Learning.

He equated it to owning his own rock tumbler. Every year his team loaded tons of raw gravel into the machine. Over time, beautifully polished gems like Rubies, Emeralds, and Diamonds would emerge. The machine did all the work, letting valuable gems first be identified, and then polished. He said that if his organization didn’t have such an incredible personal development system built in, there would be no way that he would be making over a million dollars per year in network marketing.
Exercise

List 5 books and 5 audio programs that you would like to include in your organization’s learning program.

1. 

2. 

3. 

4. 

5. 

List 3 creative ways to get the bulk of your group to follow your list of First Year Recommended Learning tools.

1. 

2. 

3. 

Identify 3 potential roadblocks that could slow the implementation of this program in your team.

1. 

2. 

3. 

Chapter 10
Cold Market Lead Generation
Chapter 10 - Cold Market Lead Generation

Generating leads has never been a problem for me. Since day one in this industry in February 1987 I have been proficient at getting people to respond who are looking for an opportunity.

My quandary lies in my beliefs about this industry and to what end I should teach you certain things.

Do you want me to open the secret vault, give you total access and damn the consequences?

Maybe we should start by identify what this art form truly is. I refer to it as Direct Response Marketing. It has more in common with infomercials that you see on late night TV than with true network marketing.

Humans have genetic coding that forces them to have certain reactions in response to specific stimuli. Do you remember a TV commercial about ten years ago where a son is really busy at work, and the voiceover talks about calling your dad to thank him for raising you, and sad music is playing in the background, and the son grabs the phone and calls his dear old dad, and his eyes get welled-up with tears, and the music gets louder and more dramatic, and you and I get emotional, and the commercial says, “Thank you AT&T.” or something like that?

Why the heck would a TV commercial (which is simply electric impulses on a glass box which stimulates our optic nerves and audio inputs) trigger an emotional response like that in us?

If you want to become good at cold market lead generation, then you must commit long-term to becoming a student of human emotion. Start today a file or a folder where you save ads, articles, headlines and examples of marketing that evokes an emotional response in you.

90% of the ads you see in network marketing are absolute crap. I had to flush thousands of dollars down the toilet in what I call institutional advertising to learn this. Institutional advertising is what Coke does. It spends billions to drill its name into you. You literally get re-programmed by their massive spending on advertising? I’ll give you some examples.

Which restaurant had ads with a little angry granny shouting, “Where’s the beef?”

Which restaurant has the Golden Arches and is nicknamed “Micky D’s?”

How do you spell RELIEF?

I’d walk a mile for a ________?

What product had a guy who’d “rather fight than switch?”

Don’t squeeze the “________”

Leggo my ________?

What company says, “it’s the choice of a new generation?”

Plop, plop, fizz, fizz, oh what a relief it is?

How’d you do? Depending on your age, the amount of television you used to watch, where you live, and how good your memory is, you realize that advertisers have programmed you.

Does our downline have millions of dollars to reprogram the masses to buy our products? Neither does our parent MLM Company. That’s why we’re here, right?
Direct response marketing is very, very different than institutional advertising. In regards to lead generation for your MLM, here are two examples. Which do you think is direct response, and which do you think is institutional?

Example 1:
See where the MLM pros are going! Ground floor pre-launch! Get in first! Donald Trump’s illegitimate son starts hottest MLM ever! Unilevel Trend 90 with 15-35-4 with unblockable infinity! Binary back-end with 10% bonus! Algae, pycnoginol, colloidal platinum, phone cards, Internet access and flat rate cell phones. Experts say bigger than Amway by next year. No meetings, we mail for you. Former Destinie, Gold-U, Shybiz hitters frontline to company. Get in now, call 555-5555!

Example 2:
Discover the secret of how a disgruntled 26-year old former mailman created an extra $4000 a month income working 15 hours per week from home! Are you looking for more freedom in life? Do you consider yourself hardworking, dedicated, and a leader? Would you be willing to work for yourself 10 hours per week for 2-5 years to create a second source of passive income for your family? We have a FREE 15-page report showing our exclusive training process that gives you the blueprint to escape the rat race. Full support at no charge. To get your FREE REPORT, call 555-5555 or visit our website at www.domainname.com

If you read any of the ads at the back of any of the MLM magazine, you see a ton of examples. Trouble is, they never seem to be there next month.

If you are going to generate leads for your business, you need to first establish some parameters very clearly.

♦ Why am I creating these leads?
♦ What geographic area am I targeting?
♦ What demographic am I targeting?
♦ How will I accumulate these leads?
♦ How will I database these leads?
♦ What is my target cost per lead?
♦ What is my long-term strategy to market to these leads?
♦ How will I know if an ad is a success or failure?

Most people just charge willy-nilly into the advertising game. Or worse yet, they hand over cash to their upline who either blows it away, or actually creates a flood of unmanageable leads.

When I run an ad these days, I first need to figure out why. You see if you have a few legs already existing, let’s say 3 legs; you should be working in depth with your legs to build leadership, volume and stability. Perhaps you get a tremendous leader on level 9 in Dallas with good potential. You decide to travel to Dallas to build with them. In that case, a direct response ad in Dallas to create good quality prospects might be a good investment in your rising leader. He could learn by watching you give presentations and perhaps work with any new recruits. In that case, you are strategically advertising geographically to support existing leadership.

Are you advertising to create a new frontline leg? Is it because you haven’t been marketing to your existing database? You need to create a method of following up at least every 90 days with every single person that you have ever contacted. Are you doing it by phone, e-mail, newsletter, mailing the company magazine with a note, what’s your system? For every 100 people I re-contact each quarter, approximately 3 people finally raise their hands that they want to take a closer look.

Here’s a true example. I met two guys, Brian and Jack when I was struggling in NSA in 1991. They were nice guys, but spinning their wheels just like I was. I lost track of them until in 1996 when I bumped into them at the airport. I was going to my company’s summer convention, and they had just returned from Texas from the Alliance convention. I took Brian’s card and promised to keep in touch with them.
I plugged them into my follow-up system. Every 90 days they got a mailer from me. Three times a year I’d sent my team newsletter showcasing our organizational growth. Twice a year I’d send them a company magazine. I’d mail them Upline magazine reprint training articles with a hand-written note. This went on for nearly 2 years.

In early summer 1998 the phone rang. It was Jack. He said we needed to get together. I politely reminded him that I wasn’t looking for another deal. His response caught me off guard.

“David, you are the most professional networker I know. My company has just closed, and my downline of 900 people has no products and no home. Would you be my sponsor?”

I said, “Jack, sorry can you hang on one second? I have to put you on hold.”

I then did the, “I got one! I got one!” dance around my office, regained my composure, and proceeded to build a leg that pays me more per week than I used to make in a month at my old job within 18 months. Last year Jack sponsored 14 people. His line now exists with monthly auto ship customers in 5 countries.

So maybe you’re following up consistently, but you still want to generate leads to add to your pipeline. Where can your advertising dollar be best invested for maximum return?

I believe your “Red Zone” is within 60 miles of your front door. I have invested thousands of dollars to generate leads in Alaska, Guam, Australia, England, and Newfoundland. Believe me my friend; you can have much better results with faster growth and smaller cash investments by working locally.

The following is an example of an experiment that I tried in my small town of 1000 people.

What can we learn from this flyer?

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Local millionaire swears under oath:

“I will personally teach 5 Hillsburgh residents how to start their own profitable, part-time, home-based business!”

Take this financial freedom quiz to see if you might qualify for our team:

Do you seriously desire an extra source of income this year?

If the project was right, could you commit 5-10 hours per week?

Do you have a “wish-list” of “wants”, like a new car or home?

In starting any new business there are the usual start-up costs. Would you have access to $300 to $600 if you were selected for the team?

If you’re selected, we’ll spend valuable time training you on success principles. Can you be coachable?

If you answered “YES!” to all 5 questions, then we need to set up an interview. Immediately.

Call 1-877-555-5555 (toll-free, 24 hours) to request your valuable information package.

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I paid Canada post about 10 cents per flyer to put them into every mailbox in my little town, which was a central office where everyone had to drive to in order to pick up their mail. The flyers cost me $30.00 for photocopying on white, the Post Office charged me $100, so my total outlay was $130.00
What was my return on investment? Zero. Not one call. Nada. El mucho stinko. I went to the post office and saw hundreds of my flyers filling the trashcans. Oh what a feeling!

Like any good scientist, I went back to the drawing board. Why did I get such a dismal response?

I analyzed the mail that day. My white flyer was competing with a yellow flyer for a sceptic cleaning company, a full-colour flyer from a realtor, and at least 4 or 5 other full colours 2-4-page grocery and supermarket flyers. Hmmm….

What was my target market? I put out 1000 white flyers in a village of farmers, gravel pit workers, furniture factory workers, and commuters to the city. I had no focus. My flyer wasn’t targeted. If I had done 20,000 flyers, I probably would have had 3 calls.

Could my flyer copy be improved? Absolutely. I had whipped it up in 5 minutes, and never tested it. I scooped some of the copy style from classic, proven magazine ads like the “swears under oath.” But I really didn’t know if the ad worked. I decided to test the copy in a different manner.

I ran the same copy in a box ad under “Business Opportunities” in the local paper. I ran the ad for 5 insertions for 1 month for about $60.00. The paper had a circulation of about 8000 people. They compute that number using the paid number, the free number they give away, and they expect every 5 or so papers to get shared with something like 1.5 other readers. Regardless, it was out there.

I got 4 calls. $15.00 per lead. Not great, but not bad for the boonies. Who reads the “Business Opportunities” section of a paper? Are they a more focused target market than the masses you reach with flyers?

While we’re on the subject of flyers, let me share some thoughts. I have a few lines in my group that do a lot of flyers. It’s particularly great for the cash-strapped person who wants to hand deliver them in the local neighbourhood to get something going. But if it’s a general Biz-op flyer focused on sponsoring, it takes a long time to recoup the investment. Here’s where the concept of a Self-Funding Proposal comes in.

**What is a Self-Funding Proposal?**

Last year I was at the mall getting a haircut, looking at books and computers, and doing general mall-type stuff. I came out to head home and saw a yellow flyer under the windshield wiper of my Mercedes.

I went into a violent flashback. The flyer was an 8½” by 5.5”, obviously printed 2-up by a printer and cut in half. The copy read:

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**WANTED!**

19 people to lose weight.
Doctor recommended herbal diet.
Call 555-5555

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My mind raced back to February 1987, 13 years earlier. I was cold, freezing in fact. I was hungry. I was standing in a small snow bank at the corner of Yonge and Bloor in the heart of Toronto at rush hour. As tens of thousands of people pushed by to head home on the subway, I was standing there in my University of Toronto jacket, running shoes and blue jeans, with long blond hair down to my shoulders, sporting an earring and a Metallica t-shirt.

I stood there for 2 hours and handed out nearly 2000 flyers, which were exactly the same as the one on my car. Most people walking by never grabbed one. Some made rude comments. Some grabbed it and stuffed it into their pocket. Some grabbed it and threw it into the snow bank. As I walked the 500 yards to the subway platform, there was a steady...
trail of soggy, muddy yellow flyers wallpapering the path. I had such a horrible feeling.

When I got back to my tiny 8 by 15 dorm room, my frustration turned to joy. The light on my answering machine was blinking. A total of 3 actual live human beings had called!

I immediately called them back. I asked the 4 magic questions that my sponsor had taught me, listening and taking down notes in between.

“Are you serious about losing weight?”
“What have you tried in the past?”
“How did it work for you?”
“Are you ready to try something new?”

I invited all 3 women to meet me the following day after work at my sponsor’s office downtown. She helped me to present to the 2 who actually showed up. I sold nearly $500 worth of my products. I was ecstatic, because now I could buy food!

I reinvested the profits from the sale of the products into food, more flyers, and business cards in that order. I only lasted 9 months in that company. If my life had been more stable, and if I truly had realized what the working world was like, I probably would have stuck it out and life would have been much different.

That scenario is an example of a Self-Funding Proposal. The flyers generate leads that are looking to purchase a specific product for a specific benefit. The profits from those sales create an ever-increasing self-financed advertising budget. The satisfied customers are then approached first for other potential referral customers, and then recruited into the business to grow it as a distributor.

Diet products work well for this arena. But the potential is only limited by your creativity. The same lady who taught me how to retail to recruit, today uses a Self-Funding Proposal to recruit distributors directly. Her organization advertises work at home opportunities, and then sells the prospects their package for $30. The profits from the package go to create more ads. The package is actually their recruiting video and manual, positioned as a mail order home-based business. Brilliant….

While I was busy driving around town dropping off my videos and chasing them down, she was making people pay $30 for the privilege of watching it. What a difference in perspective. Probably one of the reasons why she’s made a large 6-figure income in this industry for over 18 years with just one company.

More thoughts on lead generation . . .

My favourite way to generate leads is with small classified ads in the Business Opportunity section of rural papers with circulation of 5000 to 50,000 people. I can usually generate leads for under $10 per lead, and I can work through their warm market into depth quickly.

Here is an example of a campaign I did locally in February 1997. This was a space ad in that same local paper, circulation of about 8000. The campaign cost about $120, with about 10 insertions over a 2-month period directly following the Christmas holidays. Remember this was in the Biz Op section of the paper.

Let Me Describe Me...
I am 28-year old millionaire, drive a new Jaguar, live on a lake and make $15,000 per month.

Let Me Describe You....
You are hard working, sick of the rat race, and looking for a change in life. If the thought of working for yourself, 10 hours per week from home to build a large second income appeals to you, call 555-5555.

I was sitting in a local coffee shop in town when I overhead the waitress and two ladies talking. They were kind of fat, smoking, pretty tough-looking. They were debating if a certain ad was a singles ad
looking for a wife, or some kind of a scam. I peeked over their shoulders and they were talking about my ad!

I said, “What’s that?” and pointed at the ad. They told me in no uncertain terms that all the women in town were talking about it, wondering if it was for real, and if they guy was single or not, running an escort service, or selling drugs or what the heck he was up to. As I was turning beet red I asked them if they had called. They said no one was calling in their circle of friends because their husbands and boyfriends forbid it.

I briskly walked out of the coffee shop, looked over my shoulder, jumped into my Jag and raced home. I realized a few things on that drive.

a) I lived in hell. I needed to move away from these hillbillies.
b) My ad was way off target
c) I sure knew how to stir up controversy and
d) I probably had wasted another hundred bucks on another stupid ad.

I got one legitimate lead from the ad, and a bunch of hang-ups and “screw you loser!” messages. I had a pretty tough message on the machine. I wanted to weed out the rednecks.

The message was something like, “Thank you for responding to our nationwide ad. If you are serious about starting your own home-based business, working 10 hours a week in your spare time, if you are coachable and teachable and have a positive attitude, and have access to at least $500 to finance your business, then leave your name and number at the tone and we’ll contact you.”

The one lead came from a local lady. I contacted her and she was a homemaker with 2 kids. Her husband was a woodworker, and she was educated to be an interior decorator, but out here in the boonies most people’s idea of decorating was a stuffed moose head over the fireplace. *(Note to self. I live in hell. Time to move.)*

She was super-cautious and super-sceptical. I arranged a one-on-one presentation at the local coffee shop. After I had showed her the plan and given her a video to take home and watch, she heaved a sigh of relief. She had told a few of her girlfriends that she had called the ad. Those dingbats were sure that it was a scam or I was some weirdo trying to buy women to sell on the black market to the Middle East. *(Note to self. Stupid ad….)*

Ultimately, she joined the business in March 1997. I worked through her warm market into depth. She has been a loyal product user for 4 years now, and has a line that does about $3000 per month in product purchases. Although I never found a big-time leader in the line, you never know what can happen over a ten or twenty year period of time. That line had recouped its ad cost about 200 times over in just 4 years. Pretty good return on investment. If I ever get bored, I can dig down under that line and try to find a satisfied user and convert his or her referrals into more customers and hopefully re-ignite the line into driving more depth.
Chapter 11
Automated Recruiting
Machines and the Future
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Around 1996 the Internet and other forms of technology started to really change the way cold market recruiting was handled. Actually, it changed all types of recruiting. What changed the most was the rate at which information could be shared with a prospect.

In 1987 we stood in snow banks with flyers. Prospects had to call our answering machines. Voice-mail was nowhere in sight. We had to call them back at a time when they could physically talk to us. Recruiting videos were non-existent, and audios were still a non-issue. We had to either meet them in person or get them to the weekly hotel meeting.

By 1991 voice-mail and answering services were common. The recruiting video and audio accelerated the rate at which a prospect could be qualified. We used to run tons of citywide ads, interview the prospect over the phone, and either mail them a video or invite them down to our training centre for a live interview. Even though we were technically weak at presenting the opportunity, the video could do most of the selling for us.

By 1997 a lot had changed. We could run nationwide ads directing the callers to a flat-rate toll-free box or a flash-enabled website. The 5-minute teaser message could get the prospect even more curious. Within the message would be verbal pointers to many other sources of information. People could download a 5-page fax-on-demand document from their home or access the same via an auto-responder. Those documents could point to 20-minute pre-recorded teleseminars or Real Audio files, acting like 24-hour a day infomercials. You could literally take massive quantities of prospects, point them at a marketing vortex of cross-promoting information sources, and a dazed and excited prospect could emerge 4 hours later with dozens or even hundreds of pages and hours of information on every single aspect of your products, pay plan, and training systems.

With great power comes the need for greater responsibility. I believe 1997 was the gunshot to start the race towards strip-mining the prospect world. A huge quantity of money was ploughed into driving the maximum number of eyeballs that was possible into the marketing vortex. The industry saw massive acceleration in 1997 and 1998. Those were the golden years and I believe the peak years for what I call Phase I of growth for the entire MLM industry.

This concept of Phases of Growth was shown to me twice. The first time in 1987 by Mark Hughes, the late, great founder of Herbalife. I met him when I was just 19 years old. Herbalife had just started to recover from a near fatal blow with its fight with government regulators. Mark showed how they had gone from tiny beginnings into a near vertical growth curve over the early 80’s to about $400 million in sales by the mid-80’s. He showed the devastating drop to below $100 million and marked that as the end of Phase I of growth for his company. The line had bottomed and showed imperceptible signs of rebounding. He told me it had taken a while to rally the troops and to get things ready, but he said he knew with absolute confidence that they were on their way. He called it Phase II. He said Phase II would be way bigger than Phase I. All of the leaders in the company were running around with buttons that said, “Ask me about Phase II!”.

Was Mark right? By 1989 Herbalife had sales of $121 million. By 1993 nearly $700 million! Today they are in the billions. Mark was talking via their satellite broadcasts about Phase III and $5 billion when he passed away in 2000.
The second time I was shown this concept was by Burke Hedges, author of *Who Stole The American Dream*?. We were sitting at a wild nightclub in New Orleans in November 1991. He was describing to several of us how he had an idea for a book. He talked about how network marketing companies go through the various phases like Formulation, Concentration, Momentum, Consolidation and Stability. At the time there was an article that was being photocopied thousands of times by some Harvard-type author talking about the best time to join an MLM. It’s kind of become a topic of urban myth, much debated and never resolved. Anyhow, most everyone at the table that night was very familiar with the concept.

Burke said that entire industries go through the same curve. He said that in a few years, technology would make it so almost anyone could start an MLM. He predicted an explosion in the number of MLM companies and the number of participants, which he called Critical Mass. He talked about a period of instability, regulations, over-saturation, and consolidation down the road. He told me that within 10 years we wouldn’t even recognize the MLM industry.

I was amazed when less than 6 months later Burke’s book came out. Even more amazing is what you see when you read it now, a decade later. Burke was some kind of futurist! Even though he didn’t see the Internet, he was pretty bang on with all the Star-Trek level technology that we enjoy today.

What really echoes in my mind was something he said at that bar in New Orleans. I’m paraphrasing, but it was something like, “Mark my words, there’s a storm coming in the network marketing industry. You’ve got until 1997, or maybe a little longer to put your network in place, then hunker down and ride it out.”

Looking back over my career in the MLM industry over the last 9 years since that night in Louisiana, I must admit that Burke was right. Back in 1991 there might have been 10 or 15 deals in total of any real substance. By the mid-nineties it was that many new deals a month being featured in the MLM magazines. By the end of the nineties, the Internet created at least 10 new deals a week.

That’s the tie-in to my point about automated recruiting systems. Today, with between 500 TV channels, voice-mail, e-mail, Internet video and audio, auto-responders, fax-on-demand, conference calls, video phones cell phones, PDA’s, laptops and satellite broadcasts, the potential MLM prospect is dazed, overwhelmed and numb.

There are SO many deals. There are SO many ways to make money at home. I saw by 1999 that a vast quantity of potential prospects had literally been bombarded into submission. Between traditional MLM, Internet malls, day trading, mail-order, late night infomercials, tape mail outs, cd mail outs, FOD’s, and spam blasts, millions of people who prior to 1996 had never considered working at home and had never heard of most of the types of home-based business were on overload.

I speak from some experience. In 1997 I created my first “flex-net”, which was a series of information sources tied together in a type of “flexible network”. I wrote some killer copy, and started feeding huge quantities of eyeballs into my vortex. That fall I personally sponsored 6 total strangers who I had never called, never prospected, never mailed anything and never drawn circles for. They literally called me, and asked if I would be their sponsor. My flex-net was a success! (Or was it?)

How would you feel? The first time it happens you literally dance around the room with excitement. Unfortunately, that feeling is probably like what a cocaine-addict feels from the first line. Even though the euphoria is wonderful, it is short-lived, addictive and destructive.

All 6 were at least 1000 miles away. I began to erroneously believe that I didn’t need to travel to
them to teach them how to show plans, how to prospect, how to do meetings or how to build leaders. I could just throw mud against the wall until some of it stuck. Hey, who was I to try to change someone? Either they were a natural leader or they weren’t. My paradigm was very, very wrong. It was based on my perception of what all the other “heavy hitters” were doing in other deals at the time.

In 1998 using the Internet primarily I sponsored another 50 or so people. All of them came to me. Nearly all wanted to build long-distance, cold market networks without having to master the true fundamentals of the business. I stacked nearly all 50 into a vertical leg. While it excited those that got in early, they never helped the people below. It literally was like having a front line of 50 rookies that I was responsible for, even though they were all in one leg. Surely with 50 new people in 10 months that leg would explode, right? With all this technology, with all these systems, surely they would blow it wide-open, right? Nothing could be further from the truth.

My experiences with long-distance, cold market recruiting have reinforced my basic beliefs about this industry. Recruiting is never the problem. Leadership development is the secret engine that drives the entire machine. Duplication is everything. Simplicity and clarity is the key to duplication.

The years 1999, 2000 and 2001 have seen the most restless, disturbing and distracting times for the entire MLM industry. We have seen large numbers of company failures, amalgamations and buy-outs. The numbers of legitimate start-ups that have traditional MLM structures have ground to a snail’s pace. The cost to start a legitimate MLM has changed from people’s garages on a shoestring to tens of millions of dollars. Large numbers of mid-level and large MLMs have complained about declining enrolments, low morale, and a general malaise over the industry. What does this all mean?

I believe that our industry is in a period of horizontal movement. A process of natural selection is at work. Weak companies with poor business models and practices are being killed off. Large companies are consolidating their strength. It is indeed survival of the fittest.

The demographics of the baby-boomer wave have changed. Huge numbers of people are hitting their fifties. They are not overly keen on driving 5 nights a week to draw circles in living rooms. MLM, which initially was shown in the late eighties as a fast track to a 6-figure income, is undergoing a metamorphosis. Many people are today looking to it simply for tax write offs, part-time supplemental income, and great products. The social factor of MLM is very appealing, but people’s busy lives are putting an emphasis on the quality of the time they spend building their MLM instead of the quantity of time.

A critical factor in MLM now has become the EXPERIENCE OF INVOLVEMENT.

Are the people involved appealing?
Is there pressure to produce?
Is there plenty of recognition and praise?
Do the products make me feel good representing them?
Is there fun surrounding the deal?
Am I experiencing victories and making progress?
Am I growing as a person?

If the Boomers as a majority don’t seem to be the ones who are going to drive new levels of growth in MLM, who will?

Enter Gen X and Y. People born around 1960 and later. The ones born between 1960 and 1964 are technically Baby Boomers. But they have had the short end of the stick their entire lives. The job market that they compete in has always been glutted by their elder counterparts. They are the ones now hitting their 40’s, with 2 kids, aging parents, 2 car payments, and a ton of debt. They are being referred to as the “Sandwich Generation” because they often are taking care of both kids and parents at the same time.
These guys are time starved, but are also money-starved and security starved. If one spouse loses a job, they are in deep doodoo.

They need to make their 5 hours a week in MLM as productive as possible. This demographic has killer contacts, and many can afford to join the business at a fully invested level. They are not totally techno-phobic. I see a lot of this demographic entering MLM today and in the near future.

The thirty-something’s and twenty-something’s at the turn of the new millennium are the prime market for the next wave of growth for the entire MLM industry. They are the ones who will market the anti-aging products, the health products, the personal care products, the financial services, the weight loss products, and the legal products to the wealthy, aging, time-starved boomers.

That Gen X and Gen Y group are working their butts off, trying to make it in the Rat Race. They ask questions of their parents like, “How did you ever feed us and put a roof over our heads on $30,000 per year and one income?”

They want the same toys and luxuries that the Boomers have today, but they aren’t willing to wait 20 years. They want LIFESTYLE, and they want it now.

It’s been my experience that this demographic, when shown our industry, is quick to put on false masks of self-protection. They try to say that they are doing fantastic in the stock market, wear the trappings of visible success like cars, clothes and toys, and don’t need MLM. Sceptical, jaded and suspicious, they often espouse their limited knowledge of the industry in negative anecdotal examples.

Perhaps a good ass-kicking recession like the one in 1990 that taught the Boomers humility will change their tune. The Gen X and Y have crushing debt load. They fuel their 90-hour work weeks with $4.00 cups of designer coffee while feigning productivity increases using their collection of technology with cell phones and Blackberries. Interesting times lie ahead.

If you are currently involved in network marketing, some changes in thinking are in order. A return to the fundamentals that created Phase I of growth will be essential when the second phase hits. Of absolute necessity will be an emphasis on leadership development. Of absolute necessity will be an emphasis on the social aspect of the business. Quality of time invested, rather than quantity will be centre stage.

I believe today that people are looking for sponsors and organizations that use technology to increase the efficiency in the transfer of information, but that also have unique and visible social structures than can provide the quality of experience that they seek.

Futurist Faith Popcorn predicted the nineties would see “cocooning” as many people curled up at home with a book or a rented video. Today we see that many people crave unique social interaction, whether live or via the web. Chatting is one of the most popular uses for the Internet.

The network marketing industry must continue to evolve in order to supply that social element that many people seek. I have seen wonderful people in my organization stay involved for years without making an income simply because they love coming to the once-a-month meeting, the convention, and the summer BBQ. The friends they make cross-line at the meeting fulfilling a basic human need.

If you aspire to greatness in this industry as a builder of people, a builder of leaders and a builder of teams, you need to consider the human element of your business.

Recruiting will continue to evolve away from 100% automation. Online video, audio and web-based information will accelerate the sharing of information, and decrease the cost for the distributor base. But
it will be the interaction of people in sharing belief, experience and enthusiasm that will drive the industry.

I believe the industry must change its public perception from within. The hype of making $10,000 per month by your third month is what creates the intense scepticism by prospects and intense scrutiny by regulators. Network marketing has so much to offer. If we start to tell the stories about tax advantages, part-time effort, leveraged incomes, and 3-5 year games plans to create a legitimate second-source of income for a family, we will attract a much more stable, enduring type of distributor.

I for one am extremely optimistic about our industry’s future. Well-run companies with great, consumable products will continue to create lifetime customers. Companies with great management that have effective partnerships with their distributor field will avoid the fatal mistakes that thinned the herd in the nineties. Companies with realistic growth strategies that are compliant with regulators will avoid the fatal blows that wiped out the Jewelways, Gold Unlimiteds, Destiny’s, One-sources, and many others that left hundreds of thousands of networkers jaded and disappointed.

The next decade of MLM will see a flight to quality. A new wave of field leaders will emerge with youthful exuberance. We will see the field of professional network marketing a respected and legitimate lifetime career by 2015.

How big will the next phase of growth be? Today some people estimate that slightly less than 10% of the current population is involved in network marketing in some capacity whether as consumer or promoter. If that number jumps to 20% over the next decade as technology helps simplify and accelerate the process, as field organizations focus on the social element and the quality of experience of their distributors, the industry will hardly be recognizable. There may indeed be 15 or 20 billion-dollar per year companies instead of just 3 or 4. There may be an additional 100 or so companies close behind. The number of families making a full-time or supplemental part-time income will be staggering. And you and I can help facilitate the Next Wave.

We must continue to work harder on ourselves than any other aspect of the business….
Chapter 12
My Three Greatest Mistakes in Business
Chapter 12 – My Three Greatest Mistakes In The Business

This chapter was particularly interesting to write. I have made a ton of mistakes, and narrowing it down to three wasn’t easy. A lot of what I call mistakes were really experiments. It’s kind of like Thomas Edison trying to perfect the light bulb. He “failed” over 10,000 times, but in his viewpoint, he actually successfully discovered 10,000 ways not to make a light bulb. I guess I successfully discovered hundreds of ways not to create a downline in network marketing.

I remember hearing early on in my MLM career that just because something worked in MLM didn’t necessarily mean you should do it. Just because YOU could make something work didn’t mean your downline could. Luckily I never had the money for an infomercial early in my MLM career. I watched a celebrity in another deal blow a fortune on lead generation for his MLM. Even though he could front-end load a ton of leads from his infomercial, he could never get the duplication he needed for long-term growth. His people could never generate television leads, so they were unable to duplicate their sponsor. I see a ton of that in MLM. Ego-driven celebrity types think that they’re the issue. They never learn what business they are truly in.

Long-term success in MLM is driven by one thing. The creation of leadership downline is in my opinion the number one most important thing.

Here’s a slogan that I like to say out loud any time I am about to “experiment” in MLM. “The question is not, ‘Does it work?’ but rather, “Does it duplicate?’”

With your permission I’d like to share 3 choice blunders taken from my Experimentation Logs….

Blunder #1 - The Kestrel Success Centre

The year was 1996. It was a beautiful spring in Toronto. My MLM business was cooking along nicely. But I was getting tired. We were running weekly business briefings in hotels in 2 cities per week. I had developed into a decent speaker, and was having trouble giving up the microphone. Our meetings were always 75-120 people, and it was really tough to bring a rookie in front of that many people. The people with guests demanded a top-notch meeting. To make matters worse I lived an hour away from the city in my lakefront country home.

I was really having trouble giving up some of the responsibilities around the Business Briefings. At that stage of my career I was part perfectionist, part control freak, and part shy and timid. I knew I should be getting my downline involved. But for some reason I always seemed to end up lugging the product display, hauling the registration desk materials, working the desk, running the music, doing half or all of the meeting, and taking it all home. I was in major management mode. I began to rationalize the situation.

“Why are we spending all this money every week to rent a hotel meeting room? I’m tired of lugging all this stuff. Why can’t anyone else do it? This isn’t fair. Blah, blah blah….”

I was sitting on my couch at home a few days later reading the Business Opportunities section of the paper. I saw an ad that a Real Estate agent had placed for Rental Income Properties. Always curious about additional streams of income, I called her.

We visited a while, and the subject got around to my business. I gave her a mini 30-second
commercial. After a brief conversation, she threw me a curve ball that froze me like a drunken hobo on a railway track.

She told me about a perfect office complex that she simply had to show me. The top producer in Canada in Mary Kay Cosmetics was retiring, and she wanted to sublet her training centre. I thought, “What would it hurt just to look?”

The realtor met me the following day at a building in an industrial complex in the west end of Toronto. The neighbourhood was upscale, all office buildings, no junkyards, no semi-trailer yards, convenient to the bus lines. She took me in the front door of the ground floor suite, which had posters of nicely dressed women with wearing make-up on it.

Pink. Bottom line, my friends … Pink. Everywhere. Just pink. The pinkest place you had ever seen. Pink!

Once my eyes stopped burning, my spider senses started to tingle. I started pacing quickly throughout the place, making mental notes. Huge lobby, front registration desk. Huge meeting room for about 120 people, sound system, stage and plenty of chairs already in place. Small sales office with split top/bottom door. Would make an excellent tools store. Three breakout rooms with classroom style table and chairs for 50 people each. Main office and smaller sub-office. Two washrooms. All in all about 4600 square feet.

Did I mention the pink?

The main meeting room was amazing. In an earlier chapter I mentioned the impact the awards wall made on me. This lady was incredible. No wonder she was the queen bee. Everything reeked of professionalism and a deep pride and belief in Mary Kay. I could sense the incredible culture ingrained in her organization.

I was deeply saddened when the realtor told me that the owner was retiring because she was wheelchair bound with Multiple Sclerosis. Imagine working your butt off for twenty-five years to build a business and then be forced to give it up because of health challenges. Life sure didn’t seem fair.

I ran some mental numbers in my head based on the sublet rental price. I remember the original offices that my sponsors had run when I was first in the industry in 1987 and 1991. They both drove huge cars, and seemed to make money from the office as a sideline business. Even though I should have been nervous, I was actually excited. For some reason my brain blocked out the common sense filter and it began to race with visions of potential. I had forgotten the “drop-in” centre and the weirdoes that kept bugging me in early 1995.

I showed my wife. She was nervous. Her common sense filter was definitely working! We worked some numbers. I felt that if I consolidated the two breakout rooms, I could put in 6 small offices, which I could rent to my downline leaders. I had seen this done back in 1991, where a big dog in the water filter game had about 25 small offices in his training centre.

(Editors note: I ‘conveniently’ forgot that the 5 offices in Toronto that the water filter boys ran all did “midnight moves” and split town as their deals collapsed, leaving them with huge debts in 1992…)

I took a few of my leaders on a tour, and showed them what I was thinking of doing. I got them really excited as a shared my enthusiasm for the convenience of weekly meetings, special trainings, private events, the credibility for them, executive luncheons, etc. I had no problem getting verbal commitments from 6 of them to rent offices.

It took me over a month of begging and pleading with the Mary Kay lady to sublet the place. She really wanted one of her downline to take it over. I had to go to her amazing lakefront mansion in a very expensive part of Toronto to meet with her. She really was quite a lady. It made me sad to see her
sick. But I really wanted the place. Eventually she gave in to my youthful exuberance. I signed a two-year lease at $3500 a month. My income was only $12,000 a month. I was on the hook for the next 24 months no matter what.

I was under the gun. I wanted to move fast. I got quotes from painters, cleaners, and carpenters. All in all there were nearly $15,000 in leasehold improvements. My bank account was screaming! Within 4 weeks I had 6 furnished offices, phones systems, computers, a fully stocked tools store and a meeting room to accommodate 120 downline and guests.

I had a grand opening in early summer 1996. The place was absolutely jammed! It was so exciting, high energy, the works! I knew with certainty that this was it; we were going to the top for sure! We finally got the last guests out just before midnight. I had a 1-hour drive to get home. I could barely sleep that night because of the excitement.

The evil buzzing of the alarm clock woke me from my slumber. I hadn’t used it in nearly a year. I was used to waking up when I was simply done sleeping. But I had promised to meet some of the leaders at the Kestrel Success Centre (our new name, based on our street location). I found myself in morning rush hour traffic at 8:00 a.m. crawling an hour into Toronto.

The day definitely didn’t go according to plan. Half the leaders that had committed to show up that morning cancelled. The other half had bad news. They had been checking their finances, and decided that renting an office wasn’t fiscally prudent. Bottom line was everyone backed out on me.

The day after my grand opening I found myself without the $2200 in rental income that I had been counting on. I couldn’t very well kill my leaders; that would have been bad for business. I had learned a valuable lesson…. My brain went into overdrive. I hate debt with a passion. I shifted my entire focus away from building my downline, and onto making the office profitable. It would be the most exhausting 6 months of my life.

I went right away into 3 public meetings and one training per week. We ran Business Briefings Tuesday and Thursday nights, plus Saturday at 9 am, followed by a New Distributor Training afterwards until 1 o’clock. Some of the part timers, whom we had indoctrinated the culture of “attend every event”, saw their overhead jump from $5.00 per week for a hotel meeting to $15.00 a week under the old pricing model. At $60.00 a month for meetings, many just couldn’t afford it. I created a “Monthly Membership” where they could attend unlimited events for just $20.00. It helped them and me a lot.

Even though traditionally summer is a slow time in MLM, I leaned onto it with all I had. It helped my lines. I had three legs rolling at that point, and they were plugging in like crazy. We had super meetings, lots of guests, and lots of recruiting. But I was getting up every morning, commuting an hour, running executive luncheon meetings twice a week plus the rest. I was burning out.

I started to do “Public Speaking and Presenter Trainings” every Wednesday. I needed to create a new crop of good speakers who could do the public meetings. What the hell was I thinking? Instead of letting the rookies earn their right to be on stage and hone their craft in the living rooms of hundreds of prospects, I was taking raw greenhorns 90 days in the deal, and shoving them onstage with a microphone. Madness….but I have to tell you, people loved it! They loved the personal growth, they loved the camaraderie of the class, they loved not having to go out and build a business every Wednesday!

I ran a tools store after every meeting. It helped defray costs. With empty office space, I made a deal with a US-based tools company. I became
their Canadian shipping centre. I hired one of the young guys in my downline to do the picking and packing. That room was strictly off limits to anyone in my group. I would have a lot of explaining to do if they saw Enrich, Rexall, Usana, Upline, and Nuskin tools stacked to the ceiling in that room! Of course, UPS and Fedex seemed to come every day with deliveries and pick-ups. There were constant shipping headaches.

Somehow what had seemed such a good idea and a solution to my stress had turned into a nightmare. I had to show up 5 days a week by 9:00 am in case UPS or Fed-ex arrived. I had a part-time receptionist. I had a part-time shipping clerk. I was running 3 Business Briefings, 2 luncheons, 1 Saturday Training, and 1 Speakers Training every single week. I never got out of there before midnight, never got to bed before 1 am. Within 90 days I was a zombie. Summer, glorious summer was already over. I don’t think I touched my swimming pool once that summer.

I ran a tiny ad in the Toronto Sun just after Labor Day.

Amway, Nuskin, NSA, Herbalife.
Million$ were made in the 80’s and 90’s
Discover the next billion-dollar giant.
Call 555-5555

This was my first attempt at recruiting anyone in over 5 months. I was sitting one afternoon in the middle of the week when my office phone rang. It was an ad respondent.

I had him come by to meet me. I felt trapped. I couldn’t leave the place to go do a plan. This centre had me wrapped around her finger….

He was an elevator repairman, working 80 hours a week. He had been in Amway for 5 months without success. When he showed up he was covered in grease and wearing coveralls. I shuddered. I was in a suit and tie, and a bit visibly disappointed in his appearance. But I showed him my deal and invited him to the meeting the next night. I knew he’d no show.

To my utter amazement he was there, neatly groomed in a nice suit and tie. He came early, and sat in the front row. The old Aggie training at work. He joined the following day.

Together we did a Getting Started Training, and I offered to work with any of his Toronto people. The majority of his list was scattered across Southern Ontario, all at least 2 hours away. With regret, I told him how busy I was working out of that office, and re-emphasized the need to build locally in the city. Inside, I was filled with frustration. I knew that he and I should be running the roads together 2 nights a week drawing circles and driving depth under him. I knew that if I couldn’t get him some success within 90 days, he’d probably quit.

In October, he called me quite excited. He had called an old friend from college who he hadn’t talked to in 10 years. He told me that his friend Jim was a farmer and was in Amway back in the 70’s. Jim the farmer told Terry the elevator repairman that under no circumstances was he to show up and show him another MLM deal. Terry persisted three times, and finally Jim recanted.

Jim lived nearly 3 hours away from Toronto, and about 2 hours from my house. I told Terry that I would only drive that far if Jim was signed in, and only after he had done 1 plan on his own. Terry drove the 3 hours by himself, and showed Jim, who sat there stone faced with his arms folded for the entire hour. At the conclusion of the presentation, Jim sent Terry packing with a handshake for the lonely drive home. Jim was glad that was over. There was no way he was going back into network marketing. Jim’s wife however disagreed. She had been praying for an opportunity. About a week later, Jim was in.
Terry held me to my original commitment. I drove with him for 3 hours from my centre to Jim’s parents place. They too lived on a farm near a village of about 500 people. To my amazement, they had the house packed!

It was a like a breathe of fresh air, like a peanut butter sandwich to a starved dog, like a chilled bottle of Evian to a man lost in the desert! These were wonderful people. No big city tension, no suits and ties, no loud music, no stupid training centre! We sponsored more new people that week into Terry’s group than I had personally in months. This was a brand new leg. I realized how valuable this new vein of gold was. If I could get this leg over I would make it to Emerald and boost my income by at least $5000 a month.

The long drive home brought clarity to my mission. The centre had to go. The trouble was, how?

It’s truly amazing how resilient the human body is. Here I was charging hard on 5 hours of sleep for 6 months. The 3 original lines were cooking. I had a new baby leg that needed my TLC for the next few months. I called my realtor to see if she had any ideas.

Over the next few weeks she talked to the landlord, the building owner, the tenants on either side of me, and somehow she persuaded them to take over my 4500+ square feet for their printing business. By Christmas 1996 I was out of the Kestrel Success Centre, the walls were bulldozed and it was no more!

The basement of my home became the storage for desks, 120 chairs, skid loads of MLM tools, and piles of junk. I was $23,000 lighter in the pocketbook, and a lot wiser.

To celebrate my newfound freedom, I took my wife on a Caribbean luxury cruise followed by a week at Disney World. We returned in February 1997 back to snow, minus 20-degree weather, and a basement flooded with 3 feet of water! But that’s another story….

The good news was that by April, Jim the Farmer’s organization was over 200 people, and it was growing like a weed! Falia and I became our company’s newest Emerald directors after just 27 months of work. Could we have done it quicker? Probably. Did it matter? The checks took some of the pain away….

What Did I Learn from the Kestrel Experience?

♦ Distributors don’t want high overheads from offices
♦ The social interaction of meetings is critical
♦ Too much of a good thing is a bad thing
♦ Employees suck
♦ $4000 a month overhead sucks
♦ You and I can always do much more than we can imagine
♦ There’s always a solution if you look hard and ask for help
♦ Alarm clocks suck
♦ Commuting in rush hour traffic sucks
♦ You’ll make friends for life in MLM if you try
♦ Appreciate people at the level they enter the business
♦ When you least expect it, people will pleasantly surprise you
♦ MLM is best done on the golf course, coffee shop and kitchen table

Blunder #2 - The Summer Sizzler

In May of 1998, I wanted to boost some high-octane excitement into my organization, specifically the project legs where I was spending a lot of building time. Traditionally, some people slow down and take the summer off, and I wanted the opposite.

At that time both in our specific company, as well as across the MLM industry in general, the in-vogue method of building was nation-wide lead pools, tape
mailings and massive cold market long-distance recruiting. Instead of a) getting back into living rooms, and b) listening to my smart wife, I c) did the stupid thing and followed the lemmings into expensive, cold market long-distance lead generation.

I wrote a killer, and I mean killer sales letter to promote the pool. I had originally planned on a maximum of 10 competent guys that I had been working with in the pool. I figured on a $100 a month, 3-month commitment. That would give us $1000 a month, and at roughly 10 bucks a lead, we could create about 100 leads a month that we could split.

Unfortunately, the promotion letter got out into the lines. People got super excited. I had really laid the salesmanship into the letter. Too much good copy. Tons of free training, books, audios, mailing leads, fresh leads, a 50-page training manual, it was an irresistible package. The phone went crazy.

When the dust had settled, I found 107 people in my pool at $100 - $200 each per month. We had a budget of over $34,000! At first this seemed like an unbelievably good thing. I soon realized the horrible truth.

About 90% of the downline who joined the pool were in Canada. About 70% of them had been in the business for less than 8 months. The vast majority were product centred, part-timers who went to a local meeting once a month and just really enjoyed being involved with the business.

Soon they realized the costs involved in cleaning a predominately U.S.-base mailing list. I bought 100,000 names from a list broker, which turned out to be absolute garbage with nearly 40% undeliverable. Even though we replaced those names at 10 to 1, my poor guys saw money being burned. Part-timers have no understanding of long-term value of clean lists, and the inherent lifetime value of a customer. They just see themselves getting broker and broker.

I bought the genealogies of 3 defunct MLM’s, almost 60,000 names and phone numbers. Part-timers hate cold-calling MLMers just after their deal crashes. Talk about pain and suffering. Rookies calling rookies who just lost their company to pitch them on a new deal. It wasn’t pretty…

We generated several thousand live leads from 7 card decks, and ads in major MLM magazines. Each day we pulled a fax from the people who called our 800#. I had them calling into live operators who would take down the information. Unfortunately, the service was horrible. You can’t imagine the typos and misspellings. At over $250 a week in 800# charges, you’d expect some quality.

All in all I bought, traded or created about 100,000 real leads in total. I created a follow-up questionnaire and sent it to all 107 participants. Only 3 bothered to send me the results of their direct mail campaigns, telephone campaigns, and lead follow-up. The numbers were dismal.

I was horrified at how many of the participants began complaining. The backlash was awful. They blamed me, hated me, and it was hard to take. Leaders lost people who had actually quit because they had spent thousands of dollars on mail-outs and phone bills with nothing to show for it. Almost every one of the participants had awful results. But not all of them … Remember the 80/20 Rule? About 20% of them had read the great manual I had sent them before they contacted their leads. They did the proper pre-qualifying and follow-up, and only spent time on qualified prospects … they had okay to good results. The other 80% took the easy path … they were not coachable and did not follow the training and instructions that they received … most of them had poor results.

The strange thing was, I took the least amount of leads. I had actually sponsored 6 or 7 from the pool. But I was awesome on the phone. I had meticulous follow-up. I was already successful.

The rookies should never have been in the pool.
They got eaten alive. They lacked the experience, the finances and the skills to do well. It was a major negative experience in my life. I was deeply hurt by it all. And I learned a ton of valuable lessons.

- Never do for someone what they should be doing for themselves
- Rookies will die in the cold market
- A lead from Guam or Puerto Rico is only great if you live there
- Never use your downline as a testing ground
- Don’t follow what all the MLM junkies are doing
- The fundamentals of effective MLM haven’t changed in 50+ years
- Advertising dollars are best spent in your own town
- Tape mail-outs are extremely ineffective
- It’s not the quantity, but the quality of prospects that count

**Blunder #3 - Dream Night 2000**

In an earlier chapter you read about how great Dream Night 1999 was. It created huge momentum, huge recruitment, and large quantities of promotions and was the ultimate catalyst to getting us to Diamond.

After we survived the madness surrounding “Y2K”, we had to plan our 2000 calendar. Of course everyone was clamoring for another Dream Night. We scheduled it for the Friday night before the big Spring Regional.

We sent the invitations out early, and promised a night to remember! Quite a few of the people who had qualified for last year’s event but who had not showed were amongst the first to RSVP. We had nearly 100 people invited based on their current pin rank. Big mistake.

It was going to be hard to top the excitement compared to last year’s SkyDome session, but I was determined to try. In Toronto overlooking the SkyDome is the world’s tallest freestanding tower, the CN Tower. I decided to rent the nightclub at the top of it, some 1000+ feet in the air!

My wife organized the most amazing reception with the CN Tower staff. The food was unreal, complete with souvenir punch glasses of mini-towers, music, the works. Very “shi-shi pooh-pooh”. I knew this was going to impress the team.

For some reason, I never came flying out of the gate that year in terms of production. I had worked for 5 years to hit Diamond, and my drive had diminished slightly. I think I was still a little burnt-out from the incredible effort back in September and October. Regardless of my excuse, I did not set the pace in January. And unfortunately, the speed of the leader is the speed of the pack. No one else seemed determine to move like greased lightning either.

Before I really knew what was happening, the Dream Night and Spring Training we nearly upon us. Where had the quarter gone? Something felt very different than a year previous.

In 1999 we hit the Spring Training in major grinding momentum. I had led my army through 90 days of 4 meetings a week, criss-crossing the province like a pack of killer army ants, devouring the countryside. The team was putting out hundreds of videos a week, generating tons of new recruits and major energy. We hit Dream Night and watched a ton of new pin promotions the next day cross stage. That momentum carried for 6 more months and pushed us to Diamond.

I was standing looking out of the window at Dream Night 2000 staring at the lights of the city. We had speeches, special guests including the owner of the company, and recognition. We did a sealed envelope mailer similar to the year before. The gang had a great party. They ate, drank and had a great time. But when I analyzed things the week after, the numbers really woke me up.
Flat. No spike on the charts. No momentum curve increase. In many ways the $5000 budget for Dream Night was a waste. It was an expensive party, nothing more. Why?

The quarter leading into Dream Night and Spring Training revealed some of the answers. Most cities were doing 1 Business Briefing a month. I had scaled back my efforts to 1, maybe 2 personal appearances a month myself. We had dropped the Fast Start Training after the meetings. We had stopped tracking the total number of videos dropped each week in each city.

As a result, there was no tidal wave that built on itself for 3 months. There was no competition between lines and cities. The main fuel of the push, which was the contagious excitement of the new recruits and new pin promotions, was absent. Growth was linear, instead of exponential. We had forgotten to light the fuse on the sticks of dynamite!

The pins were automatically invited to the Dream Night. There was no re-qualification and no expectation of performance. I had people there who had hit the pin once and hadn’t re-qualified in years. As a result, many of them didn’t appreciate the privilege of being there. In fact, out of the 100 people in attendance, just 9 thanked me by telephone after, and just 1 sent me a thank you note. After just 2 of the Dream Nights, it was already being taken for granted.

The quarter after Dream Night and Spring Training, which the previous year had enjoyed a tremendous pop, instead saw predictable, manageable growth. But absent was the crazed hyper-growth created by the momentum spike of a well-orchestrated 90-day campaign.

What Did I Learn From Dream Night 2000?

- Privileged events must be earned, which increases their value
- A Big Event should be preceded by a 90-day runway
- It takes a small army acting in unison to create a momentum wave
- New blood is the lifeblood of the business
- Spend less time impressing people, and more time leading them
- I was no longer the issue
- New enrolments and pin promotions create their own excitement
- Events just for the sake of events is a waste. Planning is essential.
Chapter 13
Inside My Secret Files
Chapter 13 - Inside My Secret Files

I thought in this chapter that I might share with you actual sales letters, advertisements, fax documents and other assorted goodies that have seen actual battle and have proven themselves. I have attempted to make everything as generic as possible. Feel free to snag any juicy tidbits that you feel would be useful for your campaigns. Just remember to modify them so they are specific to your deal.

The first example is a document that I loaded into a fax-on-demand and autoresponder. I pointed to it through various mediums, including the Welcome Pack that new people received from me when they joined the team.

**Welcome to The Do! Team Training-On-Demand!**

*From the desk of David Ledoux...*

Dear Friend,

First off, allow me to welcome you to the team. I applaud your discipline and courage to follow through on a good idea! I’m very excited that you’re part of our organization. Please be assured that I’m no marketing genius. Everything I do to build my MLM business I’ve learned from either other successful MLM’ers or through the school of hard knocks. One of my goals is to save you time, save you money, save you frustration and yet still empower you to realize that you can do this and that you deserve success.

**Here’s Idea #1:** You’ll have to work harder on yourself than any other aspect of this business. Isn’t that interesting? That’s why our team is so huge. We focus on building better people. For things to change, you must change. For things to get better, you must get better. It takes a lot of work to develop the correct beliefs and attitudes regarding success.

**And Idea #2:** Successful networkers simply do the “little things” that unsuccessful networkers aren’t prepared to do. They make one extra phone call before bed. They have a little better follow-up and follow-through. They are a little more patient, a little more persistent. It is that special “1% Difference” or “Razor’s Edge” that makes all the difference.

**The Pareto Principle at Work**

Once you start building your MLM business you’ll need to recognize the types of people that enter your team. 50% of every group are “Dabblers”. They’re not loyal to the products, they’re not loyal to the industry, and they’re not loyal to MLM nor to your system. They make excuses to fail before they even start. Don’t waste time on “Dabblers”. 40% of your group are fiercely loyal product people. They’re mission-driven to improve the health of the world. Fantastic! Nurture these people. Encourage them, and help add as many as you can to your team. A special 10% of your group will be Builders. 5% of that group will be “Hard-Chargers” or “Go-Getters”. 15% of your Builders will be steady, dependable part-timers that put 5-10 hours per week into the business. And 80% of your Builders will put 5-10 hours per month into their business. The most productive use of your time (90%) will be focused on working with your top 20% Builders.

**Qualify, Don’t Justify**

Remember that the actual downline building process is as much a training system as it is a recruiting system. The manner in which you deal with a prospect determines how they’ll deal with their own prospects. Make technology do the hard part!
The Ultimate MLM Blueprint for Massive Success

The Getting Started Process

It’s vital that you get your new distributors started correctly. Volumes have been written about this process. Together we do the goal-setting (20 Reasons), names list (Master List) and action plan. We work their warm market together for 90-120 days with the goal of sponsoring 10-40 product people, and 4 to 6 builders before we ever move onto a cold market system.

I want the new person to develop their own product story, as well as develop their own 90-day business testimonial. Most importantly, I want to start developing an attitude of “I Can!” in all new distributors, and get them reading positive books and listening to educational audiotapes. I urge everyone in my group to read “The Greatest Networker in the World” by John Fogg. I think it’s the best dream-building book ever written on MLM.

On-Going Support

Every single new distributor in The Do! Team since November 1, 1997 receives a SmartStart Welcome Package from me. It invites them to join our voice-mail and e-mail broadcast network, and shows them how to gain access to tons of personal development education like Lifemasters, The Green Sheet, and more. The ongoing support in The Do! Team continues to evolve and grow. It makes all the difference on the path to success.

The Secret

What is the secret to building a huge downline? And can I share it in one paragraph? It’s my belief that the most important secret to huge growth lies in the ability to find and develop LEADERS. If the majority of your time is invested into developing self-motivating, self-duplicating leaders, almost everything else will fall into place. With leaders you will have a team identity, a team philosophy, and a team culture. The 90% want to be part of a mission bigger than themselves. The 10% create that mission. How do you become a leader? How do you build a leader? Leaders work harder on themselves than on any other aspect of the business . . .

Voice-mail & E-mail

When you receive your {MLM} kit, there will be a form in there to join the {MLM} Voice-mail network. This is a very smart idea. It is a simple way to remain tuned in to the heartbeat of the company.

You will receive daily updates of meeting, events, product testimonials, and training tips. You also can broadcast fax and voice messages to your up and downline with a push of a button.

When you get your voice-mail number, make a message for David Ledoux at 555-5555 (follow the directions). Give me your number and I will add you to my broadcast list.

If you are on e-mail, you can join the {MLM} e-mail as well as our e-mail. Visit www.universalprofit.com It’s that easy! To join the {MLM} e-mail, visit their homepage and go to Distributor Services through: http://www.xxx

Common Mistakes Everyone Makes

♦ Convincing an unqualified prospect. Remember: qualify, don’t justify. Use the tools!

♦ Love ‘em and leave ‘em. Remember: you can’t recruit your way to the top. Every minute you invest in training a good recruit to duplicate will multiply x 100 in the future. Build relationships!

♦ Get them started wrong. Remember: the first 10 days shapes the next 10 months. Position them in front of the Training. Set their 20 Reasons list. Their Master List. Use the Green Sheet. Work together for 10-15 product users. Set a daily plan of action, 7-10 hours per week. Remember auto ship and voice-mail. Sponsor - “to be responsible to”.

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♦ Someone quits and you’re sad. Remember: MLM success is a numbers game. A marathon. An endurance contest. 50% quit in the first year. 40% love the products. 10% do the business. 2% do 90% of the work. Look for winners. Be a winner, and others will find you.

♦ I’m not rich in 90 days. Remember: neither was Bill Gates nor Arnold Schwarzenegger. You’ll make more money in month 24 in (MLM) than in your first 4-6 months combined!

♦ I get discouraged. Remember: you have to work hard on yourself. Read 30 minutes everyday. Listen to 1 good tape everyday. Keep a journal of your personal growth in (MLM).

♦ I don’t know 200 people. Remember: the average 20-year old knows 500 people by their first name. That Master List will be your source of your first 10-40 friend customers and even your first 2-4 builders. Put everyone down—don’t prejudge.

Why Tools?

Ah, tools! Ever since Grog invented the wheel in 5000 B.C. We as a culture have flourished thanks to tools. Remember the secret to retention? Build better networkers! Tools help us to do that. There are tools for recruiting, for training, for building, for growth and improvement. Watch the top builders in (MLM). They are the best at promoting tool usage in their organization.

The top networkers are absolute students of personal development. They read more books and listen to more tapes than the masses that wish they could be rich. I’ve included a few pages of tools that I developed exclusively for my organization. They make an excellent starting point in your personal development as well as for your downline. I urge you to eat well at the Banquet Table of Knowledge! Included is an example of our Welcome Letter, our 20 Reasons Template, and our Green Sheet. PLEASE MAKE SURE THAT ANY PHOTOCOPIES OF THE GREEN SHEET ARE DONE ON GREEN PAPER!!!! The Green Sheet is our first year recommended course designed to strengthen the new distributors 4 Key Belief Areas.

The $800 A Month Plan

Goals. I can’t live without them! As the great Yogi Berra once said, “If you don’t know where you are going, you might end up somewhere else.” How true it is! I work towards getting all my builders into profit quickly. By completing the “$800 Plan” they will have the financial resources to comfortably cover expansion, promotion, and still have a little left over for fun.

Create a template to use as your guide. Draw a square marked “You”. Draw four legs, and four front line squares. Then draw four legs under each square, and give them each four frontline squares. Total squares: you + 4 frontline + 16 level 2. The squares are reserved for only “serious” people who make the proper commitments, namely 3 Business Centres, $200 Autoship, Voice-mail and Lifemasters. (Use pencil. Expect the unexpected....)

It doesn’t take an army to have a profitable organization, does it? Once potential builders are identified by their commitments and actions, focus your efforts on duplication of prosperity thinking.

Power Idea #1: Imagine it took 4-6 months to achieve a full template. Figure out your personal income after one more level of duplication, i.e. Your 16 level 2 people each get 4 serious builders. Would it be worth 18-24 months of effort?

Super Power Idea # 2: What would happen to your organization if all 20 builder’s focused on working their warm market and finding 10-40 friend customers who each bought $50 - $100 per month in product?
Caveat #1: It’s hard to get rich with friends and family.
Caveat #2: It’s hard to get rich without friends and family.

Remember: 90% of people in your organization are product-users only. Teach and train your team on the critical importance of developing product-loyal friend customers! It will create a stable foundation of volume and a long-term residual income.

How many people will you talk to this week? ______________
How much money will you make your 1st month? ____________
How many “No’s!” will you get your 1st month? ____________
What fears or obstacles do you face? _________________
How many hours per week will you work in {MLM}? _______
What could cause you to quit? _______________________
What will you do with your 1st $1000 weekly cheque? ______
What charities would you like to support? _______________
Where would you like to travel to in building your business?
____________________________________________________________________________________
Where do you see yourself in 3 years? __________________

(End of letter)

Observations

One of the ways I used this training document was as an extension of recruiting. As people became drawn into my marketing vortex, one of the things they instinctively began to search for was training. As the nineties wore on, many thousands of networkers had experienced multiple defeats as they either joined bad companies that went broke, or had a lousy upline with no support. I always made sure that anyone seriously looking at my company, products and pay plan also got a chance to study the support our organization offered.

Pop Quiz Time!

What are 3 things that your team offers new distributors in the way of training and support?

1.

2.

3.

How can you highlight those tools or systems in a way that solves a potential need in a prospect? How can you educate your existing downline in methods to showcase your training methods to their people?
EXAMPLE #2  - Reach Vs. Frequency Using the Mail

This is a series of 5 letters that I used when following up leads. The first 3 letters are designed to be sent to a prospect that was qualified through an advertisement. The 4th letter is the one we enclosed in the information package that we sent the prospect. The 5th was a “hammer”, which was designed as part of the follow-up to weed-out the weak leads and to push the strong, hungry ones further along the process.

Many people make the mistake of limiting their frequency in lieu of reach when contacting new people. Specifically, I have found it is a hundred times better to send a 5 letter series to 200 prospects, rather than 1 letter to 1000 prospects. Same budget, much different results.

This concept can be used today with similar power using the Internet. Sequential auto-responders can do a better job than 5 secretaries, and there is no postage costs. Investigate companies like Aweber and Getresponse to tap this incredible power.

Study the verbage of the letters. They use many psychological triggers common to direct response writing. There is a lot to learn in just this process. Enjoy.

* * * *
David & Falia Ledoux  
Box xxx Hillsburgh ON Canada  
N0B 1Z0  
March 27, 1998  

Dear (First Name),  

Recently, my wife and I discovered the perfect way to create an extra, residual stream of income. I know this sounds too good to be true! Frankly, we were sceptical at first, but when we checked it out we were very impressed. The closer we looked the more excited we became. It’s completely legitimate and requires very little time or money. We decided to follow through with this project and we’re so glad we did.  

We’re excited to share this opportunity. I’d love to tell you about it but I was a bit uneasy about calling you, so I decided to send you this letter instead. I don’t want to take up your time unless you are actively looking to add an extra stream of hassle-free income to your life this year.  

Our partner in this venture is a very successful entrepreneur and has impressive track record. He has guided many people to financial independence. He is now working with us on this project. If you would like to learn how to use your spare time to greatly increase your earning potential, my partners and I would love to show you how. But, since our time is limited, we can only give a high level of support to a few people at a time. Therefore, we don’t want to work with anyone who isn’t serious about improving his or her financial future.  

If the timing is right for you, and you would like to be considered, call us and we’ll get you some more information. We’ve recorded a message on our toll-free answering service. Call 1-800-555-5555 and when prompted, enter extension 73060. Listen closely to the message, and then leave your phone number and address of where you would like us to send your orientation package.  

Sincerely,  

David Ledoux  

p.s. What have you got to lose? This may be the answer you have been seeking. You’ll kick yourself if you miss this.  

* * * *
Dear {First Name},

I hope you received my other letter. I haven’t heard from you yet, and I wanted to touch base. You remember that I recently stumbled onto an amazing way to create an extra stream of residual income. I was sceptical at first, but when I checked it out I was impressed. The closer I looked, the more excited I became.

I’d love to tell you about it but I don’t want to take up your time unless you are actively looking for a way to add an extra stream of income to your life this year. This may sound farfetched, but I firmly believe that by this time next year you and I could be financially set for life.

My partner in this venture has an impressive track record. He has guided many people to financial independence. He is now working directly with me, one-on-one, on this project. I persuaded him to let me share it with one other person. But he doesn’t want to work with someone who isn’t serious.

So, he asked me to send this letter to ten success-minded people. He would like to talk personally with the one or two people who show the most interest. Together, we could be earning income within 30 days or less. Our goal is $100,000 a year within 12-18 months.

If you want to be considered, leave me a message on my voice-mail immediately at 1-800-555-5555 extension 73060 and I’ll get you an orientation package right away. Then we’ll set up the call. It shouldn’t take more than 15 minutes.

Your friend,

David Ledoux

p.s. You’ll kick yourself if you miss this.

* * * *
(Letter #3)

David Ledoux  
President, The Do! Team Inc.  
Box xxx Hillsburgh ON  
Canada   N0B1Z0

April 23, 1998

Dear {First Name},

I still haven’t heard from you, so I thought I’d drop you one last quick note. I guess you must be really busy. That’s too bad. I would really have liked making money and helping people together with you. This opportunity probably wasn’t your cup of tea anyhow.

The last 30 days have been more fun than any other month I can remember. I still can’t imagine how lucky I was to find this. Can you believe I’m working alongside one of the greatest millionaire makers in the world? What is my life going to be like a year from now? I wonder….

But I don’t want to take up any more of your time if you’re really not looking for a way to add an extra stream of income at this time. Therefore, I’ve recorded a short message on my 24-hr voice-mail number that gives the basic information. After you’ve listened to it, if you’re still interested, just leave your name, telephone number, and address and I’ll send you a free gift, a very valuable audio program on wealth creation. I hope you enjoy it.

Call my voice-mail at 1-800-555-5555 extension 73060.

Thanks in advance. If things change in your life, let me know.

Your friend,

David

p.s. I was limited to showing this to only a few special people. That’s why I thought of you.

* * * *

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Dear Wade,

Here is the information you requested. It will explain how you can start earning an income of $5,000 to $10,000 per month as soon as possible. We call this the Multiple Streams of Income Project. This system is working very successfully in the lives of hundreds of people at this very moment. Now, it’s your turn.

My partners and I will be working with you, one-on-one, to help you achieve financial success starting almost immediately. But since our time is limited, we can only give a high level of support to a few people at a time. Therefore, we only want to work with people who show a high level of interest.

Please listen to the enclosed audiocassette, check out the website and faxes, and then call me at 1-888-555-5555 and we’ll answer any of your remaining questions. But don’t delay. This tape was also sent to several other individuals today. Those who act quickly will receive substantial benefits.

As soon as you’ve convinced yourself that this is the right thing to do, we’ll get started.

Your friend,

David Ledoux

*

*
(Follow-up letter)

“This could be your last chance to participate in the opportunity of a lifetime.”

April 20, 1998

Dear Paul,

I’m baffled.

A week or so ago, you requested information about how to add an extra stream of income to your life this year.

I sent you that information that was put together by my partner, who is one of North America’s top financial advisors. His books and seminars have led thousands to a life of financial freedom.

On this powerful cassette, you learned about an extremely lucrative business we recently discovered. He also offered you the rare opportunity to join his Multiple Streams of Income team.

I still haven’t heard from you. That’s what puzzles me.

Are you making too much money doing something else? Do you still want to double or triple your income this year? Yes?

Well then, let’s get started. By this time next year, you could be well on your way to FREEDOM! Won’t that feel fantastic?!

Here’s what I suggest: Go find that tape and listen to it again. It contains powerful, life-changing information.

Then, call me at 888-555-5555 A.S.A.P.

I’ll explain how you could start earning multiple streams of income almost immediately. Call now, and I will also get you a FREE copy of our latest money making video or any other information you require in making an educated decision.

Prosperously Yours,

David Ledoux

p.s. A success-minded person would never pass up something this good. But, if I haven’t heard anything from you in 72 hours I’ll assume you’ve decided to release your spot to some other lucky person.
EXAMPLE #3 - Team Trainings

In July 1997 I tore my Achilles tendon playing volleyball at one of my leader’s backyard barbeques. I was on crutches for 5 months, in a cast from toe to hip. I couldn’t fit my leg in the front seat of my Jaguar, which meant I couldn’t drive for 5 months!

In vogue at that time was the 6-Week Action Course, a generic in-home training program created by the late, great John Kalench. I did a small one at my house that fall, with 10 newbies coming to my house once per week for 6 weeks for massive action planning. I decided to do a big class in the spring with 45 people at my house.

We created some tracking sheets to keep a group of that size on purpose. We had giant wall posters around the rec. room where everyone recorded their production numbers for the two months. We split the class into smaller teams, which supported each other and created friendly rivalries. We had a lending library of all my books, videos and tools that people could sign-out. We had a fine of $5.00 for anyone who was late to a class or forget to return a tool to the library. Some very important social elements that had been missing in some of the lines re-emerged. I enjoyed working along side so many great people.

We celebrated the conclusion of the class with a big barbeque. The entire process was most interesting. I began to understand the dynamics of why some people do well in MLM and so many struggle. By keeping the group of 45 focused on the basic fundamentals of the business, we created over 1500 qualified leads as a team, sponsored over 100 new people, and created some growth in lines that are still in production to this day.

Perhaps some of these ideas could be implemented into your local lines as well as your long-distance mentoring.

NOTES
Six Week Action Course Orientation

Please complete and give to Team Captain

Name ___________________________________________
Date _________________________________
City ___________________________________________
Postal Code____________________________________
ID # __________________________________________
Voice-mail # _______________________________
E-mail (optional) _______________________________
Current Autoship Amount _______________________
Current Pin Level ____________________________

*********************************************************

Team Name ___________________________________________
Team Captain _________________________________________
Team Captain’s Phone # _______________________________
Voice-mail # _______________________________________ 

Buddy’s Name _________________________________________
Phone # ___________________________________________

My 3 Biggest Fears of the Next 6 Weeks Are:
1. ___________________________________________________
2. ___________________________________________________
3. ___________________________________________________

My 3 Biggest Goals of the Next 6 Weeks Are:
1. ___________________________________________________
2. ___________________________________________________
3. ___________________________________________________

The 3 Biggest Obstacles I Face Are:
1. ___________________________________________________
2. ___________________________________________________
3. ___________________________________________________
To Be Completed for Session 2 - THURSDAY MAY 14

1) Contact your buddy 3 times during week for 3-ways and support
2) Total Goal Score and Integrity Score for Team Captain.
3) Team Conference Call ➔ DATE_________ Time_______
4) Bring Top 100 Prospect List to Session 2
5) Bring completed Tracking Sheets for Week 1
6) Return Library Checkout of any tools borrowed.
7) Finalize all auto ship and voice-mail paperwork
8) Co-ordinate Training and Recruiting Tools Order with Team Captain
9) Pick up Prospecting - 888 business cards

Performance Tracking Sheets

Name____________________________   TEAM______________________
Phone #____________________    Voice-mail #________________________
WEEK #_____________________

# of Letters Sent This Week ______________________________
# of Leads on Voice-mail this Week _______________________
# of MSOI audios sent out this Week ____________________
# of Prospecting Cards passed out this Week ______________
# of Plans Shown this Week ______________________________
# of 3-way Calls Made this Week _________________________
# of New Distributors Signed Personally this Week __________
# of Guests at May 23 Super Saturday _____________________
# of Guests at June __ Briefing ___________________________
EXAMPLE #4 – Headline Testing While Generating Leads

In February 1998, my wife and I got a chance to launch the opening of Australia with our company. The month we spent “down under” was one of the highlights of our lives. It was a spectacular time!

I had been experimenting with using surveys to meet people locally to generate leads. I learned from “Big Al” that the survey could be used to test the pulling power of ad headlines. I wrote a 5-page outline from my experiences for some of my team on how to use surveys to both meet new prospects and to compute the mathematics behind ad headlines.

The outline:

**HOW TO USE SURVEYS TO GENERATE REALLY HUGE NUMBERS OF QUALIFIED PROSPECTS!**

Imagine you and 3 or 4 of your leaders spread out in the business or shopping district of Anytown USA. You are all dressed smart casual, and carry an official-looking clipboard.

As people pass, you single one of them out, a sharp-dressed lady, obviously a professional. “Excuse me madam, I’m taking a survey for Prodigy Publishing. Do you have 45 seconds? You get a free gift!”

She gives you the once over, smiles and says “Why not?”

“Ma’am, my company is conducting a survey to get an idea of the entrepreneurial spirit in this city. In 3 words or less, how would you describe your current job?”

You record her answers, and ask her three more questions rating her satisfaction with her job, her entrepreneurial spirit, and her desire to start her own business. You are pleased to find out she hates her job and desperately is looking for something.

You turn your clipboard around, and let her read the 5 headlines. She smiles, and picks one.

“Thank you ma’am for your time, that’s it for the survey. As a token of our appreciation for your time, we are sharing a very special gift with our participants. Robert G Allen is the author of 2 New York Times bestsellers, including Nothing Down and Creating Wealth. His new work is entitled Multiple Streams Of Income. We would like to send you a complimentary copy. It comes in book, audio and CD formats. Which would you prefer?”

She gives you her mailing details and you thank her for her time. As a parting token, you give her your business card and say, “Have a nice day!” She sticks your card in her suit pocket and rushes off, late for a meeting.

Later that day, frazzled and tired from too much stress, she finds your card in her pocket. Puzzled, she pulls it out and glances at it.

She smiles, and reaches for the phone….

**What Does This Survey Do?**

First and foremost, it gets your team out of their comfort zone, big time. But it is amazing how low-stress this exercise really is. A clipboard conveys strength and authority. Try to find the biggest and fanciest clipboard you can!

Second, this survey allows you to test your headlines for your ad copy. Sit down with your leaders and come up with the best 5 headlines you can. Try to get at least 100 people to evaluate the headlines. You will be shocked that 1 headline will out-pull the rest at least 2 to 1. You will be absolutely amazed at the numbers!

What would happen if you ran that headline instead of the others? Twice as many responses, that’s what!
I wasted $5,000 on ads that didn’t pull until I discovered the power of headline testing. And finally, third, this survey will give you hot, qualified prospects that tell you what their hot buttons are and literally beg to find an opportunity! One person using this survey did 100 questionnaires in downtown Toronto in an afternoon. He had 18 people say they were an 8 or higher when it came to starting a business and give him their mailing address to get the tape. I think he sponsored 3 of them, with 4 or 5 more of them seriously in the pipeline. Total cost, $3.00 in photocopies, $50 in tapes, and some sweat-equity. Less than the cost of a single ad for 1 day in a large paper.

LEADERS, TRY THIS SURVEY WITH YOUR TEAMS! You can open new cities, new countries, and generate hundreds of fresh prospects.

**Prodigy Publishing Survey**

1. In three words or less, how would you describe your current job?
2. On a scale from 1 to 10, rate your current job satisfaction.
3. On a scale from 1 to 10, rate your entrepreneurial spirit.
4. On a scale from 1 to 10, rate your desire to start your own home-based business in the next 12 months.

Select Your Favorite Business Report Title

1. _____ The Secret to Residual Income
2. _____ Learn How to Start Your Own Home-Based Business Without Giving Up Your Present Job
3. _____ Learn How to Double Your Monthly Retirement Income
5. _____ Learn How to Fire Your Boss Before He Fires You!

**FREE Gift Offer**

Robert G Allen is the author of the #1 New York Times Best Selling books Nothing Down and Creating Wealth. His new work is entitled Multiple Streams of Income. For your participation in our survey our office would like to send you a complimentary copy in either book, audio, or cd format.

Which version would you prefer?

Name ____________________________

Mailing Address ____________________

Postal Code _______________________

Phone Number _____________________

**EXAMPLE #5 – My Original Flex-Net Sales Letter**

I wrote this sales letter in the fall of 1997. I was laid-up with my leg injury, and unable to leave the house. I used the sales letter first as a mailer, then as a fax-on-demand, and ultimately as a website. It was directly responsible for me personally sponsoring over 4 dozen people in less than 12 months.

The first page was a cover letter that I included as I was trying to duplicate the concept downline. Note: some of the original FOD and hotline numbers are still active, some are not. I have attempted to remove all references to my original company.

Please do not rip-off this letter, it has a copyright. Learn from the phraseology and imagery and wording. It is a time-tested and proven example.
HOW DO I CREATE KILLER AD COPY?

It’s hard work. Lots of people have FOD’s, but few have good copy in them. I realized that my team needs duplicatable copy. Do you see how important that it? Why does the USS work? Everyone using it deflects criticism and selling skepticism onto a mythical upline named Bob Allen. We use his credibility to make our jobs easier. I’m doing the same for you right here.

On the following pages is the exact killer copy I use with several of my leaders. All you have to do is make a nice copy of the Close Your Eyes report, and put YOUR name and YOUR phone number on page 4 in the blank. Upload the entire document to your FOD. Promote your FOD number everywhere! That’s it!

You see, the “Close Your Eyes” report is a closed-end system. All of the other FOD’s and hotlines have no exits. The only phone number on anything points back to you. You don’t need to set up any other company or product or training FOD’s. Just your main one. Beautiful, huh? If you don’t get it, then LEARN THROUGH DOING. Pretend you’re a prospect and follow-up the SYSTEM.

Save the nice copy of the report for your leaders, and help them to get started with their own FOD as well. Put the number on your website, your business card, your stationery, everywhere.

For a special 5-page wealth building report, call my Fax-On-Demand at 403-555-5555 document xxxxx.

Realize that some people will pull your FOD, and it will sit on their desk for weeks before they finally call you. It truly is an awesome tool when used properly.

Close Your Eyes and Imagine Your Life Savings....

END THE NIGHTMARE! Open Your Eyes to the Truth About MLM!
Wake Up To A System That Creates Real Money! Real Freedom! Real Fun!

Network Marketing News—November ‘95
“We are encouraged by the attitude of David Ledoux who believes in full disclosure of information. Figures like gross sales, total number of distributors and the number of distributors who are earning a cheque reveal the story!”

26-year old starts downline of 10,000+, hits jackpot. The GOOD NEWS—he’ll teach you how to do even better!
From the desk of David Ledoux....

Dear Friend,

Everyone always asks me if it was hard to build my huge downline. I always grin and say, “Yes!” Sometimes it was so frustrating it was like trying to put toothpaste back into the tube. Even when I started to make big bucks every week it was still hard.

I Had An “Ah-Ha!”

I realized it was always going to be hard! You see, even though I was successful by anyone’s standards, I really didn’t understand how to make it any easier! (Grab a highlighter, this part is important) I did everything wrong....Chasing friends...arm-twisting...mass mail....card decks ...fax blasting....thousands of audios....frilly flyers....cards on cars....mall surfing and 3-footing....4000 sq. ft. training centre....all-in-all a $35,000 education in what doesn’t work!

I Got So Tired....

The only thing that really worked for me was face-to-face recruiting. Lots of 2 on 1’s, hotel meetings and home parties. Classic 1970’s MLM. But that’s the truth on how I built my big group. It took a long time. Years. It was exhausting. There had to be a better way for you and I to build a big group in MLM.

When In Rome....

I went looking for someone who had done it. You know, a mentor. Someone to model. I found a guy who had built the exact same size downline in exactly half the time I had! Ever see Spock on Star Trek do a Mind Meld? I picked this guy’s brain for every gold nugget I could. And I struck pay dirt!

I Worked Smarter, Not Harder

This part is awesome! He made me realize how good I was at 1970’s MLM. Problem was, most people weren’t. In the past I’d think nothing of driving 3 hours to “show the plan”. Night after night after night. After night. Today people don’t want to give up as much family time or sacrifice as much as I did. That’s why I created my Flex-Net System for you!

Half the Time, Zero Rejection!

People aren’t lazy or dumb. They’re smart. Smart enough to know that technology is meant to make life easier. And more duplicatable. Flexible Networking. Flex-Net does hundreds and hundreds of presentations for you and our group daily. While we sleep. While we play. If MLM is a numbers game, the odds just got stacked in your favour with Flex-Net!
Flex-Net Puts the Marketing Back in Network Marketing

It’s the marriage of technologies that is so powerful. Ever heard of synergy? It’s like a web of tools making each one much stronger. Here’s the picture: a prospect sees an ad or hears a tape, then calls a 800# which sends him to a fax-on-demand, which sends him to a tele-training, back to more FOD’s, and even more tele-trainings, and finally to you or me.

Do You See the Magic?

They’re already in when they call you! They’ve been totally indulged by a system that allowed them to move at their own speed. There is no big sales pitch. They sell themselves! They get as much info as they need to make a smart decision, and as much time as they need to feel comfortable. Now you have someone you can work with. Eager. Hungry. Motivated. A Dreamer. A Doer.

How Fast Do You Want To Grow?

Obviously the more people that get introduced to the Flex-Net System, the greater the number of qualified prospects come out the other end to join your group. New prospects see the system, at home in their robe and slippers and think, “Gee, this is great! I can do this!” Pretty soon you have a recruiting explosion within your group. You welcome them to the team. No anxiety. No selling. No rejection. You still get to work hard if you want, but it’s smart work. Productive work. Money-making work.

But What About Training?

Ah, the old paradox. You raise an army. But how do you teach them to fight? Here’s the second power of the Flex-Net System: it eliminates the diminishing returns caused by deep levels in training your team! Think about that for a moment. The new guy on your level 12 has the same access to training as your frontline thanks to Training On Demand (TOD). Training FOD’s, tele-training, 3 conference calls per week, 800-voice-mail training, video training, audio training. Training, training, training. They learn to become Power Networkers. They learn to duplicate. Can you begin to hear the recruiting explosion?

“David, I’m getting my own Ah-ha!”

Great! You’re supposed to. Whether or not you ever join my program, at least I’ve shared an example of something that will make your life easier. But take your time and investigate my Flex-Net System thoroughly. Analyze our training concepts. Our recruiting system. Our program. See why hundreds and hundreds of people join every month. See why so many people are making cheques. See why you need a system that puts the marketing back in network marketing for you!

FREE 30-Minute Recorded Tele-Training: 512-555-5555

Some People Think Picking The Right Company is Like Winning The Lottery!

Completely Wrong Focus! Wrong, Wrong, Wrong!

No wonder so many MLM’ers struggle. They don’t know the answers. What’s worse, they don’t even
know the questions. They don’t know what to look for in a company. More importantly, they don’t know what to look for in a support system.

“How Much Fat’s in This Big Mac?”

They focus on prelaunch. The focus on “me first”. They focus on products. They focus on the plan. They focus on a magic tape. They focus on celebrity spokesmen. Question: if you were shelling out a million bucks for a McDonald’s, would you want a molecular ingredient list of the Big Mac to make sure it was “good”? Would you care who they hired to be “Ronald the clown”? Or would you analyze the turn-key system, the strength of the corporate entity, and the training and support structure that would put money in your pocket for life?

Which Two Rooms Do You Visit First on the Corporate Tour?

You already know that you need a great quality consumable product line. Has to be consumable. Durable product companies never last. Ever. Don’t argue. Check history. You already know you need a generous pay plan that’s fair for the part-timer as well as the veteran. You already know you need the strength of a stable, well-managed company behind you. On the corporate tour? Visit the shipping dock and the computer room first. If you’re going to build a monster downline, there had better be a beehive of workers in shipping. Capable of 1000 orders per day. At least. There had better be as many people in the computer room as in all of marketing. It’s the nerve centre. You’re eventually going to have 50 people per day signing up in just your downline alone. The main computer should be as tall as you are, capable of huge expansion. I knew a short-lived MLM that ran the whole company on a 286 lap-top. Like I said, they were short-lived.

The System Is The Secret!

What you’re struggling with is a duplicatable system that helps your new people get 20-30 good members fast. A system that gets you into $500 - $800 per month fast. A system that helps you build a momentum-driven group of 500-1000 people in your first year. Full-time income. Residual income. A system that grows and supports and trains your team towards 5000 -10000 people within 2-3 years. Massive income. Residual income. A system like Flex-Net and our team, The Do! Team.

What Is This Do! Team?

The Do! Team is David Ledoux’s downline organization in (MLM). Don’t worry, you’ll have access to tons of great corporate info in a minute. Realize that this kid built a team of over 10,000 people while still in his twenties!

They Call Him Steve Austin!

His team does over $6 Million in annual production! He knows how to build a duplicatable system. That’s the strength of Flex-Net. There’s even more support for you today so you can grow your business into massive profitability faster than ever before. It’s rarely been seen before in this industry. Flexible recruiting.
Flexible training. Flexible support. When you combine this with a blue-chip A+ company like (MLM), you have an incredible formula for success!

*Here’s What You’ll Get From the 6 Million $ Man*....

By joining The Do! Team you’ll enjoy an unfair advantage that most networkers never see!

♦ Access to your own personal Flex-Net Recruiting System
♦ Training on Demand for your entire team
♦ Weekly Training Conference Calls
♦ Internet Flex-Net and Training-On-Demand
♦ Monthly Training Audio series
♦ Proprietary recruiting tools
♦ Proprietary training tools
♦ Access to the best personal development tools at wholesale prices
♦ Ongoing International expansion, training and support

“Okay, okay! I’m interested. What Do I Do Now?”

That’s the power of the Flex-Net System. You’re free to do your own research at your own pace. For your convenience, here’s a checklist that you can use for reference. When YOU join, this page is personalized so prospects get YOUR fax-on-demand, and call YOU to join!

STEP 1 — 703-555-5555 doc. 202 {MLM} Corporate-Specific Fax-On-Demand. Do your homework. See why David and his team chose {MLM}. Learn what separates it from the other 2000 MLM companies. Has company, plan, product info as well as application and fast-start form. You’ll need this information to get started and to join The Do! Team.

STEP 2 — 703-555-5555 doc. 203 Training-On-Demand Fax-On-Demand. You’re getting a sneak peek into the inside secrets that David uses to build and train his entire Do! Team. You’ll have complete access to this.

STEP 3 — 512-555-5555 The Do! Team Tele-Training. An exclusive 30-minute training on how to explode your {MLM} business with Flex-Net and The Do! Team. This call has North America-wide access 24 hrs/day, 7 days a week. Like a mini-infomercial working for you around the clock

STEP 4 — 801-555-5555 {MLM} Recorded Hotline. Hear testimonials and training from the founders, athletes and top people.

STEP 5 — Complete Steps 1-4 then call: 1-519-555-5555

*Here’s The Bottom Line*

*MLM* works. *People are making fortunes. The freedom, the money, the lifestyle - all are true. They can be finally true for YOU when you’re following a proven system and working within a dynamic team. This is YOUR shot at the good life. Stop following the herd grazing in the wrong direction.*
Charge ahead of the pack, team up with a leader and sprint for victory! Of course you have questions. But because you’ve done your homework, you now have the RIGHT questions!

I applaud your courage. You’re a true warrior. I’m proud to work alongside you.

Money-Making Answers to Frequently Asked Questions

Q. Can you review the components of your Flexnet System for me?

A. Sure! An ad, tape, or mailer takes a curious prospect to an 800#, then to a system-specific FOD, then a 30-minute tele-training, and finally back to a company specific FOD and recorded testimonial hotline. Prospects can also access our training FOD’s, Internet training, and weekly live conference calls. They get a complete look. When they join, they get my awesome SmartStart Welcome Package. They can join the {MLM} voice-mail training network. E-mail training. Conference call trainings. And they can receive the best personal development materials in the business. Tape of the month. Book of the month. Whatever it takes to become a Master Networker!

Q. It seems you focus even more on training than recruiting. Why?

A. Ah, grasshopper, very good! That’s a closely-guarded secret. While other MLM companies have a 97% dropout, we have a huge retention rate because we build better networkers! Usually the weakest link in MLM is the upline training because of the depth of levels and the Law of Diminishing Returns. Think of it like a fuzzy 10th generation photocopy. Training On Demand (TOD) eliminates levels. Everyone has equal access to training! They can feed at the Banquet Table of Knowledge until they are full. You can’t imagine the impact this has on the duplication velocity of your organization!

Q. Why did you pick (MLM)?

A. I instinctively knew they were very different the minute I looked at them. They weren’t a typical MLM marketing company. They were a research laboratory and manufacturing facility first. More lab coats than suits if you know what I mean. Deep pockets. Visionary scientist at the helm. World-wide growth plans. I knew if I worked smart and hard for two years it would pay me for life.


Q. You sure give an unfair advantage to your downline!

“Escape the Rat Race”

Local millionaire seeks up to 3 associates from Grey-Bruce area. I will help you set up and grow your own profitable, enjoyable home-based business. You should be ambitious, coachable, able to show success in your past, be entrepreneurial, and able to focus 10 to 15 hours a week. Your total start-up costs less than $950, full training provided. Please, no lazy thumb-suckers looking for a free ride and no tire kickers to waste my time. Only those seriously eager to be successfully self-employed and willing to work hard for 2-4 years to create lifetime income should reply. If you qualify, visit my LEADERS-ONLY website at http://www.youlookamazing.com
A. That’s not really a question, but thanks! My life’s purpose is to help others improve the quality of their lives through the {MLM} products and business opportunity. When you have the power of a system like Flex-Net, and the support of the The Do! Team combined with an awesome company, products, and pay plan, you have a formula for true success!

Q. What’s next for you David?

A. I’m using Flex-net to build prosperous new groups in Australia, New Zealand and the Caribbean. I see this on a global scale. Within 3-5 years we’ll be in 25 countries. I know anyone that works hard with us for the next two years can do whatever they want with the rest of their lives!

FREE 30-Minute Recorded Tele-Training: 512-555-5555

EXAMPLE #6 – My Favorite Ad

A good ad is hard to write. I started using this one in late 1999. I thought an ad with this much bite, and that many hoops and qualifiers would weed out the whackos and weaklings. It wasn’t perfect.

I found a surprising number of people would go all the way through the Internet questionnaire, and through a series of e-mail qualifiers, and even through a phone interview. I got to the face-to-face meeting before a few of them said that they actually were just very curious about how it all worked.

I knew the ad was a winner when the morning DJ of a local radio station phoned me to ask for an interview. I said not unless I she joined my downline. She had got caught in the vortex, gone through the Internet site and was as curious as teenager on a first date.

I have sponsored some quality people from this ad, both locally and at a distance. You have to shop hard on ad deals with the larger ads. I find small town papers are extremely cost-effective and the hard-nosed ad copy weeds them out. Expect more than a few “screw-you commie!” voice-mails and e-mails from an ad like this. If it doesn’t evoke a response, then it isn’t strong enough.

Again, rather than copying, study it to create your own winning ad.

EXAMPLE# 7 – What’s Taped On The Wall Of My Office

I came from nothing when I started building my business “for real” in 1994. Sure I had dabbled since 1987. But it wasn’t until I had started to really discover personal development that I began to find success in this industry.

To stay focused I have numerous reminders on the wall of my office, so I can scan them both consciously and unconsciously throughout the day. I have shared two of them here with you that are particularly important.

Feel free to make a copy to tape on your wall.
Today is 24 Hours, 1440 Minutes, 86400 Seconds
If everyone in my downline did what I did today, would I make money?
Did I start this day with a map, game plan and goals?
Should my actions of the day applaud me or prod me?
What 10 successes can I list that I accomplished today?
What are 10 reasons I should be grateful for today?
Was I alert to all opportunities to prosper today?
Have I repeated my affirmations at least twice today?
Did I remind myself of my purpose and mission today?
Did I eat moderately and healthfully today?
Did I spend at least 30 minutes exercising today?
Did I talk to at least one excited person in each leg?
Did I tell my story to at least 5 new people today?
Did my words and actions allow others to see how much I value them?
Did I read for 30 minutes?
Did I search for the good in every situation?
Was I pleasant and agreeable to everyone I met?
Was I focused on helping others succeed and grow?
Did I go the extra mile?
How can I grow from what I learned today?
What can I do better tomorrow and in the future?

MLM Principles Of Success
♦ To have an extraordinary life you must associate with extraordinary people.
♦ 95% will not qualify to join
♦ It is imperative to invest and reinvest in your organization
♦ You must know what you are looking for
♦ You must know where you want to be
♦ You are responsible for your future
♦ Further education is mandatory
EXAMPLE #8 – Super Saturday Training

I have included here the handouts that I did for a wonderful group in Billings, Montana in late 2000. There were about 120 people there, representing 14 states and 3 Canadian provinces. Not one person there was in my organization. The tremendous leaders there believed in me and trusted me enough to let me train their people. It’s a sacred responsibility.

They kept the admission price quite reasonable because I didn’t ask for any money. They covered my flight, meals and accommodations. I left with a renewed vision of what this industry is really all about.

I thought you’d enjoy these handouts because they visually cover the 8-step Presentation I mentioned in an earlier chapter.

Montana Super Saturday, November 11, 2000

Start Dreaming….

1. How much do the following pin ranks earn each year?  
   (Assume maxed centers, and $120 per share leadership bonus)

   Gold _______________  Ruby _______________  Emerald _______________
   Diamond ______________ 1 Star ______________ 2-Star _______________

List 5 things you would Buy, Do, or See if you were a qualified Emerald Director.

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

List the 3 biggest obstacles blocking you from reaching Emerald by July 2001.

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
B. ORGANIZATION ARCHITECTURE

1. How many nights a week are you currently doing presentations? ________

2. How many people have you personally sponsored in the last 30 days? ________

3. How many presentations in total have you done in the last 30 days? ________

4. LIST your one greatest skill or strength in the business ______________________

5. List your one greatest weakness or fear in the business ______________________

6. When you do a one-on-one presentation, how long does it take? _________________

7. List the last 3 books you have read
   1. __________________________________________
   2. __________________________________________
   3. __________________________________________

8. What books and how many copies do you have in stock?

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1. List the names of the BEST distributor in each of your legs:

A _________________________________________

B _________________________________________

C _________________________________________

D _________________________________________

2. How many are on voice-mail? ____________________

   $200 PV Autoship? ____________________________

   Monthly Tape? ______________________________

   How many attend the convention? _____________

   How many are here today? ____________________
C. THE 5-STEP PATTERN – 100% PREDICTABILITY

LIST

Contact and Invite

STP + STP

Follow-up and Secure the Dream

Getting Started Training

Starts with the List

D. THE 8 STEP PLAN
Introduction of Speaker

Create Rapport

F
O
R
M

Dream Build
- wants vs. income – 3rd party

Economic Rut

Solution
- BYOB, Leverage, Bill Gates
- NWM
- 100 hours a week

Benefits
- 3 product lines
- company
- training

Big Picture
- your story

Options
1. 
2. 
3. 
E. DREAM BUILDING –
The Secret to Spectacular Presentations

TIPS:
* use 3rd person
* take your time
* watch for proper body position (arms drop, head tilts)
* always draw
* facilitate their process, help them with categories
* transition into ECONOMIC RUT – “the pain”
PUTTING IT ALL TOGETHER – Massive Momentum

YOU

“Excited for Excited”
- 30 days

The Open Business Briefing

The “FAMILY” Meeting

Duplicating the “FAMILY” Meeting

Functions

Five and Six Nights a Week
G. THE 20TH PERSON — The Key to Security

YOU

[Diagram of a ladder with rungs labelled with numbers, starting from the bottom: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10. The bottom rung is labelled 'YOU.']

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Chapter 14
The Last Word
Chapter 14 – The Last Word

They said you were crazy. Friends, co-workers, family. They said it wouldn’t work. Some called it a scam. Some knew people who had been “in one of those things”, and still had a garage full of water filters or burglar alarms. They refused to look at your video, listen to your tape or read your brochure. There was no way they were going to “one of those meetings” with you. They snickered behind your back. And some days you felt like quitting.

But the friend that had showed you “the Business” promised this day would come. The new friends that you had made “in the Business” promised this day would come. And finally it was here…

Early one beautiful spring morning you stride confidently into your boss’ office. You ease back into that gorgeous leather chair opposite his desk and look him straight in the eye. You slowly lean back and put your feet up on his desk, your shoes leaving tiny scuff marks on its mirror shine. You exhale forcefully through your nose in a strong sigh, and clasp your hands behind your head. You savor every tasty second of the experience.

Your bosses’ mouth forms a large O, and his eyes show shock and confusion. In a relaxed, gentle tone you say the words that you have been waiting years to say, “Boss, I quit.”

His shoulders slump, his head drops and his eyes stare at the ground for a moment. With a large inhalation of air he screws up his courage, lifts his head and looks you straight in the eye. With a tired smile he shakes your hand for one last time. He knows that you’re free at last.

A loud commotion in the lobby of your office building captures the attention of the entire staff. A large group of casually dressed men and women have stormed the office! You recognize the smiling faces of your friends in your business: upline, downline and family. They pull a sweatshirt over your head that reads “Retiring Today!” They give you a huge bouquet of balloons, and everyone takes turns smiling for group photos. With a wave of your hand, you say good-bye to your old job and the co-workers that mocked you and your little business for the last four years.

They lead you to the front lobby of your former office building, where the biggest stretch limousine that you have ever seen is waiting. “Is that for me?” you exclaim. The giggles of your team tell the answer!

Just as you are about to climb in, you spy a familiar face beaming at you. It’s the building custodian, and with a huge grin he reaches to shake your hand. “Congratulations on your retirement!” he says. “I made Direct last month. In 9 more months I’m going to be just like you!” He was the only person in the entire building who was willing to look at your business, and joined you a year ago. In less than a year he will be free as well.

As the huge stretch limo wheels its way out of the parking lot you look out the rear window for one last glimpse of the building where you gave so much for so little. Tiny fog marks line every window, as your former co-workers press themselves up against the glass to get a glimpse of you. You wave good-bye as the sounds of champagne corks popping echo through the limo to toast your success….

That night your Retirement Party is the single most exciting night of your entire life. Your spouse is there, your entire downline, members of your upline, even multi-millionaires in your company have flown in from out of town in their private jets to help you celebrate. You are roasted and toasted as speech after speech salutes you for all your hard work, your
achievements, and the hundreds of people that you have helped along the way. Finally it is your turn to address the crowd.

Your voice chokes with emotion as you express your gratitude. You re-live the obstacles along the way in your mind like speed bumps on a highway. No matter how many people said “No” you kept on looking for the ones who said “Yes”. You encourage the new business associates in the crowd, and tell them to keep reading good books, listening to empowering tapes, and to attend all functions. And finally you thank your family, the ones that gave up dinners together so often those first two years. Your wonderful family, that picked you up when you were down and kept you going when you felt like quitting. Their sacrifices, and your sacrifices have all been worth it. You’re financially independent!

The weekend flies by in an absolute blur. It seems the barbeque is going non-stop as friends stop by to visit and congratulate you. Your fax machine and e-mail are full of congratulatory messages from downline around the world. “Japan? Who do I know in Japan? Wow, that’s a nice fax, isn’t it?“. You promise yourself that when one of your team retires from the working world, you’re going to throw an elaborate party for them as your sponsor threw for you.

You awaken with a jolt Monday morning, sitting straight up in bed. “Oh, no! I’m late for work! The alarm didn’t go off!” Panic shoots through you momentarily, and then you smile and slump back into the pillow. The alarm wasn’t set. You don’t have to get up for work anymore. You own your life. You’re free!

It’s Monday. Check day! Rather than putting on a suit, the old uniform of the Just Over Broke, you put on a bathrobe and your fuzzy slippers. You grab your set of keys and go out to the garage where you climb into the front seat of your Cadillac. You’ve had it nearly a year, yet you can still smell that wonderful new car leather smell. When you bought that car you knew you had arrived! Your business was half the size that it is today, but you managed to pay cash nonetheless. It wasn’t the biggest or the fanciest Caddy, but it was YOUR Caddy, wasn’t it? The gang at the office thought you had stolen it, or won the lottery, remember?

You start the engine with a roar, and crank up your favorite CD. You put it in gear, and slowly back down the driveway. At the end of the driveway you stop near the mailbox, and get out. You greet the mailman with a cheery, “Good Morning!”

He asks if you’re on holidays this week. With a million-dollar grin you tell him, “Nope, early retirement! Remember that little business I started that I was telling you about? Well, it isn’t so little anymore!” You reach into the mailbox and sure enough, that friendly little green check is there. You fish it out and pull it open. “My goodness!” you exclaim, “They overpaid me again!” More than 350 people bought products in your pay line last month from 6 countries. That’s a 9% increase over the month before.

The mailman looks at you in astonishment. “If I left a short video in the mailbox tonight for you, would you watch it tomorrow and give me your opinion?” you ask. He just nods in amazement. You grin and give him a pat on the back as you see all your neighbors back out of their driveways for their slow crawl to the office.

You jump into your Caddy, and drive it back into the garage. Breakfast time.

Later that afternoon you take the short drive over to the bank to deposit your bonus check. As you wait in line you see a mischievous smile coming from one of the tellers. She times it so she waits on you. “Congratulations on retirement!” she beams. “I sponsored two people this weekend when I told them your story. In a couple of years I want to be just like you!”
She joined your business about 9 months ago, after seeing you month after month depositing those friendly little green checks that seemed to grow each and every time. With nearly 25 people in her organization, she’s well on her way. You grin back, and tell her to make sure her whole team attends the Regional training event next month. As you’re leaving you slide her a new audiotape on leadership that you just received. “Here, this is for you. I think you’re a fabulous leader!” Your 10 seconds of recognition makes her entire day. She forgets about the grouchy customers and the unappreciative boss. You know within a year or two she’ll own her own life.

That evening you decide to make a few three-way conference calls with your leaders from out on the deck of your house. You speak with enthusiastic teammates from across the continent, and tell your story to their prospects. It is a productive evening, enrolling and training several new distributors.

Your spouse brings two steaming mugs of tea out on the deck and joins you in watching the sun set. As you reflect on the past few years, the struggles, the hardships, the victories, it all seems to blur away. There is only now. A setting sun paints the fiery red sky. Your eyes begin to mist with tears.

You did it. You’re free. You can do whatever you like for the rest of your life….

The End
(or the beginning, perhaps. . . )
Appendix
Appendix

Here is the original sales letter that I wrote for this manual. I thought you could review it as an example of cash copy. This letter pulled better than a 3% response. I wanted to review each bullet point with my thoughts as a special final section to this manual.

Discover the jealously guarded blueprint of how a 26-year old Canadian built an MLM downline of 25,347 and captured elusive time and financial freedom!

From the desk of David Ledoux....

Dear Friend,

If you’re truly passionate about hitting a home run in network marketing, then how come you feel like you’ve been striking out? The answer is because you’ve been lied to....

The Lies Started On Day 1....

When you first got started in MLM, did your sponsor tell you, “Don’t worry, the products practically sell themselves!”? Mine did. She told me a whole bunch more of classic platitudes. “If you think you can, you can.” “Our compensation plan is the best in the industry.” “Our products are the best!” “Our president is the best.”

What’s the one thing she didn’t tell me? How to make any damn money in network marketing! Sound familiar?

Maybe that’s why you and I have been on a quest. A quest for knowledge. A quest to find someone, anyone who can teach us how to make money, the real money that this fabulous turbo-charged MLM industry can offer average men and women with above average desire.

The good news? You can take a break from your quest for a while. You’ve stumbled through the jungle and found treasure! Right here, right now. This is the place.

Whether you’re an MLM virgin or a crusty, rusty old veteran, you’ve probably realized how tough it is to get a straight answer in network marketing. If you’re new, you’re on a “need-to-know-decided-by-my-loving-upline” basis.

You manage to corner the company guru; Mr. or Mrs. Triple Chocolate 33rd level Magic-User with 28 hit points and a 17 charisma and beat it out of them. They still can’t tell you how they built their massive downline.
Can You Say, "Lost in the desert?"

For years I wandered through the multi-level maze searching for answers. I knew that I was seeking a training system that would spell out critical truths in black and white. I knew this Holy Grail of MLM Knowledge would:

♦ teach me and my entire downline how to create massive quantities of hot, qualified prospects (and end the “I-don’t-know-anyone’s forever!”)
♦ teach how to phone a prospect without getting beat up or worse yet, having my MLM rookies get slaughtered (doesn’t cold calling suck?)
♦ create competent, confident downline who can really master how to show the plan on their own (why are there only like 3 guys in the entire company who can draw circles?)
♦ master the follow-up process so we stop letting the best prospects get sucked down the drain (that includes overcoming their objections!)
♦ conceptualize the benefits of creating a duplicatable recruiting and training system for your entire downline (ah, magic gold!)
♦ get the weakest downline member, the tobacco-chewing backwards-baseball-cap-wearing guy listening to tapes, reading Think And Grow Rich, and becoming a power player on the team (a course in miracles, perhaps?)
♦ create a step-by-step blueprint for me and my entire downline to follow on a daily, weekly, monthly, quarterly and yearly basis on our way to becoming Monster Recruiters, Master Trainers, and Massive Earners in MLM!

I came to a shocking realization!

The entire MLM industry was as devoid of system-specific training as the frozen face of Mars was.

That revelation came as I was standing in a snow bank in February 1987 handing out “Lose 30 lbs. in 30 days” flyers to passers-by on a Canadian street corner. I would spare you this same agony and humiliation....

That’s why you’re reading this letter. It has taken me 14 years to compile one of the largest MLM, marketing, and personal development libraries in the world. Fourteen years of endless phone calls and drawing circles. Fourteen years of driving countless miles, blue suits and red ties, airports and airplane food. Fourteen years of studying MLM, searching, testing and learning.

Oh, but what an experience! Network Marketing has made me a millionaire before age 30. Imagine standing on a stage in front of 10,000 people perched on the edge of their seats, hanging on your every word. Imagine sitting on top of a downline of over 25,347 people that does over $5 MILLION annually in production. Imagine creating and distributing thousands and thousands of your own training manuals, videos and audiocassettes. Imagine consulting directly with the Who’s-Who of this industry. It has all happened to me thanks to this wonderful business called network marketing.

I don’t mention this to brag or impress you. The days when I needed to hear my own voice have
long passed. Rather, I want to impress upon you that I know what I’m talking about. I’ve earned the right to be on my soapbox.

How many MLM gurus even have a downline? Very few. Most jumped around a few junkie deals in the early eighties, and have sat back to sell books about their theories. That’s why you see so much regurgitated pabulum in our industry.

**WARNING! Do NOT invest in any MLM course that does not meet these criteria:**

1. Only buy from an author that can PROVE he or she has built a real million-dollar downline of thousands. (I can...click here!)
2. Do not buy anything that promises instant riches or something for nothing. MLM is one of the most challenging fields to build a business.
3. Stay clear of downline building clubs or any group that promises to do the heavy lifting for you. MLM is not about creating cripples. It is about creating independent leadership.
4. Repeat after me — there are no gurus. The only difference between you and me is about 10 years of effort, 10,000 NO’s, and a ton of experience. Beware the pied pipers of this industry! Never follow gurus from deal to deal. Learn to think for yourself!

**Here’s How I Am Going To Help You Conquer Your Network Marketing Business....**

Ta-da! The good stuff. You’re ready to kick butt, grow your downline, create powerful leaders and explode your bonus check like dynamite in a watermelon! You’re ready NOW (or you wouldn’t be reading this). That’s where this incredible new training course comes in. I call it **THE ULTIMATE MLM BLUEPRINT FOR MASSIVE SUCCESS**! In this 3.7 lbs, 2 inch thick 200+ page manual you will discover:

- a 5 step rotational pattern on how to DO the business, and TEACH the business. The velocity of this 5-step rotation determines the rate at which your downline duplicates (I taught this to a Nuskin Blue Diamond - it freaked her out!)
- tested, proven real-world telephone script examples on how to contact warm and cold market prospects in order to book profit-producing presentations (with an absolute minimum of rejection!)
- how to create a duplicatable 8-step presentation to “Show The Plan” based on prospect psychology for the highest enrolment rates possible (this one took me 12 years to create!)
- what a former Amway Triple Diamond taught me about the “glue” that holds organizations together long term (this one concept has made me a small fortune!)
- the 3 critical events that lock in a new distributor for ‘life’ in the business (I learned this nugget over breakfast on a Caribbean cruise from a lady with 25 years of MLM experience!)
- a blow-by-blow checklist on how to set up your entire year for maximum growth (Hint: 98% of network marketing company presidents have no idea how to do this!)
- events are the lifeblood of this business. Are yours thrilling, inspiring, motivating and productive or a real yawner? Do you run them for your group or do you wait for the company dog-and-pony show to come to town? (Hint: Events are different than Meetings. This confusion is costing you a fortune!)
♦ Quantification and 100% Predictability. Discover how to create systems to track your entire business. (with this you are unstoppable. Without it your business is blind as a bat!)
♦ Counselling Upline. Most networkers don’t know whom to turn to for help in their company. Worse yet, their downlines are equally ignorant. Learn how to create a duplicatable system for leadership creation and counselling in your network.
♦ Prospecting is a four-letter word to most MLMers. Hear how I “wasted” $157,400 on prospecting in a 5 year period. I’ll share with you the SINGLE BIGGEST SECRET to prospecting. (Once you own this secret, you can’t help but make money every single month for the rest of your life!)
♦ Training. Training the trainer. You get some new downline. Now what? Here’s how to build your own duplicatable training system that transfers down 1000 levels uncorrupted.
♦ Automation secrets that can save a fortune in wasted time and effort. The truth about recruiting online, realities of e-mail and voice-mail, and the internet. (I started my first online business in 1995, and have generated millions of visitors and hundreds of thousands of dollars in e-commerce revenue.)
♦ Long distance recruiting myths and realities explained. This has long been a lottery to many MLMers. Learn when to expand beyond your local market. Explore how to build leaders at a distance. Learn why you must master this skill for real long-term residual income that outlives you.
♦ Retention. Why do 90% of networkers quit? How can you reduce this number? What impact will there be on your bonus check by reducing dropouts by 50%? Discover how to lock your leaders in for life.
♦ there are 4 HUGE strategies to create leadership in people. Only 4. Miss out on any 1, and you’re crippling your efforts. Master all 4 and you’re playing in the realm of the true MLM heavy hitter. CONTROL all 4 and you’re a mega-millionaire!
♦ The true partnership in MLM is between the corporation running the MLM and the field leadership. For many companies, it’s an “us vs. them” mentality. When you learn how to provide this single biggest need to your parent corporation, you instantly vault to the head of the class! (Your company president will be calling you personally to offer assistance)
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♦ Want to make the business much more fun? Want to lock in your rookies, rejuvenate your drive, and move your entire group to the next achievement and earnings level? Add this weapon to your monthly arsenal to create staggering momentum in your lines!
♦ Good contests can create massive new growth. One bad contest can kill twelve months worth of blood, sweat and tears. See real life case studies of some of the best and worst contests in my 15 years of MLM experience. One idea from this chapter could make your total group volume increase by 15%-23% in 90 days or less!
♦ Business Briefings - dinosaur droppings or heavy-hitters secret weapon? Can you really duplicate a hotel meeting? What possible purpose can “chalk talk” serve in the age of the Internet? Hang
on to your whiteboards fellas. (This chapter will challenge your belief systems like Chris Columbus at a Flat Earth convention!)

♦ MA=MR. SWSWWS. The Secret Language of MLM is finally decoded! Turn MLM rhetoric and jargon into structured, productive training content in order to shorten your rookie’s learning curve.

♦ Ingredients tell, but stories sell. The Art & Science of the MLM Testimonial. How to craft your personal story for maximum effect. How to get your excited (and nervous!) rookies to properly share their enthusiasm. How to avoid legal, compliance and regulatory landmines.

♦ Tough times and how to deal with them. How to keep your MLM boat afloat after hitting an iceberg. Knowing when to abandon ship and how to do it properly. How to keep your team intact instead of drowning — lifejackets anyone? Case studies of the best and worst examples from the MLM history vaults.

♦ Dungeon dwelling cyber-nerds and the realities of MLM. Can you really build a downline without leaving the house? (or showering for that matter?)


♦ The Magic Power Word of MLM - DUPLICATION. How to KILL it. How to create it - maybe. Why it’s more important than oxygen. The 1 hidden element that determines its velocity. (I paid a Vice-President of a major MLM company $500 for that hidden element. It’s a single word — and I’m giving it to you!)

♦ The Supermarket Shocker. I was 100 miles from home grocery shopping with my wife. I found traces hat my downline had just been there less than an hour before. Discover how a small town housewife turned a 20-minute trip to the store into a cost-effective, duplicatable lead generating experience!

♦ Revealed! The 1 substance that MLM heavy hitters crave more than money. Ten ways to harness that force. How to share the substance with your group. Why Mary Kay and A.L. Williams were the best at distributing the substance. How to create a planned structure to move this incredible substance throughout your entire team, and to keep it moving long after you retire. (This is a major big deal, believe me!)

♦ Fatal landmines and dangerous MLM pitfalls. Real life MLM disasters studied so you can avoid them. The 4500 square foot Pink Problem. The $35,000 Summer Stinker. The Success Magazine Mailer Fiasco. All in all a $103,497 education in what doesn’t work!

How Much and How Fast?

To get this much career-expanding information in one place is totally impossible today in MLM. You could order every book and tape program out there for forty-five hundred to six thousand dollars and still not distil this critical information.

You could shell out five grand of your hard earned money for a big seminar or consulting service and still miss the boat. Most gurus in MLM have never done what you want to accomplish in this
industry. Let’s face it: it’s pretty damn tough to find anyone making a 6-figure income in MLM to mentor with in today’s climate.

Then why am I charging just $67 for this 200-page manual instead of $500 an hour for one to one consulting? One word: value. I have close to 100 hours invested into this project alone. The $67 price tag is a mere pittance, but it’s incredibly fair. And because of the convenience of digital delivery, you save a bundle on fulfilment. No vinyl albums, no costly shipping and production overhead. You save big, and the convenience of instant delivery is incredibly delicious!

*Don’t Decide Now. Try It Out. The Product Has The “2+2 Rock Solid Guarantee”*

Sixty-two days. Get the manual, and read it twice. Test some of the strategies. Kick around some of the automated prospecting tools. Print out some of the tracking sheets and counselling forms. Internalize the documentation for the next two months and two days. If it isn’t as awesome as you expect, full refund. All of it. Every cent. I want you foaming at the mouth like a rabid hound dog with this information!

*What? No FREE Stuff? Of course....*

If you’re like me, you’ve probably done your share of Internet surfing. Isn’t it amazing how much junk is out there? Maybe I should start by telling you what I’m NOT giving you for free. I’m NOT dumping a worthless CD-ROM of 533 Free Reports on How to Lick Stamps for Profit or How to Make High Demand Tongue Scrapers at Home. It’s absolutely unreal how many honest people are scammed into selling junk.

I’m NOT giving you a password to some hidden chat room where a bunch of limp MLM junkies debate the merits of the latest chain letter, downline building club, or free internet mall. You only have 168 hours in a week. Swapping spit with junkies will only get you burned out and smelling funny.

I’m NOT giving you a coupon for a free disk with 2 million global e-mail addresses and some wicked SPAMBLASTER 3000 weapon. You’re better off standing in a snow bank handing out “Will Network For Food” flyers!

However, here is at least $120.00 worth of incredible value for you - FREE!

**BONUS ONE** - Private access to my Real Audio MLM Training Library. I have prepared a special 3-hour “mini-seminar” just for the exclusive use of my customers. If this were in audiocassette format in a shiny vinyl album, it would have a $97.00 sticker on it. This information is chock full of golden nuggets to help you build a downline that produces residual income for your great grandchildren!

**BONUS TWO** - My special report How To Plan, Promote and Produce Spectacular Events. I have consulted for 3 network marketing companies on how to maximize their distributor functions. I personally have put 1000 people in the room many times just for a Saturday training. This 30-page report leaves no stone unturned and documents every facet of live events. Whether you run in-home
meetings, hotel trainings or major conventions, you will have the knowledge to create the most powerful events in your entire company!

**BONUS THREE** - A 60% wholesale discount in our reseller program. That’s right! Nothing is hotter today than affiliate programs. Purchasing this manual at retail entitles you to resell it for a 60% profit. The Internet gives you the power to earn while you sleep. Find two friends to invest in their MLM business with this manual and you’ve recouped your entire outlay.

If you had just 3 customers a week from any MLM company purchasing this course, you’d earn $482.40 a month. That would cover the lease on a beautiful new Cadillac. Know anyone who’d like a new Caddy?

**You Really Can’t Afford Not To Invest In Yourself and Your Network Marketing Business!**

You get **THE ULTIMATE MLM BLUEPRINT FOR MASSIVE SUCCESS!**, (200+ pages, 3.7 lbs. 2 inches thick), the three free bonuses valued at over $120.00, and sixty-two days to absorb it all. If you don’t get at least 1 gold nugget that provides TEN times the value, then you’re just not trying hard enough. Grab on to something tight - this information will take you on an amazing ride!

Order Now!

Best Wishes,

David Ledoux

p.s. only click here if you’ve decided NOT to order.

p.p.s: here’s just a few POWER CONCEPTS in **THE ULTIMATE MLM BLUEPRINT FOR MASSIVE SUCCESS!** package...how to create a duplicatable recruiting system....how to create 100% predictability in downline pin promotions...what to say when you’re onstage getting an award from your company president...how to save 50% or more when running ads for prospects...how to outpull the company big-shot 3 to 1 in lead generation....any one of these ideas is worth a hundred times the cost of the course. No more wasting valuable time, no more fumbling and bumbling, no more embarrassment. No more tiny paychecks. Learn, Do and TEACH what makes you REAL money in MLM! Click here to order.

**UPDATE!**

ORDER NOW THROUGH OUR SECURE SERVER AND GET INSTANT ACCESS!

Click here now!!
Let’s go through the bullets . . .

“... a 5 step rotational pattern on how to DO the business, and TEACH the business. The velocity of this 5 step rotation determines the rate at which your downline duplicates (I taught this to a Nuskin Blue Diamond - it freaked her out!)”

We talked about the 5-step pattern in Chapter 3.

List
Contact & Invite with Specific Intent
STP, STP, STP
Follow-up & Follow Through
Getting Started Training
The Simpler you make each step; the faster your organization can duplicate and grow geometrically.

“... tested, proven real-world telephone script examples on how to contact warm and cold market prospects in order to book profit-producing presentations (with an absolute minimum of rejection!)”

We covered this in the section on Contacting & Inviting with Specific Intent. More important than the script is the understanding of WHY the phone call is being made.

“... how to create a duplicatable 8-step presentation to “Show The Plan” based on prospect psychology for the highest enrolment rates possible (this one took me 12 years to create!)”

Remember that you’re ultimately responsible for creating the system that your group will use to “show the plan”. Set the example. Remember to first audiotape yourself as you develop your skill, and eventually create an “Example Video” of you showing a killer plan so your team can learn from it. If you’d ever like to see me doing my 8-step plan in my prime recruiting days (this is secret vault stuff!) send a check for $20 payable to The Do! Team Inc. Box 904 Markdale Ontario Canada N0C1H0.

“... what a former Amway Triple Diamond taught me about the “glue” that holds organizations together long term (this 1 concept has made me a small fortune!)”

This is all about the “experience” that someone has in the business. Some people come in for the products, some for the money, some for the people, some for the music, some for the growth. You as a leader are responsible for creating events that “feed” people at the level that they are hungry.

“... the 3 critical events that lock in a new distributor for ‘life’ in the business (I learned this nugget over breakfast on a Caribbean cruise from a lady with 25 years of MLM experience!)”

That lady taught me a lifetimes worth of MLM experience in less than 90 minutes. If you ever get a chance to pick the brain of an MLM millionaire (present company included) I advise you to jump at it! The 3 critical events for a new distributor include their “first product experience”, their “first business success”, and their “first dream achieved.”

“... a blow-by-blow checklist on how to set up your entire year for maximum growth (Hint: 98% of network marketing company presidents have no idea how to do this!)”

Good old Chapter 6. This concept of quarter-over-quarter momentum-driven growth is something that just a small handful of MLM presidents understand. Try your very best to implement this in your organization. Over time, your company will hopefully start to listen to you, and as more crossline groups plus your head office join your efforts, they will be multiplied a thousand-fold.
“... events are the lifeblood of this business. Are yours thrilling, inspiring, motivating and productive or a real yawner? Do you run them for your group or do you wait for the company dog-and-pony show to come to town? (Hint: Events are different than Meetings. This confusion is costing you a fortune!)”

We’ve covered this several times (including the audios and free report). Something magically happens when people get together. Nothing will ever change the power a great event has on a new person. It’s up to you.

“... Quantification and 100% Predictability. Discover how to create systems to track your entire business. (with this you are unstoppable. Without it your business is blind as a bat!)”

I’m a stickler for numbers. Take some of the charting ideas in the manual and play with them. The weekly tracking charts are pure gold. Test with your personally sponsored people. When you know the true numbers, you’ll know when you’re on track.

“... Counselling Upline. Most networkers don’t know who to turn to for help in their company. Worse yet, their downlines are equally ignorant. Learn how to create a duplicatable system for leadership creation and counselling in your network.”

You should be working with the person in your upline who is at the pin rank above you. When you hit that rank, you should counsel above that person who is at the next pin rank. For example, if you are a level 2, and your sponsor is level 2, he can’t teach you how to be level 3. You should still love that person, but you need to go upline to find someone who can teach you how to grow. The best books I’ve ever read on this subject is Feeding A Giant by Bob Crisp, and Randy Gage’s MLM Power Weekend.

“... Prospecting is a four-letter word to most MLMers. Hear how I “wasted” $157,400 on prospecting in a 5 year period. I’ll share with you the SINGLE BIGGEST SECRET to prospecting. (Once you own this secret, you can’t help but make money every single month for the rest of your life!)

The biggest secret is knowing “the Lifetime Value” of a customer. For example, I personally sponsored 228 people to build a group of 26,000. When I computed every ad, every lead, every phone call, etc. etc ad nauseum, I figured out these critical numbers. Every time the phone rings 15 times with ad calls, I sponsor one person. Every time I show the plan, I make the equivalent of $150. Every person I sponsor is ultimately worth about $1000 per year for an average of 2.5 years. For every 35 people I personally sponsor, one of them makes me $52,000 per year for 5 or more years. Every 90 days, 2 out of 100 re-contacted prospects will want to seriously consider joining. It’s all math. Once you know your numbers, you’ll never really worry again...

“... Training. Training the trainer. You get some new downline. Now what? Here’s how to build your own duplicatable training system that transfers down 1000 levels uncorrupted.”

I hope you have some clear ideas crystallized in your head. Your team needs to be told step-by-step what to do every 90 days. Events and tools can transfer your message uncorrupted down infinite generations.

“... Automation secrets that can save a fortune in wasted time and effort. The truth about recruiting online, realities of e-mail and voice-mail, and the internet.”

Currently I use only http://www.youlookamazing.com to generate my leads locally, and I give them to my frontline leaders to work. I don’t want to sponsor someone not online. I only generate leads within 100 miles of home generally. I see the web ultimately wiping out voice-mail and swallowing it so they are literally one. J2.com is an example of what’s happening. The days of mailing tools are nearly gone. By the end of the decade we will share our MLM recruiting and product info in mere seconds globally. The more hi-
The more tech we get, the more important the human experience becomes.

“... Long distance recruiting myths and realities explained. This has long been a lottery to many MLMers. Learn when to expand beyond your local market. Explore how to build leaders at a distance. Learn why you must master this skill for real long term residual income that outlives you.”

I teach people to expand outside their city when they can afford to go to the distance city at least 6 times a year to do the events for their group to support them. Regional diversification will protect you from 1-industry cities getting hit by layoffs, as well as storms and weather problems. In the late 90’s, my entire team in Quebec lost electricity for over a week during an ice storm. Recruiting dropped that week, but because that line was diversified outside the province, production wasn’t seriously hit.

“... Retention. Why do 90% of networkers quit? How can you reduce this number? What impact will there be on your bonus check by reducing dropouts by 50%? Discover how to lock your leaders in for life.”

You lose the highest percentage of people in their first 90 days. A solid Getting Started Training is critical in your group. Training events are vital. Working in depth with the new person’s list builds confidence through the 2-on-1 process. Driving depth puts people in a position of loss if they quit. DO NOT STACK! Getting something for nothing cripples the line. Building real depth creates excitement from the base of the leg to the top.

“... there are 4 HUGE strategies to create leadership in people. Only 4. Miss out on any 1, and you’re crippling your efforts. Master all 4 and you’re playing in the realm of the true MLM heavy hitter. CONTROL all 4 and you’re a megamillionaire!”

How do you create leaders? The first way is help someone be successful in this business as a process. Each small victory creates layers of belief in their minds, creating what is known as a “Mastery Experience”. Pretty soon they expect to win, and win big. The second way is to show people what success looks like and describe the models of belief, skill and activity that result in that success. By showing the way, others will follow and figure it out vicariously through your experience. The third way is through social persuasion. If enough people of status tell you that you can do it, you eventually begin to believe you can. (the counterpart, parents telling the kids that they are stupid, is equally true.) The fourth way is through physical and emotional boosting. By improving one’s physical state, reducing stress and creating a positive mood, their personal efficacy is boosted. Study how each point gets addressed through a yearlong process of tapes, books and events. This is a major clue...

“... The true partnership in MLM is between the corporation running the MLM and the field leadership. For many companies, it’s an “us vs. them” mentality. When you learn how to provide this single biggest need to your parent corporation, you instantly vault to the head of the class! (Your company president will be calling you personally to offer assistance)”

One of the hardest jobs in the world is being corporate at an MLM company. You can boost your value to the organization by being a team player. Ultimately, the business comes down to a partnership between you and the owner of the company. If you can make his or her life easier by boosting sales and solving problems, it’s in his or her best interest to focus resources to assist you in continuing the growth. Think long-term, mutually beneficial relationship.

“... You must understand the difference between “REAL” income in MLM vs. “PROMOTIONAL” income. How can you really know what’s going on in your business? Learn how to properly track your entire downline for maximum profitability.”

I call “promotiona”l volume the volume that is
this chapter could make your total group volume increase by 15%-23% in 90 days or less!”

The on-line audios have a brilliant piece on contests. Remember, you want tons of winners at different levels. Think rings of a bulls-eye, or steps of a ladder. Short, intense, and above all RECOGNITION!

Focus on what produces a bigger check that is also sustainable long-term…

“… Business Briefings - dinosaur droppings or heavy-hitters secret weapon? Can you really duplicate a hotel meeting? What possible purpose can “chalk talk” serve in the age of the Internet? Hang on to your whiteboards fellas. (This chapter will challenge your belief systems like Chris Columbus at a Flat Earth convention!)”

Remember the importance of the human experience. Too much of a good thing is a bad thing. Events must be special. This year do fewer events, but make them better, with more promotion, more guests, more recognition, and more team involvement. Your group will grow….

“… 90% of start-up MLM companies fail in 5 years or less. What is the first room you should visit when taking the corporate head office tour? Armed with this checklist, you’ll know if a company has a chance to make it or is destined for the MLM graveyard!”

This is covered in the sales letter example called “Close Your Eyes and Imagine Your Life Savings.” For any MLM company to make it today, they need impeccable computer and phone systems, and competent shipping facilities. In 2001 it is estimated that to survive 3 years as a start-up MLM you need over $10 million in resources. The days of starting an MLM in your garage using 3 Visa cards are over.

“… Want to make the business much more fun? Want to lock in your rookies, rejuvenate your drive, and move your entire group to the next achievement and earnings level? Add this weapon to your monthly arsenal to create staggering momentum in your lines!”

Dream Building. Failure to dream can have devastating effects on your business. Build the dream to live the dream.

“… Good contests can create massive new growth. One bad contest can kill twelve months worth of blood, sweat and tears. See real life case studies of some of the best and worst contests in my 15 years of MLM experience. One idea from generated each pay period by recruitment alone. For example, if a leg brought in 10 new people this month and they each bought $500, then the $5000 in volume is “promotional volume”. I call “real volume” the volume that is generated each month by recurring customers. In many cases it will be through an auto- ship program. If the same leg has 100 customers buying $100 each, then the $10,000 in volume is what I call “real volume”. Real volume is residual, based on satisfied customers repurchasing. Retirement scenarios in MLM should only be based on “real volume”, because recruiting moves in phases and cycles.

“… MA=MR. SWSWSW. The Secret Language of MLM is finally decoded! Turn MLM rhetoric and jargon into structured, productive training content in order to shorten your rookies learning curve.”

Massive Action Equals Massive Results. Some Will, Some Won’t, So What! Remember, rookies don’t understand the mysterious “pyramid talk.” Don’t use jargon when showing the plan. Maxing out, re-entries, breaking directs, sv ratios, infinity bonuses, going wide, going deep, 2 on 1, three-ways, etc all are new. New is scary.

“… Ingredients tell, but stories sell. The Art & Science of the MLM Testimonial. How to craft your personal story for maximum effect. How to get your excited (and nervous!) rookies to properly share their enthusiasm. How to avoid legal, compliance and regulatory landmines.”

Practice. Make your group the best group in your company when it comes to testimonials. Use your
training events as a time to hone your team’s storytelling abilities.

“... Tough times and how to deal with them. How to keep your MLM boat afloat after hitting an iceberg. Knowing when to abandon ship and how to do it properly. How to keep your team intact instead of drowning - lifejackets anyone? Case studies of the best and worst examples from the MLM history vaults.”

Ultimately the entire game comes down to finding 4 or 5 loyal leaders. You can make your fortune with just 3. You can rebuild in 3 years or less if you find a good company and you have your leaders. What colour is the carpet in the living room of your Top 20 income earners in your organization? How old are their kids, and when is their wedding anniversary? Hmmmm....

“... Dungeon dwelling cyber-nerds and the realities of MLM. Can you really build a downline without leaving the house? (Or showering for that matter?)”

People business. For things to change, you must change. For things to get better, you must get better. Technology can only go so far. If you want to make it to the top, you’ll eventually have to leave the house.


Chapter 11 talks a lot about the changing face of our industry. I really think we bruised the baby when we as an industry began the massive mail-outs and reach-outs in 96-99. History has shown that recessions are good for MLM in general. Demographics also play a key role. For the average person, with above average desire, nothing can beat MLM. Take $1000 in borrowed money, and become free within 5 years. That goal will always be there for the right person with this industry.

“... The Magic Power Word of MLM - DUPLICATION. How to KILL it. How to create it - maybe. Why it’s more important than oxygen. The one hidden element that determines its velocity. (I paid a Vice-President of a major MLM company $500 for that hidden element. It’s a single word — and I’m giving it to you!)”

S-I-M-P-L-I-F-Y

“... The Supermarket Shocker. I was 100 miles from home grocery shopping with my wife. I found traces that my downline had just been there less than an hour before. Discover how a small town housewife turned a 20 minute trip to the store into a cost-effective, duplicatable lead generating experience!”

She had put up some prospecting cards on the bulletin board, on some cars, and around the store tucked into the magazine rack. If 100 of your group each put out 1000 cards per month, and if just 1 person in 100 called, your group would get 1000 leads per month. Using my lifetime average, with 1000 leads I would sponsor about 70 of them. Maybe your group might sponsor 40-60 of them. What would you do with 50 new people?

“... Revealed! The one substance that MLM heavy hitters crave more than money. Ten ways to harness that force. How to share the substance with your group. Why Mary Kay and A.L. Williams were the best at distributing the substance. How to create a planned structure to move this incredible substance throughout your entire team, and to keep it moving long after you retire. This is a major big deal, believe me!”

Your ability to shower recognition on your group will be one of the factors that determines how large a business you build. You cannot leave this up to your upline or your company. You have to take 100% responsibility for implementing award and recognition strategies for your organization.
“... Fatal landmines and dangerous MLM pitfalls. Real life MLM disasters studied so you can avoid them. The 4500 square foot Pink Problem. The $35,000 Summer Stinker. The Success Magazine Mailer Fiasco. All in all a $103,497 education in what doesn't work!”

The Kestrel Success Centre, The Summer Sizzler, and Dream Night 2000. A smart man learns from his mistakes. A wise man learns from the mistakes of others.

If you’re like me, you probably printed out this manual, then flipped to the back section. Or if you’re a logical person, you’ve read everything in order and have arrived here. Regardless if you started here or ended here, here we are at the back of the manual together! Here are a few resources to help you get your Life Long Learning Library started.
Recommended Resources – Tools That Have Made A Difference

I’ve only included tools that I’ve personally experienced.

**Andrecht, Venus:** *MLM Magic - How An Ordinary Person Can Build An Extraordinary Networking Business From Scratch*

**Butwin, Robert:** *Street Smart Networking*

**Failla, Don:** *The Basics: How to Build a Large, Successful Multi-Level Marketing Organization*

**Fogg, John Milton:** *The Greatest Networker in the World*

**Gage, Randy:** *How To Earn at Least $100,000 Per Year in Network Marketing*

http://www.networkmarketingtimes.com

**Hedges, Burke:** *Who Stole the American Dream?*

**Hill, Napolean:** *Think and Grow Rich*

**Kalench, John:** *Being the Best You Can Be In MLM and 17 Secrets of the Master Prospectors*

**Pilzer, Paul:** *Should You Quit Before You’re Fired? And Unlimited Wealth*

**Robbins, Anthony:** *Personal Power, Awaken The Giant Within, Unlimited Power*

**Schreiter, Tom:** ("Big Al"): *Big Al Tells All, How to Create a Recruiting Explosion, Turbo MLM, How to Build MLM Leaders for Fun and Profit, Fortune Now Newsletter*

http://www.fortunenow.com

**Waitley, Dr. Denis:** *Psychology of Winning, Empires of the Mind*

**Yarnell, Mark and Rene:** *Your First Year in Network Marketing*

### Industry Publications You Should Read

Universalprofit Marketing Power (http://www.universalprofit.com)

The MLM Insider: (http://www.MLMinsider.com) 305-947-5600


Upline Magazine (http://www.uplineonline.com)

Network Marketing Lifestyles (http://www.nmlifestyles.com)

MLM Players (www.mlmplayers.com)

MLM University (http://www.mlmu.com)
10 Action Steps That You Are Going To Take As A Result Of Completing This Program

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David Ledoux is the author of the best-selling books The Road to Gold and The Ultimate MLM Blueprint. He has produced several audio training programs including *How to Make A Whole Lot More Than 100,000 A Year on The Internet*, *The Shifting Paradigm*, *A Dream Come True*, and *Million Dollar Secrets*. He has authored, recorded and produced more than a dozen training audiocassettes in the Phone Power Series.

He has been featured on video and radio, and has traveled extensively speaking to tens of thousands of entrepreneurs on the merits of The Free Enterprise System. He publishes the Internet newsletter, *Universalprofit Marketing Power* to several thousand subscribers around the world.

He is the founder of Universalprofit at www.Universalprofit.com, a Sales & Marketing Education Center visited over 2 million times annually. His digital network marketing course, *The Ultimate MLM Blueprint* is the #1 selling course of its kind in the world at www.ilovemlm.com.
Here is a brief overview of our #1 best-selling products. If you have not already taken advantage of all of these money-making services, now is the time!!!

Below, you will find a small description of each. You will also find a link to gather more information on each product.

**Beyond the Road to Gold Soft Cover Book** - *Discover How YOU Can Become A Millionaire Without Winning The Lottery!* Get your hands on the true-life story of how a broke college dropout made a decision that would not only change his life, but thousands of others. This book will leave you inspired, as David's lessons will lead you to achieve successes you have never dreamed of.

No matter what your financial situation is, you will prosper from David Ledoux's teachings. His story is living proof of how the road to success and freedom isn't always a smooth path. Act now & grab a copy to ignite the turbo-charger in your life! - [http://www.ilovemlm.com/book/](http://www.ilovemlm.com/book/)

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Inside you will find 6 audiotapes & a 150-page manual stocked full with REAL-LIFE money-making examples, strategies & workable methods to build a large six-figure income for yourself on the internet! This course will be rush shipped to your door-step so you can start making money right away!

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PERSONAL 1-ON-1 WEEKLY COACHING PROGRAM – *Uncover the solution to any challenge you face in your business or personal life with coaching from David Ledoux personally!* Does increasing the size of your paycheck interest you? Would you like to learn from a successful millionaire at the fraction of the cost? David Ledoux will personally coach you to whatever your goals and aspirations are. People have doubled and tripled their businesses and paychecks by using David Ledoux as a personal guide.

David will work with you to solve challenges you are facing, and unlock the natural born-leader that is inside you. He will not only open a new realm of possibilities, but he will take your hand, and guide you step by step until you have achieved your hearts desire. We have bundled his monthly personal coaching program into a convenient and affordable weekly schedule so you can maximize your time with him. [CLICK HERE FOR DETAILS.](#)

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Designed for a hands-on experience, you will be assigned a certified success coach hand picked by David Ledoux personally. We have bundled over 20 hours of group coaching in this program so your 2-½ day experience translates into a 2 ½ MONTH COURSE! This is the crown jewel of our company, and will be the foundation for you to achieve any income bracket you desire!