



Magnetic Sponsoring™

**By Mike Dillard**

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

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## **“MAGENTIC SPONSORING: SPECIAL REPORTS”**

Special Report #1: Creating Killer Advertising

Special Report #2: Posture – A Career Changing Lesson

Special Report #3: Developing a Magnetic Personality

Special Report #4: Sorting Vs. Selling

Special Report #5: Picking the Right Team

Special Report #6: Getting Your New Reps Started Right

Special Report #7: Building Depth

Special Report #8: Contact Management

Special Report #9: Your Role as a General

Special Report #10: Product Sales Tips

Special Report #11: Gold in the Warm Market

Special Report #12: Top 8 Reasons People Fail

Special Report #13: Top 9 Reasons People Succeed.

## Special Report #1:

### “The Secrets Behind Magnetic Advertising”

One of the biggest mistakes I see made by well-meaning networkers is the attempt to write, create, and place advertisements without any real training.

I just picked up this month's issue of the Home Business Advertiser, which basically serves as a targeted advertising platform for networkers, spiced up with a handful of articles by industry leaders.

Here's the sad part...

I'm going to guess there are about 200 ads in the magazine ranging in size from small classifieds to full pages.

Out of these 200+ ads, I found less than 10 which were truly good – AND half of those were professionally written and tested by the large lead companies that placed them!

The rest: Page, after page, after page, of wasted time, potential, and money.

Unless you know EXACTLY what you're doing, DO NOT place anything more than a small, inexpensive classified while you learn the ropes.

The one and **ONLY goal** of your advertising is to elicit a direct action from the reader which allows you to capture their contact information.

Period.

Your ad prompts them to call an 800 number, or sends them to a website where they can leave their contact information in exchange for something of value. (You have to give them a d\*\*\* good reason to leave their info - Or they won't). A generic free report of some kind works best, (like Magnetic Sponsoring for example).

Whether you send them to a website or 800 number, those tools have **ONE PURPOSE:** To capture that information. Not to sell them on your business. Not to tell them about your company. Just capture their information.

Just look at the ads and sites for Magnetic Sponsoring. The ads sell the Free 10 Day Boot Camp, and then sends the reader to the webpage where they can get the material. That webpage has ONE MISSION: Capture the name, phone, and email address of the reader. That's it. There isn't one extra or un-necessary line, link, or word on the page.

Once they have left their information, they are in my marketing pipeline, and NOW I can contact them many times, instead of just once.

Let's take a closer look at the Magnetic Sponsoring marketing system:

The Magnetic Sponsoring System is a web of marketing tools that are all connected.

There is:

- 1: The sales letter page.
- 2: The Free Boot Camp Capture Page
- 3: The Magnetic Sponsoring Newsletter.
- 4: The Magnetic Sponsoring Postcard.
- 5: All other ads, classifieds, banners, email, etc.
- 6: The Magnetic Sponsoring Course itself.

Each of these items are connected. They all point back to each other in a circle without an exit door to off-topic information.

This is key: The fact that I am educating through every tool. I am not hiding the information. I am giving it away, along with the opportunity to learn even more. People would not be able to see the value of the product or system if I kept everything behind an order page.

Why it is important to have so many options?

Because once a person finds something that could solve their problems, they want to dive in and learn as much as possible. With a variety of tools, they can see it, hear it, feel it, and **take ownership of it.**

And each of these items points back and reaffirms the original message: "Buy Magnetic Sponsoring because it can help you!"

## **Simple Classified Ads:**

**I never, never, never, spend money on advertising that does not create instant and automatic direct response cash flow!**

In other words, I NEVER advertise just for "leads" for my MLM opportunity like everyone else out there. I advertise retail information products which are sold through an online direct response sales page automatically, 24/7. This PAYS FOR the cost of my advertising which means I can advertise endlessly to my target market (other networkers) for FREE.

**Caution: BE VERY CAREFUL** when it comes to making income claims on your websites or in your ads. All of my ads used to contain the "\$250,000 business" stat. Even though it is absolutely true and verifiable, it doesn't matter. I have since removed all monetary figures from all websites and ads because it's simply not worth the risk. In the beginning, I could afford to take those chances...

The bottom line is that you are on very shaky ground whenever you list any kind of income/production numbers. The best thing to do is consult an MLM attorney before you move forward if you insist on using those types of figures.

With that said, this portion of the book is simply meant to show you what a good ad looks like vs. a poor ad.

## **This is VERY valuable content, so pay attention!**

The following ad was a VERY successful pay-per-click ad on Google in 2004 for a \$500 training seminar. See if you notice how the six rules of emotional response we discussed earlier apply:

```
*****  
“(Company name) Reps.  
Come see how I got 79 sign ups in 90  
days without ‘calling’ anyone.”  
*****
```

Here is what that ad **really says**:

“I’m an expert. I got 79 sign ups in 90 days. I can help you.”

“This is EASY and FAST. I did it without calling anyone.”

“You don’t know how to do this. I can show you how and make your life easier. Let me ease your pain and help you sponsor more reps.”

But here is the real kicker:

These guys are charging \$500-\$1,000 to get access to this information, and people are just throwing money at them left and right. The only problem with their system is that it is NOT automated. It is a sales job, and takes too much time away from building their primary program.

You’re probably struggling to get your prospects to hand over \$100-\$300 to get started in your business, yet these guys are making a fortune promoting a “how to” course that will show people how to build the floundering business you sold them in the first place!!!

Why?

Because you are only providing a part of the solution the prospect is looking for when you are promoting your business with your current sales tools.

You’re leaving out the blue prints/system, so they are going somewhere else to buy that, and as you can see, people are willing to pay big bucks for it!

VERY MAGNETIC!

Now let's look at the typical ad you see put out there by people who do not understand the psychology behind marketing yet.

This is a real ad I pulled from Google:

```
*****  
Breaking News (Company)  
Fastest Growing Team In (Company)  
Questions? Feel free to call me.  
www.(xxxxxxx).com  
*****
```

What the ad really says: "Another company is launching. We have the best team. Call me."

What the average networker who reads that ad will think:

"Another company is launching. Big deal I've already joined three start-ups in the past, and I'm still broke. "Fastest growing team?" That's what we had last time. My team didn't grow fast.

Call you with questions? Why so you can pitch me on your "big deal company". No, thanks, I already have one."

Did it appeal in any way to the triggers people respond to? Nope!

You have to think very carefully about the ads you write because you will get EXACTLY what you ask for!

Do you want to attract the bottom feeders looking for "quick and easy", or do you want to attract leaders who know there will be an investment of time, money, and effort involved.

A BAD IDEA... These ads promote weakness and attract LAZY people. You will get a high response rate, but you're deceiving yourself.

```
*****  
5x9 Matrix With Massive Spillover!  
Join Today for Only $20! We Do  
All the Selling For You!  
*****
```

```
*****  
New Company Launch!  
We Build One Leg for You!  
Grab Your Position Now!  
*****
```

This ad is SOOOOO BAD that I truly hope this person stumbles across this book... Use the "so what" rule and see what it reveals...

\*\*\*\*\*  
MLM Business Opportunity  
New Business with Great Products  
Dare to venture on a New Frontier  
\*\*\*\*\*

Instant and Long-Lasting... Right. This is the kind of junk YOU do not want to advertise IF you want to attract REAL long-term LEADERS...

\*\*\*\*\*  
Want a Marketing Miracle?  
Plug into Turnkey Global **Marketing**  
For Instant & Long-Lasting Success!  
\*\*\*\*\*

This is a GOOD AD and variations of it have been used for two-three years now. The headline sorts people and grabs the type you want to hear from. Line two states a massive benefit/solves a problem. The offer of the ad is a generic report. Lots of value. Provides the SOLUTION to a painful problem: Not enough reps.

\*\*\*\*\*  
Attn: Hardworking Networkers  
Add 20-30 People Per Week  
5 MLM Secrets - Free Report  
\*\*\*\*\*

**Here is one of my most successful Google Ads which has an average click through rate of 8%, and has produced up to 17%.**

**Line 1:** Sort. (I'm looking for, and speaking to, people who are in a specific network marketing company). **Line 2:** Expose the pain. **Line 3:** There is a solution, click here.

\*\*\*\*\*  
(Company) Reps  
Stop Wasting Time and Money  
on Leads and Cold Calling. See How.  
[www.MagneticSponsoring.com](http://www.MagneticSponsoring.com)  
\*\*\*\*\*

The following pages contain some of my personal ads that work like mad.

**PLEASE NOTE: These ads are copyrighted and I will legally pursue anyone who violates those rights. In other words, do not reproduce any content from them without my personal consent.**

## **Only Suckers Buy Leads!**

**Free 10-Day Boot Camp Reveals**  
The Revolutionary Strategy That  
Allowed This 26-Year-Old Restaurant  
Waiter to Turn a Failing MLM Business  
Into a Sizzling \$250,000 Cash Cow  
In Less Than 4 Months Without  
Spending Himself Broke on Leads!

\*\*\* Learn How to Become the Hunted  
Instead of the Hunter! Get People To  
Contact You!

\*\*\* See How to Generate Your Own Leads  
for Free, and Discover the *3 Easiest Ways*  
to Get Them to Call You!

**See How He Did it:**

**Absolutely Free and *Only at:***

**[www.MagneticSponsoring.net](http://www.MagneticSponsoring.net)**

## **Prospecting Sucks.**

**Tired of Spending Your Time and  
Money on Leads and Cold Calling?**

**Me to. That's Why I Use the 100%  
Generic Magnetic Sponsoring System!**

**Anyone in Any Company Can Use  
This Revolutionary System to Produce  
Endless Leads and Sponsor More Reps  
Than They Ever Thought Possible...**

**Without Making 100 Dials a Day,  
And Without Selling Their First Born  
to the Lead Companies.**

**You Can Use It To:**

**See How, Absolutely FREE  
and *Only at:***

**[www.MagneticSponsoring.net](http://www.MagneticSponsoring.net)**

## **Some of My Personal Classifieds:**

(Company) Reps  
Stop Wasting Money and Time on  
Leads and Cold Calling. See How.

(Company) Reps  
Stop Wasting Money and Time on  
Leads and Cold Calling. Learn How.

Magnetic Sponsoring  
How I Built a \$250,000 MLM Biz in  
4 Months With Magnetic Sponsoring

MLM Recruiting Made Easy  
How a 26 Year Old Waiter Built a  
\$250,000 MLM Biz in 4 Months.

Prospecting Stinks  
Stop Wasting Time and Money on  
Leads and Cold Calling. See How.

Amazing Generic Recruiting System  
How a 26 Year Old Waiter Built a  
\$250,000 MLM Biz in 4 Months.

Hate MLM Recruiting?  
How to Sponsor Dozens Free With  
Magnetic Sponsoring. See How.

## Full Page Sales Letters:

Learning how to write an effective sales piece is the closest thing to picking money off a tree in the world. **You can literally turn your thoughts into money** over and over again.

But of course, it is not an easy skill to learn. It can take years, BUT, by studying the basics you can increase the effectiveness of your marketing efforts tremendously with a few simple concepts, and do it in just a few days.

Most sales letters follow the same formula no matter how long or short they are. As a rule of thumb, long sales letters always out perform shorter ones – AS LONG AS the content is relevant. In other words, it should be **EXACTLY** as long as it needs to be in order to produce the sale. (The more you give, the more you will get.) There's RARELY a letter that is "too long." Remember, this is NOT for YOU. It is for your prospects, so take yourself and your feelings out of the subject, and make it as long as it needs to be to get the job done!

Creating a letter that holds a person's attention until the end and takes them through a planned emotional journey is the art. That is what takes years to learn. How to suck someone into your copy and spit them out at the other end with a hysterical urge to whip out their credit card and buy from you.

There is a formula. Some may even call it manipulative. This means you must be very careful and use this power with caution and for good, or it will come back to haunt you.

There is no way I could even begin to scratch the surface of how to write compelling copy, as it takes years of practice to master, but here's the basic format for most sales letters, and you can use this anywhere! Emails, phone calls, websites, conversations, etc.

**Headline:** Qualify them. This mentions a benefit or a pain that the reader wants or has so they can raise their hand and say "He's talking about me!"

**Story/Problem:** Expose their pain. Build a relationship through a story. People get pulled into stories and find it hard to move on until the end – Just like reading a great book.

**The solution:** I found a solution. Here is what happened and how it will help you.

**Educate:** This is HOW and WHY it works.

**Offer:** Here is how you can get it and ease your pain/increase your pleasure.

Go back and take a look at my sales letter at [www.getmlmresults.biz/letter](http://www.getmlmresults.biz/letter). See if you can follow the formula and find the transition points from one section to the next.

If you would like to learn how to write persuasive copy, go to [www.getmlmresults.com](http://www.getmlmresults.com) and look in the Marketing Section or Rolodex for some fantastic material.

### **Know what you are really selling!**

I'll tell you right now it's not your company and it's not your product. You're not selling ORAC values or compensation plans.

### **You ARE selling a way to avoid pain or acquire pleasure.**

If you're selling a health product for example, you're not selling the ingredients of it. You are selling a longer and healthier life. You are selling relief from a painful ailment so grandma can play with the grandkids again. You are selling prevention and peace of mind over the fear (pain) of failing health.

When you are marketing your opportunity, you are not selling "timing" or compensation plans or training calls or a debt-free balance sheet. You are selling pleasure through the attainment of wealth. You are selling pride and achievement. You are selling the education of their children. You are selling their dream car. You are selling the solution to painful bills and a frustrated spouse.

You are selling a solution (to pain) and BENEFITS (pleasure).

"John, if I could show you how to make guaranteed \$2,000/mo within nine months so your daughter Suzy can go to college and become a doctor like she has always wanted. And if I could show you how to do that without making a major investment and without spending more than one-two hours a night on your business, is that something you would be interested in?"

Assuming those are the reasons "why" John gave to you, do you think the ingredients of your product or the date your company was founded will really matter to him?

Nope.

Sell the solution. Sell the benefits.

How do you tell the difference between a feature and a benefit? Most people can't.

It's rather easy actually. This little trick is priceless and will shock you the first time you test your emails and other writings with it.

### **After every sentence you write, jump into the shoes of your prospect and ask this question:**

"SO WHAT?"

Come on, let's try it..

This was taken from a well known MLM company's website and reflects the norm throughout the industry:

\*\*\*\*\*

"Designed with the part-time member in mind.

- An incentive to achieve with rewards at every level.
- Dynamic Compression on the 2% Emerald bonus and on the Diamond Override Bonus!
- MyBiz Bonus for 20% of CV on new Team Member's cumulative orders, for the life of the new member's orders. Plus, a Consumer Bonus that pays 50% of the CV on the first order on new CDPI sign-ups!
- A Top Distributor's reward for bringing in new business and new volume.
- The highest overall payout of any major company in the industry.
- Great awards and recognition."

\*\*\*\*\*

Now read each sentence and ask the question "so what?" (**Please do that now**).

See what I mean? It's meaningless until you show me how I can BENEFIT from it!

Now let's turn these features into benefits:

- An incentive to achieve with rewards at every level so as your business grows, so will your compensation.
- Dynamic Compression on the 2% Emerald bonus and on the Diamond Override Bonus which will maximize the size of your check and put more money in your pocket!
- The highest overall payout of any major company in the industry will ensure that your time, money, and efforts are invested wisely, and that you earn what you really deserve!

See the difference?!

Take a look at [www.magneticsponsoring.com/letter](http://www.magneticsponsoring.com/letter) and look at the long list of benefits I give. All it takes is **ONE** bullet that provides a solution to a problem that prospect is facing, and if the pleasure gained from the solution outweighs the pain of the price, he/she will buy the course.

Take a look at the Free 10 Day Boot Camp capture page. **This page gets an UNHEARD OF, 60% OPT-IN RATE with a targeted list!** I bring up the pain, and then offer a FREE solution! It can't be ignored!

## Special Report #2:

### “Posture: A Career Changing Lesson”

If I had to point to one particular point in time that changed my career in network marketing and life in general, it was hearing the audio series “Prospecting with Posture” by Lisa Kitter Combs.

After five years with no success, that single audio was the turning point.

Why was it so important? What did it do?

When I first started my networking career, I was a pretty shy person. The thought of picking up a phone and calling a stranger horrified me. I used to literally sit at my desk staring at the phone for hours trying to sum up the courage to call my leads.

It was ridiculous, but my mind found a way to justify my inaction with one excuse or another.

The problem stemmed from my lack of posture, due to a lack of confidence.

When I would call my leads, I came from a place of weakness and desperation. I was spending every spare cent I had on leads and tools, and I HAD to sponsor a new rep soon or I would be out of money and a failure.

That desperation and lack of confidence came though on the phone... and people took advantage of it.

I came from a position of servitude, doing anything I could to please the prospect and keep them in the pipeline.

This is a MAJOR problem with people new to this industry, but it can be quickly conquered with a little education.

So what does it mean to prospect with posture?

Simple. To be blunt: The person on the other end of the phone is a “nobody” that must qualify for and justify your attention and time.

Until they prove themselves worthy, they are just a voice and a phone number.

I don’t care if it’s a doctor, lawyer, business owner, etc. They can waste my time just as easily as anyone else. They have to earn it.

Here is a pretty basic concept that I'm adding to this chapter based on several phone calls I've gotten this week. It's about 800 numbers and whether or not you should use one as a distributor. I was setting up their websites for them, and they insisted

that their 800 number be included because it's "easier for the prospect to contact them" and because "some people don't want to call long distance."

I have to admit that years ago when I got into this industry, getting my first 800 number was like some cool "right of passage" that meant "now I'm a business owner!"

Ya it was fun to experience that, but I soon learned that an 800 number has no real benefit and can actually be counter-productive. The ONLY time you should ever use an 800 number is in a direct response advertisement. That's it.

I hope by now that YOU can recognize how flawed that above kind of thinking is. ("It makes it easier for my prospects to call me." or "Some of my prospects don't want to call long distance".)

First and foremost, why would you even send information to either of those types of people, *let alone cater to them?*

Think of an expert in any field. Not only do they NOT have an 800 number, but they usually have a few hoops people have to jump through just to reach them! (Receptionist, call screening, etc...). Forget 800 numbers. They have no benefit to you or your business, and they weaken your positioning.

The best way to build posture if you are lacking it, is to first and foremost, sit up straight or stand while on the phone. HAVE ENERGY in your voice, and know in your head they you have the keys to the vault. You have already found the pot of gold at the end of the rainbow.

If that is not your normal personality, then change it. This is what it means to become the person you need to be to succeed.

I honestly like to think of Donald Trump, sitting there in the boardroom on "The Apprentice." It's an honor for his contestants to have the opportunity to work with him, and they all know it.

It should be no different with you and your prospects. You're the Donald. Act like it.

The best way to assert your posture on a call is to keep control of it.

Once a prospect asks a question **and you answer it**, you have lost control. They are now in charge of the entire call and its outcome.

YOU MUST take back control immediately! You don't have a choice if you want the call to be successful, not only for your sake, but for your prospects as well. (They just don't know it yet).

The best way to do this is to defer their question and ask them one. Asking your prospect questions keeps you in control of the conversation.

Example Prospect: "So what kind of business is this? What is the name of the company?"

You: "\_\_\_\_\_, that is a great question, but we are not to that point yet. This is an interview, and I am trying to qualify you for my time. If you would like to continue that is fine, or we can end the call right now. What would you like to do?" (Did you see the reverse QUESTION!?) Now you have control again!

What does having a strong posture do for your business?

First, it positions you as a leader. If you're not a leader, how can you expect people to follow you?

Second, it positions you as an expert instead of a peddler. Prospects and customers seek out experts because they have the answers they're looking for.

Third, it allows you to guide them through your information system on your terms for maximum effectiveness.

**\*\*\*IMPORTANT:** People do not partner with you in business because of your product. They do not partner with you because of your compensation plan.

They partner with you because of YOU and/or your system. They partner with you because they see you as a leader and someone who can help them achieve success they want. Everything else is secondary.\*\*\*

A great way to help you develop your posture is to just say NO to your next five prospects. Do it. Tell them you are sorry, but they are not who you are looking for right now.

This exercise will change your mindset and your posture instantly because it gives you all of the power. Your mind will finally understand that you are the leader, and the prospects need to prove their worthiness for your time and efforts.

In all honesty, you should be telling this to AT LEAST 50% of everyone you talk to each day if you are building your business correctly! The vast majority of people you meet will not have the characteristics you want in a business partner! Use your L O P P L E R! ;)

## Special Report #3:

### “How to Develop a Magnetic Personality”

**“You are not what you think you are. You are not what other people think you are. You are what you think other people think you are.” - Unknown**

You’ve heard of affirmations in all of the self-help books, but there is a twist you can apply that will make them MUCH more powerful: REVERSE Affirmations.

Using the technique of Reversed Affirmations you would think “You find me irresistible,” not: “I am irresistible.” When you tell yourself “I am irresistible”, the logical part of you rejects it. It’s just not accepted because you might not believe it yet. However, when you change that around and think: “You find me irresistible,” and truly get into the spirit of it, you’ll instantly reap the benefits and FEEL the statement is true.

Why?

Because your mind might not be able to accept it coming from you, but it will accept the thought of it coming from someone else! After all, you can’t control what other people think, so you by-pass your mind’s own logic checkpoint!

A person might say this is fake, that they know deep down they are not irresistible. I say of course it is fake. Of course it is not true YET. The great thing is... It doesn’t matter! It doesn’t matter if it’s not true right now. That has nothing to do with it. Belief has nothing to do with it. It is only the thought that matters, because thoughts are things and will affect your body, your personality, and your reactions just as sure as a shot to the gut will cause you to bend over in pain.

Give this a try: When you are talking to a man or woman you want to attract, look into their eyes and just start thinking “You find me irresistible!” Get totally into it, and let that thought change how you feel, how you are standing, how you are smiling, and notice what happens.

Try it!

You can use this technique to develop and express your Magnetic Sponsoring Personality when you are on the phone with a prospect, team member, or conference call.

Some quick examples:

Prospects:

“You see me as a genuine charismatic leader.”

“You can’t wait to join our organization and work with us”.

Downline Members:

"You find me an incredible, helpful mentor, and leader."

"You think I'm the greatest sponsor on the planet!" Etc..

Get into it! Say it with emotion and believe that it's real! Try it a few times with a smile, and you'll instantly feel your energy and emotions change to fit those statements and make them true!

## Special Report #4:

# “Sorting vs. Selling: The Strategy That Will Set You Free”

Wow, this is an important topic!

So many people looking to start a home business are under the impression that you have to become a door-to-door sales person, professional telemarketer, or a Mary Kay lady doing home meetings to make money.

ALL WRONG. (Well, unless you like to do that sort of thing...)

Here is the rule we live by as home business owners: **“We sort. We DO NOT sell!”**

One of the quickest ways to fail in network marketing is to become a sales person.

A selling superstar is easy to spot. They jump in with two feet and start sponsoring people like crazy... I’m talking 20-30 a month. You couldn’t be more excited, and you think you’ve just hit the MLM jackpot!

Here’s what will happen. Within two months, all of those new reps sponsored by your super- star, start dropping like flies until nobody’s left.

Why does this happen? Because people can’t be duplicated. The superstar’s new people can’t do what he did, and he can’t figure out why. After all, it was so easy...

This is why having an effective system is so important. Systems ARE duplicatable because they level the playing field for everyone. There are no special skills needed because the “selling” is handled by the tools in the system! An example of this would be Magnetic Sponsoring.

- We have a turn-key advertising system that drives traffic to the sales page.
- The sales page sells the product.
- The product educates and sells the opportunity.
- Within the Opportunity is the MOFU system for the warm market.

No where in this process does someone have to be an expert at ANYTHING, except organization and follow-up. **You don’t even need to know the name of the company or the price of the product because the tools “tell and sell” all of that for you!**

So how do you know when you are selling so you can avoid it?

The moment you starting explaining ANYTHING about your product or business you are selling.

If you say anything more than the name of the company or product and cite a testimonial, you are selling.

If you start to tell them the ingredients or price, you are selling. If you start to tell them what it does, you are selling. If you start to explain the compensation plan or give the background of the company founders, you are selling!

DON'T DO IT!

### **Professionals sort. Amateurs sell.**

Think of yourself as a professional promoter. It is your job to hand out information to as many people as possible about a very exciting business opportunity or product. That's it.

YOUR ONLY JOB is to get out informational TOOLS to as many people as possible because it's the TOOLS that do the selling for you!

Whether it's a website, e-book, CD, brochure, or DVD movie... They contain your presentation. They do all of the legwork for you. Gone are the days when you have to know anything and everything about your product or business, and sit down for an hour across from someone at Denny's to "show the plan."

The power is in the tools.

Listen, you could take a 50-year-old, fifth generation farmer and put him to work in the field with some hand tools, or you could take a kid from New York, and stick him in a tractor. Who will be able to harvest the bigger crop?

The kid from New York! It wasn't his lifetime of experience that gave him the edge. It was his tools.

Let the tools do the sorting and selling for you.

Don't waste your time with the people who don't get it! Don't wonder why your best friend or next door neighbor didn't see the same opportunity you did. That is not your concern. **Your concern is giving them the opportunity** to them to say yes or no!

*All you are doing with each new person you expose to your business or product is creating the opportunity for something good to happen. The more opportunities you create, the more success you will have.*

### **How to Deal with Emotional Attachment:**

Do you remember the feeling you got when you had a crush on someone back in grade school? You'd send a note on over if you could sum up the courage, or pass the word on through jungle gym grapevine.

Then came the waiting... Your hopes were so high that this might be that lucky person you've been searching so long for at recess.

The hope just builds and builds and builds until it all comes to a climactic end before fourth period, ending in true love or heart break.

Believe it or not, the same thing can happen in your business to if you're not careful. You can actually get emotionally attached to a prospect and their decision.

Don't.

This was a very hard lesson for me to learn when I first started in this industry. I would routinely spend every spare dollar I had on leads, and if I didn't sponsor someone, I was doomed. I was so desperate to succeed that it felt like every person who showed interest in my business was holding my future in their hands.

When people wouldn't return my calls, answer the phone for a scheduled follow-up, or just flat out said no to my offer, I would be crushed. I would blame myself, the industry, and the leads.

But the simple fact of the matter is that, that is NORMAL! Many more people will say no before someone says yes.

The **only** cure for this condition is knowing that it exists and having more people to talk to then you have time for. This is the key! You **MUST** have more people to call than you can handle!

There must be so many prospects on your to-do list that you can't possibly get to all of them each night.

When this is the case, you forget about the no's. You forget about the maybes. You forget about the unreturned phone calls. You don't have time for those people, because three of the five new people you talked to tonight *are* interested!

This is the **ONLY** way to avoid emotional attachment to a prospect and work this business successfully.

If you find yourself even thinking twice about someone you sent information to yesterday because they "sounded like they would be great," you have a problem. I can't tell you how many times the "awesome" prospects turn out to be duds.

I have at least 30 natural leaders that could take their businesses to the top on my team right now, and they never even got started. They ordered product and then "poof!" They were gone! The ones that don't catch your attention usually turn out to be the folks that pick up the ball and run with you.

Just remember: You're not here to sell. You are here to sort through the coal to find the diamonds.

Look, which is a faster way to find a pearl: Gather a hundred oysters and shuck them as quickly as possible to find the five that contain pearls, or gather five oysters without pearls, and then wait for them to create one?

It's all about working the numbers to find the winners who see what you see.

## Special Report #5:

# “How to Choose the Right Team to Partner With”

What other industry in the world, can you start a business for a few hundred dollars, and have instant, unlimited access and personal consultation with multi millionaire partners? Where else!?

If you can think of one, you're smarter than me!

You MUST have access to a team of leaders who are currently making the kind of money you want to make, and in network marketing that is commonly available. No one can show you how to do something they have never done themselves. If you want to make six figures, then you need to be working daily with someone who already does.

So does this mean you should go track down the highest income earner in a particular company and join him/her? No.

You want to find a leader who is actively in the trenches and building each day like you will be doing.

If you join someone who is already earning seven figures and are just taking it easy and doing seminars around the country, they are going to be in a completely different mindset than you, very hard to get a hold of, and probably not much help.

Understand you don't have to be personally sponsored by a leader. You just need to have access to one or more on your team.

Make sure you know how they are building their businesses. Are they doing meetings? Are they cold calling? Are they working leads? This is how you will be taught to build as well!

As an example, I specialize in using the Internet and phone to build my business, and since that is what I know how to do, it's what I teach. If you are looking to use home meetings to build your business, I wouldn't be much help!

What am I really trying to say? **Just be careful who you listen to and more careful who you follow.** To be a good leader, you must first be a good follower. To be a good teacher, you must first be a good student.

Realize that if people are telling you just what you want to hear, and all the things you don't have to do to become successful in network marketing, it's a pretty good sign that you are dealing with an amateur who has no idea how to build a long-term business.

## Special Report #6:

# “Getting Your New Reps Started On a Fast Track”

A mentor of mine, Bob Schmidt, known as one of the top three networkers in the world today, regards this skill as the most important in the industry, yet you would be hard-pressed to find any training on the subject. (Everyone is obsessed with recruiting.)

But now that you have the insights of Magnetic Sponsoring, recruiting should be a snap! (Especially if you're using the MS system!)

So now you need to get your new distributors started.

This can be frustrating at times because no matter what you do, there are going to be people who just don't do as you ask. You can't take it personally. Just keep recruiting and looking for the leaders who will.

**I am a firm believer in the use of a UNIFIED TRAINING SYSTEM.**

A unified training system means that you have one road map that EVERYONE follows without exception when they first get started.

Once they have been “activated” or seen a results through this system, they can expand it into different areas like meetings, post cards, etc. Whatever suits their strengths.

Here is why I believe it is so important to teach ONE single system to the new reps:

**A single focus produces repetition and belief.**

**Belief produces confidence.**

**Confidence produces results.**

You want to choose the most effective business building system you can find. Master it. Teach it. And preach it without deviation.

As your new distributors hear the same training over and over and over again, it will inspire the belief within them that it works, if they will just follow it. Once that belief is instilled, it will produce confidence, and that confidence is the most vital ingredient to success.

Imagine the chaos and confusion that would arise if you introduced a new system or method to building the business every 30-60 days.

How can anything ever get taught or duplicate if it keeps changing?

How do you instruct a new generation of future trainers or conduct team-wide training calls if one leg of your group just does meetings and uses tool A, and the other calls leads and uses tool B?

Your new team members are going to sit there confused as hell and without belief because they don't know who is right or which system works better. They don't want to make a mistake, so they will just sit there and do nothing.

A unified training system means that EVERYONE, from your personally sponsored reps down to your hundredth level receive the EXACT same training.

Guess what this Magnetic Sponsoring Course is?

It's 50% of my team's unified training system! EVERYONE in my organization has to have a copy of this manual.

Just look at McDonald's. Do they give you a choice between three training manuals and three ways to run the restaurant? Of course not!

They came up with the best possible method, and live by that method without exception. That is how they can take an 18-year-old with a high school degree and put him in charge of a million dollar business.

## **Another piece to a unified training system is the inclusion and repetition of CLEARLY COMMUNICATED EXPECTATIONS**

What kinds of expectations do you communicate to your prospects and to your downline?

Do you cater to weakness? Do you let just anyone join at any level?

"But, Mike, I can't afford \$330 to start. Can't I just buy the \$30 kit, or maybe just one case of product? Do I have to get on the maximum autoship level?"

Here is the translation of that statement: "I know deep down I'm going to fail. I just want to buy some hope so I can tell myself I tried, but I want to buy that hope for as little money as possible."

NOT THE TYPE OF PERSON YOU ARE LOOKING FOR! NEXT!

This doesn't happen on my team.

You do it right the first time, or you don't do it at all. These are the training calls you WILL BE ON. These are the product info packets you WILL MAIL in your first ten

days. You will have a minimum of three-five product customers within your first 30 days.

Those are the expectations.

EVERYONE who joins my organization, joins with the same minimum purchase or greater.

When you start, you pick up XXXX amount of product on your initial order, and then go on autoship with XXXX amount of product per month. That's it. You can't come in with one case. You can't come in with a \$30 kit. (Customers, of course, do not fall within these rules.)

**You either do it right the first time, or you don't do it at all.**

Not only does this ensure duplication, but it takes the pressure off your new guys when asking for an order because they don't have to twist their prospects arm or sell them into buying two, three, or four+ cases of product AND to get on autoship. "This is what it is. Take it or leave it."

If you have been communicating these expectations within your marketing pieces, closing people becomes a non-issue, because your prospects already know what your expectations are, and more importantly, WHY those expectations are in place.

**You must communicate leadership, responsibility, and the expectation of strength while prospecting, or the foundation of your business will be based on the wrong type of person.**

It is standardized. Unified. If you want to join our team, this is how you join... Period.

My organization has two documents.

The first is for new reps. The second instructs the sponsor on how to use the first document.

Of course you want to get your new guy off to a good start, but what you REALLY want to do, is train your existing reps to become TRAINERS!.

Our ultimate goal and product are well-trained distributors remember!?

And the only way you can produce a walk-away income is if you train and produce leaders. If you have a superstar upline that does one or two training calls a week for the whole team, great. But you can't just rely on that, and if he/she is, they are missing the boat big time.

Once you hit the second level of our company, which means you have an average of 50 people in your organization, you will start holding your own weekly team call along with your upline for guidance, and once you produce your first second-level leader, the duty will go onto them, and so on...

Train your people to become TRAINERS!

## Special Report #7:

### “Building Depth in Your Downline”

Building deep through referrals like this does two very important things for your business:

**1:** It creates equity for those already in your organization. Let's say someone way down on your twenty-second level turns into a superstar. He/she just takes off like a rocket and creates a massive business that does \$250,000 in monthly product volume.

Do you think the 13 people above him/her are going anywhere? NO WAY! In fact, you probably couldn't PAY them to leave! There is too much equity under them!

#### **Get Rid of All Those \$0.00's on your printout!**

**2:** This equity creates stability in your organization. People who may never pursue the business will always continue to purchase product because they receive a check every month. This keeps your attrition rate low, and your business volume high.

Your job as a leader is to drive your legs deep!

You want to spend 70% of your time working with the newest members of your team once you have sponsored three-five key leaders who take massive action. On average, it will take you about 20-25 personally sponsored reps before that happens.

The day they join is the day they become your new best friend.

**You want to help them get started, and find at least one new rep or customer which continues the process down.**

Once they bring on a new business builder, move your focus to him/her and continue the process.

### **WARNING!**

This does NOT mean, that you want to “stack” people under others for them, in an effort to create “excitement or momentum”, or to get someone “moving”.

**NEVER, NEVER, NEVER, give away sponsorship or “place” people beneath others in your downline in an effort to motivate. IT DOES NOT WORK.**

It creates a dependency mentality throughout your organization which will turn it into a mentally crippled group, instead of a growing, independent one.

Just keep digging deep until you find a self-starter who will learn the process and take it over. The deeper and deeper your lines grow, the more secure the levels above get.

Your organization will grow WIDE on its own as the depth is created, and people get more involved.

Check your organization's growth daily from your company's online back office.

- Whenever you see a new member has joined, call them that day and welcome them aboard.
- Make sure they get plugged into all of the team's training resources.
- Introduce them to the rest of the leaders in your upline team.

**YOU** have to be the leader who takes responsibility for getting them started, because their sponsor may have just joined last week and is a newbie himself/herself!

Do not just sit on your duff and say "Great! My team grew tonight!" and continue along your merry way. Neglecting to work at your deepest levels will mean that at some point your business will start going backwards instead of forwards.

You mustn't leave the success of your new reps in the hands of other brand new reps. Take the lead and help your new people get started. Continue to build depth, and your check will always continue to grow!

**NOTE:** When it comes to sponsoring top tier contacts, (people with a track-record of success), most of them will take more time, effort, and education in order to reach a decision as opposed to other categories of people. They typically do not make snap decisions, and most will require multiple contacts over weeks and months.

Don't just keep shoving info down their throats, trying to drag them aboard. Just place them into your follow up process and drip. In the mean time, KEEP MOVING FORWARD to NEW PEOPLE. The follow up process should not be an emotional one. You don't want to follow up with someone when you have an attitude of desperation, "If only John would join my team...." Just drip.

I will drip on contacts about every six weeks for years if I really want them in my business, because I know what they are capable of and, that in most cases, it is just a matter of timing. I send them a new tool, or just update them on the numbers, but mostly I just want to build a friendship with them.

## Special Report #8:

# “Contact Management”

PLEASE, grasp right now that network marketing is a **relationship management business** driven by **marketing**.

Your rolodex is your business, and the quality and amount of attention you give to the contacts within it will determine your check.

Once your business starts to take off, your biggest problem is going to be the organization of your contacts and your calendar.

A good contact manager is a must. **It IS your business.** Personally, I use Microsoft Outlook because it has all the functionality I need without the extra junk of a program like ACT or Goldmine. It can also be updated with a PDA or laptop if you're mobile.

**I have several Contact Folders set up in Outlook.**

- 1: “Team Members” - For my primary MLM business.
- 2: “Upline Contacts” – My upline members.
- 3: “Good MLMer’s” – These are people who are in the industry currently that I would personally like to do business with.
- 4: “MLM All-Stars” – These are SUCCESSFUL leaders in the industry.
- 5: Service Resources – These are people who provide services I use like conference calling, autoresponders, marketers, advertising companies, list brokers, etc...

EVERY PERSON I TALK TO goes into my contact manager. My downline's leads, warm market contacts, etc.

As a networker, **THIS ROLODEX WILL BECOME THE SINGLE MOST VALUABLE ASSET YOU OWN** as you build it up over the years. **If you have the foresight to see this as a chess game and plan your moves five-ten years ahead, you will never have a boss again.**

**Two rules:**

**1: Do not abuse it.**

**2: Keep in touch with your list every 15-30 days in one way or another. Could be an email, a phone call, a letter, a card, etc.**

Do not send unsolicited pitches on your opportunity. There is no faster way to lose respect with someone than to send them an unexpected email about a biz opp.

Call them. Get their permission first.

Just use the Golden Rule and think before you contact your list. "How would I react if I got this email?"

If it would annoy you, then it will definitely annoy them.

Ok, onward...

The way I document each of my phone calls is with this Prospect Profile Sheet. I literally keep a binder full of them on my desk ready to go every time the phone rings or I make a call.

<http://www.getmlmresults.com/ppsheet.pdf>

This keeps me focused on asking questions, **listening instead of talking**, and learning as much as I can about everyone I talk to. **My goal each day is to have ten of these filled out.** As you can see it also has a section to enter my downline's information in case this lead was a referral from them.

At the end of each night, I take my profile sheets and enter them into my Outlook Contact Manager, along with the notes of our conversation.

I'd like to reiterate an important point which is a real issue for new people to this industry. BE SELECTIVE on the prospects you spend your time with. You can tell within 10-20 seconds if this is someone you want to work with. Just pretend you are "Simon" during the interview process of "American Idol"... Seriously! Don't take 20 minutes to have a prospect fill out this form just to fill it out if they are not the type of person you are looking for. Don't be afraid to say NO!

## **Your TOP 20 Downline Members:**

As your team grows, you will start to spend a larger amount of your time working downline with the newest reps than you will sponsoring. As you introduce yourself to the newest members, or as they contact you, keep your eye out for the leaders.

I keep a list on my desk which I update monthly of the top 20 potential leaders I've met and who I want to develop. These are people who have great personalities and positive attitudes. They have plugged into the training and purchased their tools, and they have been to an event.

I try to contact each of them every one-three days and start to instruct them **on how to become instructors** as we build their businesses. I have them listen in on my prospecting and follow-up calls. I have them lead our weekly training calls once they hit the second leadership level of our comp plan.

In other words, you want to be on your upline's Top 20 list, and the best way to do that is to **contact them often** with good news and a smile! Show initiative and get in front. If you left a voicemail and they didn't call you back immediately, keep calling! Don't be apologetic about seeking help.

## Special Report #9:

### “Your Role as a General”

There is only one category of people who make a substantial income in network marketing, or any occupation for that matter: Leaders.

That is it. You cannot make money unless you are a leader.

So you say you're not?

Well, get over it, and become one.

How, you ask?

Simple. What's the difference between you and a leader?

Answer: (You know this by now! ;) The thoughts they think and the thoughts that you think.

Are you in 100% control of your thoughts? Yes! Good! So start thinking like a leader and you will become one!

What kind of thoughts do leaders think? Let's put it this way...

Every time you hear yourself say "I can't" replace it with "I can," and you will now be thinking like a leader.

Every time you hear yourself say "I'll do it later" replace it with "I'll do it right now," and you'll be thinking like a leader.

Instead of saying "I'm not meant for this" each time you fail, say "How can I do this better next time," and you'll be thinking like a leader.

Every time you say "I've reached my goal of 30 calls today, make 30 more, and you'll be thinking like a leader.

Got it? Good.

Ok, what kind of actions do you want to be taking each day as a leader?

Well, first of all, if you are in a leadership position, it means that you already have others to lead, which means you have a growing team and you are doing some things right! Great!

Now there are entire books and courses available on leadership, so I'm going to keep this VERY basic, and give you a few ideas for some actions to take with your team.

**Here is all you need to know:** Leadership is only acquired through action. It can't be bought in a book or cassette tape or seminar. Those will help you sharpen your skills, but the raw material must already be in place.

**Leadership can only be acquired through action** and running the gauntlet of mistakes and hazards along the way! You've got to earn it.

So get moving! Leaders don't wait for things to happen, they make them happen!  
GO! GO! GO!

1: Contact and welcome aboard all new members to your organization no matter where they are, how many levels deep, and who sponsored them. Take them under your wing, and work the depth in your organization. **Teach your developing leaders to do this.**

2: Keep your team constantly updated with news and testimonials. The best way to do this is with an email autoresponder service. YOU SHOULD already be getting these updates from your upline, so all you need to do is make sure they get passed on to your team.

CAUTION! Being a leader does not mean re-inventing the wheel! DO NOT make your own training resources. DO NOT make your own system. DO NOT hold your own conference calls unless it is done under the guidance of your successful upline.

3: Attend all local and national events. This is a big one. Until you have attended one of your company's national events, you've just got a hobby... Nothing more. Attending a national event is your first step to becoming a leader.

4: Lead by doing. Your team members will do EXACTLY as you do. If you are constantly working your leads, calling your new reps, and doing three-ways, your team will as well. If you don't, they won't.

You CANNOT be an armchair quarterback! It doesn't work, so don't even try it. Lead by action! If you want your team to make more calls, then you must make more calls first! If you want them to attend a national event, you must be the first to buy your plane tickets!

5: Be available for your team!

6: NEVER complain or share frustrations with your downline. You will have your good days and bad days just like everyone else, but keep them between you and your upline.

# Special Report #10:

## “Product Sales Tips”

Here is a common statement you'll hear from prospects you need to hear:

“Mike, I need to try the product first to see if it works for me before I can sell it.”

Kind of a common sense question isn't it? Well, in all honesty, it's based on ignorance from a lack of business ownership experience, or made to serve as an excuse.

The truth of the matter is that you don't need to try the product before you get started, and it doesn't have to work for you.

Why?

Well, are you planning on being your only customer? Of course not. So realize that it doesn't matter what you personally think about our product or any other product. *All that matters is what your customers think!*

*Ever see a man selling women's shoes?*

Now you may or may not notice a personal impact from the product, but if three people you care about come back to you and say you've just changed their lives, your belief level and confidence with your product will go through the roof!

Do you see how childish and **short-sighted** this argument is from a business perspective?

All you need to know to market a product is if there is evidence to back up its suggested benefits, user testimonials, and most importantly, growing sales.

Sales are the nail in the coffin. Just look at the numbers, and they will tell you if there is a demand for your product. If there is a demand in the market, you can build a successful business.

Realize that we are not here to "sell" our product. We are just here to make people aware of it. Our tools do the selling, and people will decide if they want to use the product or not for themselves. We just want to let them know it's available!

### **Creating a New Customer:**

If someone is interested in becoming a customer of your product, set them up for success from the start.

When a person wants to purchase my product from me, they purchase it on my terms, or they don't purchase it at all.

Why do I draw a line in the sand like that?

When I first started, I used to sell single bottles for people to try. Within a week or two they would come back and inform me that the product didn't do anything for them.

The reason was simple. They weren't taking enough of the product, for a long enough period of time to see a benefit.

I just lost a customer, and they lost out on the benefits of my product because I didn't insist that they use it right the first time.

Today if someone wants to try the product, they agree to purchase the amount I suggest, and stay on the product until their next doctor visit.

This is important because the many of the benefits a person will receive will never be "felt."

My grandmother started using our product two months ago, and just got back from her checkup. Her cholesterol had dropped over 100 points since she started on it!

She got her friend started on the product who just got back from her doctor, and her cholesterol dropped 105 points!

AMAZING results, but neither of them would have been aware of their success if they just went by whether or not they "felt" something.

The moral of the story is to educate your customers, and set them up for success by getting them started right the first time, or don't get them started at all. Protect the reputation of your product, and stand behind it. They will appreciate your honesty, and most will take your suggestion.

The end result will be a happy customer and a thriving business!

## Special Report #11:

# “The Warm Market: Where the REAL Gold Is!”

You CANNOT build a lasting successful network marketing business without making a full-forced effort into the warm market of your distributors.

Can't be done.

Why?

Because that is where your stability is. That is where your customers are found, along with your residual check.

That is where your REAL leaders are found.

For the most part, recruiting network marketers has a built in revolving door which means you can't just recruit other networkers.

**Most are unstable. Most come easily and go easily.**

There is no way you'll ever build a lasting business this way because they are opportunistic by nature and are **until they concede** to the fact that there is no "easy" dream business that they'll just walk into, they never hesitate to jump ship at the whiff of anything "bigger and better."

Of course this is not ALWAYS the case, and your desertion level will depend a lot on how each person was sold on the business in the first place, and what kind of training is provided. (Was it get in quick and make \$10,000 by next month with no real training, or was it learn how to become a real networker and expect to put in several years?)

You want to recruit other networkers and then look for **product customers and leaders** in their warm market.

In my first 60 days in my last company, I did over \$3,000 in nutrition product sales to my warm market.

This is *AFTER* 5 years of hitting up my warm market unsuccessfully over and over again. They were toasted, and yet I walked in with a VERY STRONG product, and it blew up on me. All I did was get my family members started on the products.

They saw fantastic results and started telling co-workers, who told friends, who told family members, and it just snow-balled from there.

**The long-term money in your business is found in the warm market.**

Take someone with zero experience in networking, but a track record of success and some credibility. Teach them and turn them into a professional networker, and you've got a business partner for life.

Have you ever noticed the one thing all of the top earners you see on stage at the company conventions have in common?

They have developed the ability to surround themselves with talented people. That's it.

One of the biggest benefits to network marketing is that it is 10% about you and 90% about the people you surround yourself with.

If you don't have credibility, sponsor someone who does.  
If you don't have money, sponsor someone who does.  
If you're bad on the phone, sponsor someone great on the phone.  
If you can't train your team, sponsor a great trainer.

My personal building system is based on three activities:

- 1: Finding the right people
- 2: Getting them started
- 3: Building deep.

So who are the right people?

Well simply put, it is anyone with a track record of success. It doesn't matter what your occupation is. Someone is successful because of their daily habits. Not their job, not their product, not their position. They have simply turned effective and productive activities into habits, and practiced daily over a period of time, they have become the people they are today.

Because the reason for their success is independent of their actual occupation, they can take those same habits anywhere and be just as productive and successful, if not more-so in network marketing because of the limitless environment.

There are more than enough successful people out there who have the knowledge, attitude, people skills, and money to make you a millionaire a million times over, so don't waste your time with excuse makers, complainer, whiners, and quitters.

You can't change them.

Whiners whine, quitters quit, and complainers complain, just like winners will always win. It's who they are and what they do.

## Special Report #12:

# “The Top 8 Reasons People Fail In a Home Business”

## 1: They Are as Green as Grass

This is a business of marketing and promotion pursued by people who have no idea how to market or promote. This is a business of leadership and ownership pursued by people who have never led or owned...

Let's be honest, NO ONE succeeds in a brand new career/occupation at their first time up to bat. During your first 12 months+ in this industry, you are just getting your feet wet and learning the ropes. Coming to the table with wild expectations of hitting a homerun is irresponsible. You gotta **“EARN IT.”**

You've got to practice, and you've got to fail over and over and over again until you learn what works and what doesn't. Every time you fail to accomplish what you wanted, but got back up again and kept going, YOU WON, because that is the ONLY difference between those who make it in this industry and those who don't. ALL of the big guys started out as little guys and each of them failed their way to the top again and again until they finally “got it.”

*I could have quit \$20,000 and **five years** ago. I could have bought furniture and new clothes instead of leads, books, and tapes. I could have moved up the corporate ladder instead of waiting tables. I could have kept the \$3,000 bike I won two championships on instead of pawning it to start another business in this industry. Most other people would have, but I didn't, and that is **exactly** why they are there and I am here...*

Have the **patience** and belief to get what you want, and **never quit until you get it.**

## 2: They Could Pass for an Al Bundy Look Alike

Working at home is not easy. There are many temptations constantly competing for your attention: your family, your favorite TV show, food, chores, etc.

You come home from work, and your old routine is there waiting for you... Tempting you to give up and give in to mediocrity.

Just picture Al Bundy and you will get my drift...

A network marketing business is easy to start; therefore, it is also easy to quit.

Having the discipline to come home and go to work again, this time for yourself instead of your boss, is simply a matter of desire and scheduling the tasks which need to be done.

*The difference between knowing what to do and doing it is whether or not you **schedule it.***

Scheduling your activities each day is a critical step to reaching your goal because **success only becomes real through the habitual application of correct knowledge.**

### **The Carnegie Formula for Success:**

In the early 1900s, just as Andrew Carnegie was building his fortune, a man came into his office offering to sell his services as a consultant. Carnegie was suspect whether a man unknown to him could offer intellectual information worth paying for.

The consultant, believing so fully that he possessed information of great value to Carnegie made him a bold offer. He told Carnegie that if he would just give him 15 minutes, he would provide, at no charge whatsoever, information that would multiply his (Carnegie's) fortune now and every day thereafter. But he held this single stipulation:

**If Carnegie decided to use the information and in doing so, found it to be worthwhile, he must promise to send whatever he determined to be an appropriate payment to the consultant.** Carnegie agreed to hear the man out, so he promptly told the secret that I'm sharing with you here.

Each night before retiring, take out a small piece of paper and thereon write six things that you can and must accomplish tomorrow that will bring greatest value to your business.

After listing the six things, write a number by each one - one through six - indicating priority.

Upon rising the next morning, gather the piece of paper and set immediately to work doing the first thing until it is completed, then move on to number two, three, and so on.

Complete each task in order. Do not allow anything to distract or redirect your efforts until every task on the small piece of paper is completed. (Once these things are done you may work as you please on projects of importance as you decide.)

Repeat this process each night and every day until it becomes your habit.

Teach this same process to all your main people. Instruct them, likewise, to repeat the process until it becomes habit. Then, they should teach it to their main people

When finished, he thanked Mr. Carnegie for his time, gathered his things and left. After a few weeks of using the method, Carnegie was so impressed with his own

productiveness and effectiveness that he sent the man a check for \$25,000 (conservatively, that amount would equal \$1,000,000 today).

Carnegie developed the habit completely, then set about to teach it to his main people. Productivity, moral, attitude and profitability from this single, simple activity was so remarkable that he continued to use the process the rest of his life and considered it to be among the most valuable advice he ever received.

### **3: The Magical Mail Box Syndrome**

Many times people come into this industry with an ATM mentality. They think that just because they bought a distributorship and some product, their mailbox will just start spitting out checks, keys to a new Corvette, and cruise tickets to Tahiti. If that's the case, I need to take a break and head down to the hardware store because my mailbox must be broken...

Seriously, though... Think about it. Most people today attend college for four-five years to graduate and get an entry level job with a starting salary of \$25,000-\$35,000/year. After taxes that comes out to just over \$2,000/mo on the high end.

They continue to work up the ladder, and a few MAY eventually hit a six-figure income during some point in their life, say 10-20 years later... if ever.

Yet people start a network marketing business and work it for three weeks. Never get trained. Never take the time to learn the craft. Never do the activity that is required. Yet still expect to replace a baseline, minimum income in just months that took them at least four-five years of school and tens-of-thousands of dollars in classes to acquire.

It's delusional when you think about it!

Or you can start a home business today. Completely self-fund your business by wiping out your expenses for the year just from your new tax deductions. Spend the next three-five years of your life growing, learning, and doing the business, and then never have to worry about money ever again – guaranteed.

Why is that guaranteed? Because you now **own** a new skill - the skill of creating wealth. You can do it over and over and over again, any time you want! **Your mind and your HABITS** have become your own living, breathing ATM machine!

When you start a home business, you are not purchasing products and advertising. You are purchasing the opportunity to learn how to be a successful entrepreneur and teaching yourself how to create wealth on your terms... Not your boss'.

### **4: The Debbie Downers**

The influence of loved ones and friends can be a powerful force, but realize the vast majority of people you know are not cut out for self employment and financial freedom. They either don't desire it, or don't believe they are worthy of it.

You are different.

Simply by the fact that you are reading this manual puts you among the few in life who dare to dream big dreams, AND make it happen.

Fantastic! **But beware:** Negative people will destroy you and your business. Those who do not share your dream will try to replace it with their own.

If you have someone close to you who is always complaining, always seeing the bad side of any situation, always sighing heavily at your "nutty ideas"... *get him out of your life*. Immediately. Break off the friendship, fire him, get him shipped off to an assignment at the North Pole. Ideas and fledgling business ventures are fragile. They need nurturing, not criticism.

It happens to everyone. Be prepared for it, and when it happens, don't lose faith. They act out of what they feel are good intentions, but they are truly based in selfishness. Feel pity for their ignorance, and find camaraderie among others like you who dream big, achieve more, and live well.

**Remember this: "People are down on whatever they aren't up on." – Bob Schmidt**

This even goes for some members of your team! You will inevitably have people join your team who do nothing but look for a reason to fail. Whether it's your websites, the price of the product, etc., they will latch on to whatever negative they can find, complain constantly, and in the process, bring down you and everyone they come into contact with.

If you discover someone like this, protect your team from their influence, or their negative energy will spread like a virus. If you have to, cut them out of all communications until they take a hike. Don't waste your time and energy trying to "fix" them or their problems. They are the problem, and there is nothing you can do about it. Keep moving forward...

### **Dumb and Dumber...**

Sooner than later, you will hear this: "Ya, Mike, this business looks good, but I talked to my friend Joe last night, and he said he's tried one of these networking businesses, and that they don't work."

"Great Bob. Tell me, what does Joe do for a living and how much does he make doing that?"

"Well, he's a teacher, so he's a smart guy. I guess he makes about \$40,000."

Do you see the big flashing neon sign that says "Vacancy" above Bob's head?

What in the world do they know about making big money if they aren't making it themselves! Never take advice from someone who isn't earning the kind of money you want to make! I don't care if it's your best friend or your mom. *They have no idea what they are talking about...* Period.

Please don't take this warning lightly. If you truly desire success and the attainment of your dreams, you must purge the vampires from your life. Now.

## **5: A Case of the "But-I-Gotta's"**

Distractions are typically an issue for someone who doesn't have true desire or intentions to be self employed. They always seem to find a reason to "take a break" or "do the laundry," etc.

The best method to defeat distractions is scheduled activity. *Keep more leads on hand for your business than you have time to call*, and schedule a time each night to call them! Don't just "plan" to make calls from 7:00 - 9:00 tonight. Put it on your calendar and announce it to your family. "THIS TIME IS FOR MY BUSINESS. IT IS THE PRIORITY." Within a week your family/spouse should know where you are and what you are doing without asking. It should be a surprise for them to see you away from your desk and off the phone.

Remember, the difference between knowing what to do and doing it is whether or not you schedule it.

## **6: The Patience Level of a 6-Year-Old at 5:00 a.m. on Christmas Morning**

Ads like: "Make \$10,000 in 90 days" or "\$250,000 first year potential" or "Ground floor opportunity – join now!", did the real business owners in the world a tremendous disservice, along with the gullible, but well-meaning folks who believed the hype.

Some very ignorant and selfish network marketers created their own bed with this one, and now everyone in the industry has to lie in it.

I have news for you: This industry is not about getting rich quick, and anyone who tells you differently is a liar. It's about working part-time for two-five years and replacing your income, then going full-time and just deciding how high you want to climb...

Can you make money fast in this industry? Say six figures in six to twelve months? Yes.

But those stories should not be promoted as the norm.

Can you do it too? Sure. There is no secret behind their results. They just spent the last three-five years learning the business and then worked harder than everyone else. Trust me. They are the hardest workers I have ever met. **They earned every last cent.**

It's important to keep your expectations in check. In the beginning, you invest enormous amounts of time to make very little. And then, a few years later, you can make enormous amounts of money, for very little time. However, this process does

take time to manifest, during which, *most people* will quit. My suggestion: Build your business around "90 Day Massive Plans Of Action" and *always* have a two to five-year game plan in place. Remember, this is a marathon and not a sprint.

A realistic scenario is \$1,000/mo in four-nine months, and \$10,000/mo in two-four years if you are REALLY working your business DAILY.

Come to the table with the understanding that you have chosen to become a small business owner. Self-employed. An entrepreneur. There's a lot of learning and responsibility that comes with this territory, but it's a fun business to build and the rewards are immeasurable!

Just be responsible and be smart!

## **7: One word: Enron**

You might think that the above statement would read: "Choosing the wrong company or opportunity."

Here's why it doesn't. The ONLY factor that determines the growth rate of a company and its long-term success is the management team. It's not the product. It's not the compensation plan. It's not the customer service, or rate of international expansion.

It's the management team, because each of the previous factors above were born and put in place by their decisions.

A product never fails. The management team who decided to launch it does...

Taking the time to learn about the people who are at the helm of your company is essential.

## **8: It's Quittin' Time!**

Though this is last on the list, it is probably the biggest culprit for a business owner's failure.

I'm amazed when I see 35-, 45-, 55-, 65-year-old grown men and women start their business, and then whine and cry like a school girl because the website went down, or they talked to five people and they all said no, or someone cancelled their autoship order, or their sponsors didn't return their phone calls. How sad is that? Welcome to business. They need to grow up and be adults...

Ask me if I regret spending my first five years in this industry failing again and again... Was it worth it? I'd say spending 5 years of learning the lessons I needed to learn to live the rest of my life with complete financial and time freedom was, indeed, worth it.

Would you? That is the real question here...

Would you stick it out when the going gets tough, or would you throw in the towel and blame the company, the product, your sponsor, or the industry?

**The only difference between the massive income earners in network marketing and everybody else is that they didn't quit. They kept pushing forward no matter what.**

You MUST have an absolute commitment to keep going no matter what until you succeed. You will have failure. You will have setbacks. You will have distractions, and you will have disappointments. I'm telling you ahead of time this will happen, but it's been my observation that the more setbacks you have, the bigger your success will be once it finally happens.

You must go through a testing period and prove yourself first before success is allowed to happen. This is true with anything in life, and it is true here as well. There will most likely be times when you want to quit or hate doing the business.

Let me tell you right now that ALL top distributors go through this. The difference is that top distributors go through this and keep going because their daily actions have become habit.

They don't quit and they don't go halfway. They give it their all, EVEN when they don't feel like it. They discipline themselves to keep going no matter what. They give themselves no other options, no excuses, and no fallbacks.

## Special Report #13:

# “The Top 9 Characteristics of the Successful Business Owner”

## 1: They Play Mind Games

Your success is not dependent upon the company, the product, the comp plan, your marketing system, or your team. It is ONLY dependent upon the thoughts that take place between your ears.

Thoughts are free. You can talk yourself into wealth, just as easily as you can talk yourself out of it. Pick one!

This factor is rated as the most important, because **your choice** to be successful and to develop a winning mindset will have a direct effect on the following six factors.

## 2: They Plug In

The most successful business owners are the ones who participate in their business the most.

They are on the two-three scheduled conference calls per week with their team.

They are plugged into all forms of email communication lines.

They attend local and national events.

They CALL THEIR UPLINE. This is a big one with me. I will never understand how someone can invest \$300-\$500 to start a business, talk to their sponsor once... maybe twice. And then just disappear. I just don't get it! I guess you have to chalk it up to laziness or ignorance.

Look...

Understand that when you join a network marketing organization, it is not your sponsor's job to baby sit you. It's not their job to call you and ask you how things are going. It is not their job to call your leads and build the business for you or drag you across the finish line!

They're there as a VALUABLE resource for you to take advantage of. They're there for YOU to call and receive all the help and advice you could ever want.

That is their job. To serve you. Do not apologize for taking their time or asking too many questions. Take ownership of this resource because it will make you wealthy!

My rule: I work with the people who are working. I give my all to those who ask for my help, and will do whatever I can to ensure their success. I do not drag people...

When someone joins our organization, we provide them with two comprehensive training websites and access to a weekly teleconference training call. However, it is up to them to plug in.

I don't follow up, chase, or beg people to plug "into the system." I do, however, communicate with my group via email broadcasts and suggest they follow the guidance I provide. If they don't take the initiative to plug in, then there is not much more I can do. If they take the time to call me, I will spend as much time with them as necessary.

Success Clue: The most successful distributors on my team are the ones I get calls from daily... Usually two or three! An experienced networker can predict within ten days which new distributors will grow a fantastic business just by the number of calls they get from them in those first one-two weeks.

### **3: They Get a Fat Head**

Do you ever see those commercials on TV for local colleges, trade schools, nursing schools, ITT Tech, all touting that going back to school is the answer to their financial problems?

I just can't understand why some moron would look around and decide that, yeah, that's the ticket: *Academia* must be the place to go learn how to make a fortune in business. These places are nothing more than farms, used to breed the labor armies for the guy who never finished a "formal" education (i.e., brainwashed into becoming employees).

It's likely that you and I both spent four-five years in college learning how to get a job. Now it's time to start investing your time and money into learning how to create wealth.

I spend about \$250-\$500 each month on information products for the network marketing and direct marketing industries. You don't need to go to that extreme, but devour as much as you can as fast as you can.

Books you need to buy ASAP: *Rich Dad, Poor Dad. Think and Grow Rich. How to Win Friends and Influence People. Dare to Win.*

The bottom line is simply this: You must become a committed student to your new career if you want it to pay you like it's a career. Your business will never grow larger than you do personally. Books will propel your personal growth, development and leadership skills, and marketing skills, so jump on Amazon.com and pick up your copies today.

### **4: They Get Their Daily Dose...**

"We should be taught not to wait for inspiration to start something. Action always generates inspiration. Inspiration seldom generates action." - Unknown

You need to have goals, and you want to have two types of them. There are your dream goals which are the reason why you are doing this business, and then you have your small daily activity (habit) goals which will allow you to actually attain your dream. A person without activity goals is nothing but a daydreamer!

It is important that you write down your dream goals and review them twice daily. Once in the morning right when you wake up, and once in the evening right before you go to bed. This puts your subconscious mind to work for you.

Your activity goals are what ultimately determine the fulfillment of your dream goals so attach your success each day to whether or not you completed your activity goals!

Don't base it on whether or not you signed up a new distributor or customer, but whether you talked to X number of people today about the product or business.

Fortunes are made with activity goals ***based on the right activities***, not production goals.

You can always control your activity goals, and sooner or later, your activity will produce results.

It is very important that you reach your activity goal each day, regardless of how you feel (habit). This is one of the big secrets of top producers.

They do the activity even when they don't feel like doing it. They do not wait until their favorite show is over or until they have a positive attitude. They discipline themselves to do it everyday come rain or shine.

Want to get out of that mind numbing job in six-twelve months instead of twelve-twenty-four? Double your daily activity!

**If someone were to call me up and ask, "Mike, what do I need to do to take this business to the top? I want to make six figures within twelve-eighteen months or sooner. What do I need to do?"**

The answer is: "Whatever it takes! Do anything and everything within your power!" But to be more specific for you, take a minimum of five people through your education system each and every day, and you will be UNSTOPPABLE.

To take 5-10 people through the system means you need to talk to 8-20. In order to reach 8-20 people on the phone, you will need to call an average of 15-60. (You MUST have a pool of never ending contacts at your desk at all times to fuel your business.) These minimum numbers can be knocked out in about an hour!

(Magnetic Sponsoring is a bit different.)

But be careful... People who join you will follow your advice to the absolute letter. They will do no more, and usually less. When they don't see the results you alluded

to, take cover! The blame game has begun and you're the target! "But I did everything you said to do, and it didn't work..."

To be blunt, they need to GROW UP, and take responsibility for their success!

Don't be this person. Don't live and die by your upline's action guide. It is just a guide! DO WHATEVER IT TAKES! Success is a degree only given to those who graduate from the School of Hard Knocks! **(No exceptions!)**

### **MEDIOCRITY IS NOT AN OPTION IF YOU WANT TO EARN A FULL-TIME INCOME!**

Don't ever ask what the least amount of work you need to do is to be successful. You are coming to the table with a flawed perspective. Push yourself past your limits. See how hard and fast you can go. Challenge yourself daily to work harder than you did the day before and you will have grasped the attitude needed to succeed.

Personally, I made 50-100 dials every day when I started part-time, and it only took two-three hours to do that, which means it's possible for everyone, including you!

Understand that there are daily CONSEQUENCES for your actions or inactions. There are consequences that will happen because of the calls you make tonight and for the calls you don't make because you are just "too tired." Many times they won't appear for months or even years! BEWARE!

## **5: ...Of the Right Medicine**

Another little secret of top producers is that they know the only time they are actually working the business is when they are talking to someone about the product or the business.

Ninety percent of your time should be spent talking to people about your product or opportunity.

Cleaning your desk is not working on your business. Listening to training calls is not working on your business. Going to company meetings is not doing your business. Reading a book on the industry is not working on your business.

Sure they are important parts, but the bottom line is that **you only get paid for doing one thing**: Talking to people about your product or opportunity.

I routinely encounter people who would pour every minute of free time into "preparing" a business venture, but they never let the enterprise actually begin. They spend *years* reading books, listening to tapes, writing scripts, but never actually talk to anyone.

Smart businessmen have a saying: Anything worth doing is worth doing *badly*. Just jump on the field already -- quit bothering the coaches and teammates with endless questions about what the next play is. Jump in and find out!

I promise, you will be amazed at how fast your business will grow...

Understand that you have to work HARD if you want substantial success in network marketing, or any other business for that matter.

\*\*\*Ninety-nine percent of the people who start a network marketing business do it to make money. They are not really interested in developing the skills and knowledge of a full-fledged entrepreneur or marketer. They just want to join and make money. (The ATM machine mentality.)

They are purchasing HOPE. Not a business. HOPE... Because they don't really believe.

They say things like "I hope this business works for me." "I hope this product is as good as you say it is." "I'll try it out and see what happens." "If the product works for me, I'll be your best distributor!"

Ugh.

That's the sad truth.

They go in blindly hoping and praying that this will solve their problems, and quit when they see it will take more than just purchasing their business.

The secret ingredient that separates the millionaires from the wannabes is WORK. Network marketing works great for those who treat it like a \$250,000 business and work it. The leaders with the big six- and seven-figure checks weren't born MLM superstars with all of the answers.

They started from scratch like the rest of us. They just work harder than anyone else does, so they make more money than anyone else does!

There was a time when I was deathly afraid to even pick up the phone and call a lead back! I would sit at my desk, staring at my phone for hours trying to justify my fear! I was mentally crippled when I got into this industry, but I was one heck of a determined cripple!

Just to give you an idea of how bad it was, I think I sponsored a total of five people in my first three years in network marketing!!!

What's the difference between then and now?

### **Step by step, I became the person I needed to be mentally to succeed in MLM.**

The only reason I have been able to leave the rat race behind and achieve success is that I never gave up. I paid my dues, learned my lessons, and now it's payday for the rest of my life because I have learned the skill of wealth creation, and once you have it, you keep it forever!

So would you stick it out through years of failure? Would you be patient and give your skills time to sharpen?

Let me tell you now... It's SOOO worth it!

It's 2:35 right now on a Tuesday. I woke up at 10:00 a.m. this morning, spent an hour just getting ready for the day, and then walked ten feet to "work" at about 11:00. Every day around this time, I think of my friends and old co-workers who are about to be "released" from their cubes for a 45-minute lunch break. Their only concern is whether or not they have time to go to a real restaurant in time, or that they'll have to hit the drive-thru again.

**It doesn't have to be that way. It's just a choice followed by a decision. That's it.**

Take everything you have in the way of time, energy, and money (within a budget), and throw yourself completely into building your business.

**It's like a jet.** You have to put it at full throttle to take off because half throttle just won't do it.

You don't want to spend the first 30-60 days of your time learning everything there is to know about your product and opportunity.

All you'll get is a case of information overload, and you'll end up the most educated distributor in the company with the smallest check. (Yikes!)

This is an action business! What are you doing today to share your product or business with someone else?

You need to come to the table with the expectation of working hard for three-five years before you expect to see a *substantial* income (\$10,000-\$50,000/mo). And if that's what it takes to achieve financial independence in your life, isn't it worth it?

What's your other option?

Working 30-40 years just getting by only to retire with next to nothing?

Commit to working your business persistently for three-five years, and you'll never have to worry about money again.

**The ONLY way to get good at something... is to do actually do it... and keep doing it until you stop making "rookie mistakes" and start having confidence that comes from *experience*.**

## **6: They Are Hunters For Life**

It doesn't matter how big your team gets, how much product your organization sells, or how much money you are making; the moment you stop personally recruiting

your business will start to go backwards. No exceptions. It might not show up for months, but it will start to crumble.

You must ALWAYS continue to recruit new blood into your organization and develop new leaders.

I see it happen all the time. New reps have some fantastic success quickly, and then they just stop. They think they've won and the game is over. They get lazy and they spend their time calling their downline reps to make sure everything is ok, writing training emails, and holding conference calls.

Their business is toast, but they just don't know it yet.

I know a leader who has been in the industry for over 25 years and earns over \$85,000 **per month**, yet to this very day, **he still makes 50 prospecting calls five days a week**. There's a clue!!!

"But, Mike, I thought I wouldn't have to do that with Magnetic Sponsoring..."

Well that just comes down to whether or not you want to do the bare minimum. The easy stuff, or go above and beyond.

## **7: They Learn How To Use Their "L O P P L E R" (Loser Radar)**

What do top earners in the industry like Mark Wieser, Sherman Unkefer, and Bob Schmidt have in common with any president of the United States?

They are excellent talent scouts.

They have mastered the ability of finding and gathering successful people around them.

You **must** understand that this business is not about signing up anyone and everyone into your business. You want to be VERY picky in regards to who you sponsor.

You can usually tell within the first five-ten seconds of talking with someone if they are the type of person you want to work with. You can hear their spirit in their voice...

- They have no energy in their words, or they are full of life.
- They make excuses for their situation, or they say "I'm ready!"
- They make excuses to justify **staying** in that situation, or they say "I'm ready!"
- They are indecisive, or they say "let's get started NOW!"

**Remember: Everything duplicates after its own kind.**

What kind of scent are you putting out?

Does the last program you joined attract business people or the bottom feeders who can't network and are just looking for an easy buck?

If you are thinking LONG TERM, you need to know this.

Everything duplicates after its own kind.

Is your teams recruiting strategy based on "get in quick" hype or solid success and leadership principles?

Because option one is just a ticket to a do-over.

As my upline mentor Bob Schmidt says: A cheater will always cheat. Whiners will always whine. Losers will always lose, and winners will always win.

Losers hang around with losers. Complainers hang around with complainers. Winners hang around with winners... and breed winners.

DO NOT waste your time with losers just so you can get a new application! Have patience! It will hurt you and your business in the long run!

**Be a talent scout!!!**

Master the ability of finding people with a track record of success in life, and let them know that your opportunity is out there, because I can promise you that someone else will if you don't.

## **8: They Build With Urgency!**

You want to have a MASSIVE sense of urgency about your opportunity and your product. That energy and sense of conviction is contagious and will be transferred to both your team and your prospects. Your business will always grow at the speed of the leader, and a leader conveys his/her belief and excitement by building with urgency!

I can't stress the importance of this tip. Attack your business like your life depends on it, and do it with a smile!

**When you are on the phone with a prospect or team member, ALWAYS have an upbeat, energetic, and excited presence even if you aren't having the best of days.**

You NEVER, EVER want to mention anything negative to your downline. You are going to go through your own emotional ups and downs in your business hourly, daily, and weekly. We all do. It's just part of being human and being in business.

But remember that your energy level and attitude is contagious. If you are frustrated or have some concerns, take them upline, **NEVER downline** to your new people.

## **9: They Smother People With Praise**

Everyone likes a pat on the back for a job well done. In fact, receiving praise and recognition is almost always a more powerful motivator than anything else... even money. The best part is that it is free to give, always happily accepted, and will come back to the giver tenfold!

When someone on your team sponsors a new rep or customer, make it a priority **THAT DAY** to call them and congratulate them personally. Even better, contact an upline member and have them call as well to offer their praise!

If someone achieves a goal or promotion, give them recognition on the weekly team calls or email blasts. **GIVE PRAISE TO YOUR TEAM OFTEN AND ABUNDANTLY!**

"Keep Learning and Never Quit."

To your continued success,



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Your Network Marketing Resource Center: [www.GetMLMResults.com](http://www.GetMLMResults.com)

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