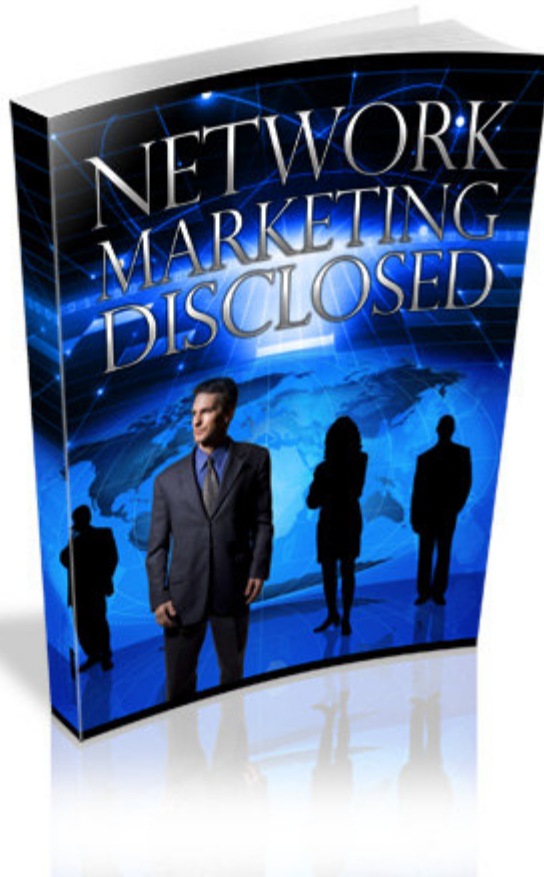


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**“How To Succeed In Network Marketing And Start Adding 5-7 Reps A Day!”**

**A 4-Part Business Building Approach To Implement Immediately That Will**

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## **Skyrocket Your Commission Checks...**

### **BUT FIRST...**

**Forget Everything You've Read, Been Told To Do And Stop What You've Already Been Doing – The World Of Network Marketing Is Changing (for the better)!**

By: Catrine Hansen & Casper Frederickson



**\*\* Warning: This report has a very real value of \$197. It is our gift to you and it's 100% free. No strings attached. No obligation. Enjoy.**

Note: **additional info on how to explode your business can be found at:** [www.21stcenturymlmarketing.com](http://www.21stcenturymlmarketing.com)

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Dear Friend and Fellow Marketer,

You've probably already noticed that the world of network marketing is changing – right in front of your very eyes. And it's changing rapidly.



Whether you're brand new or a seasoned veteran, Behind the Iron Curtain To Network Marketing is filled with specific, powerful business building techniques that you can begin implementing instantly into your business. **We encourage you to make this a top priority, print it out – and read it top to bottom.** You may even want to read it 3-4 times to allow this material to fully sink in.

What you're holding right now will soon prove to be worth its weight in gold. This will be the most informative, meaningful and content rich information you've read since you've been involved in a home based business.

This isn't your "run of the mill" report written for our benefit (yes, we do gain and we'll share how in just a bit), it's written specifically with you in mind. So you too can finally experience the utopia-like feeling of adding 3, 4 or even 10 or more reps into your business every single day.

That's how good this information is. Don't put this up on the bookshelf or on top of your kitchen counter. Read it and begin putting it to use as quickly as possible. Your spouse and your checking account will thank you later. What you're holding is not full of "fluff" or filler information – this is rock solid, practical techniques you really can begin using right now.

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In this report we'll be sharing how we fell across this coveted 4 phase process that has not only helped to massively grow our business, but has also generated millions of dollars for nearly 10,000 struggling marketers, and added countless reps into hundreds of organizations for people like you from all parts of the world.

**Before we discuss what this report will do for you and your business we need to chat about what this is NOT about:**

- Behind The Iron Curtain To Network Marketing will not share with you old, out of date techniques that just aren't applicable in today's marketplace.
- This is not some "magic pill" that's going to show you how to get rich overnight. If you're searching for the "pill" let me help you now. It doesn't exist. There is no such thing. This is not about pushing a button and watching your networking business instantly grow – with any business (I'll elaborate shortly) there's a direct relationship between effort and reward.
- This is NOT some sneaky "backend" sales pitch to get you into another network marketing program – our mission is to get this vital information into your hands to grow your current business (or if you're currently looking for one, to use this information with that company).
- This is NOT your typical 10 or 15 page report that shares a handful of surface "nuggets" but never really shares any real practical, real life information that you can begin implementing into your business. Over the next several pages, you'll find REAL INFORMATION that you CAN start using right now to begin adding dozens of new distributors into your business every single week. And no, that's not some marketing "hype". Keep reading.
- We won't be discussing the obvious. You already know that you shouldn't be bugging your friends and family, writing out lists of your warm market, handing out fliers, chasing people down at your local grocery store, etc – this is a different era. The times have changed. Although those techniques can work, there's a much easier way to grow a business. We'll be sharing that system with you in Behind The Iron Curtain To Network Marketing.

Ok, so now that we've got a few house cleaning items out of the way, let's get down to business.

**Do You Ever Feel Confused With All The Information Available?**

With everything going on these days in the world of network marketing do you ever find yourself getting confused? Feeling like you're getting lost in the shuffle? Just look online. How did you find this report, Behind the Iron Curtain To Network Marketing? More than likely, you probably also found several other websites touting to grow your business as well. How do you know what to believe and what not to?

Honestly, at this point, just afford us 1% of your trust. We'll earn the other 99%. Hopefully at this point you've already had the opportunity to read "*How To Interview A Guru*" and maybe you've already done some due diligence.

We want you to know you're working with marketers who have been where you're at now. We're in the trenches right now. We currently operate in a handful of different markets and offer numerous products. Yes, the income is nice, however keeping our skill set sharp is of the utmost

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importance. We practice what we preach. We're doing these exact same techniques on a daily basis.

### **Warning:**

What we're about to share is a full system to grow your business. **Building a business really is about building, creating and implementing functional systems.** There are multiple pieces that must be implemented in conjunction with each other and be successfully integrated. However, before we build a "system" we must explain the framework and create the foundation in order for all of this to make some sense.

## **Laying The Foundation...**

### **5 Skill Sets That Every Business Owner Must Learn**

1. **To effectively position yourself you must become the expert.** Now, I don't just mean that you need to study your products and comp plan, but you also have to be an expert in understanding your audience. What are their needs, wants and desires? What will motivate them to get involved with your business? What solutions (for their problems) can you provide for them? Who is your target audience? If you're marketing health and wellness, why would you be pitching to a 22-year-old college student? Even if he/she did sign up, they'll be dropping out in a few short months because they never had an attachment to the product.

Look at the biggest business builders in your company. They're emotionally attached to the product. They used it and saw results. That's how it should be! Be conscious of who your ideal target market happens to be. This will provide you with a better understanding of how you can best get exposed to them.

2. **Use techniques that will enable you to get exposure of your products and services to the masses!** Why is it that conference lines for sales calls have really just taken off over the past year or 2? They should be a requirement for any business owner. They're cheap. And more importantly, when used correctly, you can get yourself in front of a lot of people that truly have a want, need and desire for what you possess.

3. **Phone mastery.** If you're looking to grow a business to heights you can't even imagine the phone must be your friend. One of your best friends. Can you imagine speaking with prospects who have already displayed a want and desire for your products every single day? This is a crucial element that's required for success. **When you have prospects who WANT to speak with you and have already displayed an interest in what you have, growing a business becomes child's play.**

How many people per day do you think would join you in business if you were just speaking with 10 prospects a day that needed or desired something you have? Let's assume only 2 of those people. That's **10 new associates per week into your business!** Now, it's starting to come together and we haven't even shared the 2 goodies with you yet.

4. **Internet mastery.** As we discussed earlier, the Internet is an explosive tool. It's absolutely incredible, but just like any other tool you have in your garage, one must know how to properly use it. **Having a website just isn't enough. You need to know what to have on it, where**

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### **to put what and how to tap into the mind of your prospect.**

Furthermore, one must know how to get targeted visitors to the website that already want and need what you have. Once this is mastered, this tool becomes so powerful words can't depict. The Internet is one of the main components that allows the savvy marketer to generate millions and millions of dollars in a very short time span.

**5. Mastery of the written word.** How would you like to enroll associates into your business without ever speaking with them? What if you could write a sales letter from top to bottom that put people into your business whether you were sleeping or golfing?

Would that have a dramatic impact on your business? Absolutely. This is such an explosive tool that we've learned to master and the potential is actually frightening. There are some companies where all they do is send sales letters pitching various products that generate hundreds of millions of dollars every single year.

What would it be like to log into your administration area in the morning to see that your business grew by 7 people while you were sleeping? **By mastering the written word and using copy to create salivating messages there's absolutely nothing stopping you from creating a 6 figure income inside of 12 months.**

Growing a colossal size home based business is simple, but we **MUST** become marketers and use true, sound marketing techniques and savvy to make it happen. We need to know what to do and a step-by-step procedure of how to get it done. A step-by-step play manual of how to make it happen. A roadmap.

Now, that we have the foundation laid for the bigger picture, let's address this famous 4-phase system that's already had a positive impact on thousands of network marketers from all parts of the world.

Saddle up!

## **Phase #1: Have Prospects Approach You**

### **Having Prospects Approach You Is KEY!**

10 or 15 years ago the most common way to grow a business was the good "old fashioned" way. We'd host in-home parties and make lists of our friends and families and the truth be told, if we worked hard enough we'd grow a business. It was a massive numbers game. We had to "chase" enough people to drum up a few new distributors each week. But the "model" worked in this fashion none the less.

Now with technology, this game has changed. In a big, big way. Now, it's really a game of efficiencies and how many prospects can we have every day that are approaching us. Not the other way around.

There are a lot of ways we can make this happen using the Internet (we'll save offline concepts for another report).

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To do this effectively online it starts with creating the lead. To do this we must learn to become proficient with 2 very important concepts:

1. Using the written word (copywriting)
2. Driving targeted visitors to a website.

Both of these items go hand in hand when we're dealing with the Internet. You can have the fanciest site around with all the bells and whistles, but without visitors you really don't have anything.

The opposite holds true as well. You can have all the traffic in the world, but if the visitors aren't targeted or weren't looking for what you have or if the message is out of "sync" with what they're looking for you're not going to generate leads.

### **The Perfect "Marriage"**

The perfect marriage takes place when your message is speaking directly to the visitors at your site. You're really looking for "harmony" between your message and your visitors. Your site copy MUST resolve a major pain or problem that brought your visitor to your site in the first place.

If your message isn't speaking to them and resolving their problem(s), you can have all the traffic you want, but you're still not going to generate any leads.

**Let's elaborate on each of these two pivotal areas:**

**Copywriting:** Using the written word to convey a message that will create the urgency for your prospect to take an action that you're looking for (submitting their details, picking up the phone, making a purchase, etc). In this context, we're looking for a prospect to submit their information into a data capture website (squeeze page). You want their name, email address and their phone number (I'll elaborate on why you want their phone number in just a few minutes).

For this concept to make sense it ultimately must resolve a problem that your prospect has. If they came to your website because they're experiencing back pain – your website should promise them relief or a reduction in the pain they're experiencing. If they came to your site because they're looking to save money while traveling, your site should show them how to save "x" % on their future travel purchases. If they came to your website because they have high cholesterol, your site should show them how to reduce it – you get the idea.

**Let's Put On Our Binoculars And Take A Closer Look Shall We?**

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Let's dig in for a closer inspection... Let's assume you're marketing a travel discount program. Let's pretend that "Jane" is online looking for ways to travel to Jamaica and save a few bucks in the process. "Jane" heads over to [www.google.com](http://www.google.com) and she types in "how to save money on airfare to Jamaica". She sees your ad that talks about saving 43% on a trip to Jamaica using your "secrets" and Jane clicks on the ad.

Then Jane goes to your website: **(example)** [www.SaveBigBucksOnTravel.com](http://www.SaveBigBucksOnTravel.com) – then Jane reads a headline at your website:

## **"How To Save A Whopping 43% On Airfare For Your Next Trip To Jamaica"**

**Free "Insider" Travel Report Shares Shocking Discovery...**

Notice something very important that took place under this example. Not once did we ever chase Jane down. Jane had a need. She typed that need into Google as she was doing her search online. She found our hypothetical ad and clicked on it. Then she went to our website where the headline immediately talked directly to her based on HER need. Not our need, but hers.

## **Message To Market Marketing**

This is a concept known as message to market marketing (MMM). This will be of critical importance as you're taking this journey.

Your message should always speak directly to your audience and it should be based upon their needs. Not yours. Your data capture page should also be based upon product benefits and NOT the opportunity (we'll elaborate on this later).

For now, understand that when you're dealing with benefits it's extremely easy to separate yourself in the marketplace and get in front of your exact audience. When you're leading with the opportunity not only can it be very costly to do this (from a marketing/lead generation standpoint), but when prospects join you based upon the opportunity what do you think they'll do

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when they find a better paying company? They jump ship. There was no product commitment, attachment or loyalty.

## **A Data Capture Page Has Only One Objective – To Generate Leads**

Your only objective with a data capture page is to collect information from your prospect. You're looking for the lead. That's it. Nothing more, nothing less. You don't want to sell them anything, you're not looking to tell them all about your company, your products or your compensation plan. You want their information. That's it. Don't worry, this will "come together" shortly.

This is only the beginning phase of this process. Everything starts with the lead. Whether you're creating your own leads, or contacting lead brokers and purchasing leads where they've already purchased something similar to something that you're offering, and calling those prospects – everything you do from a business building standpoint starts with your leads. This is your database. Guard it. Protect it. Cherish it. It will prove to be a goldmine when utilized appropriately.

### **Traffic:**

Website traffic is really like a good bag of potato chips or your favorite cookie. You're always wanting more!

Once your data capture page is "dialed in" and converting well you can never have too much traffic. It's impossible. That would be like McDonald's saying, "We're only selling 5,000 cheeseburgers worldwide today. Just because". It wouldn't make sense.

More traffic = more leads.

More leads = more distributors.

More distributors = even more distributors (the "snowball" effect of network marketing).

More distributors = larger commission checks for you!

Honestly, what would you do if you went to your mailbox and pulled out a commission check for 30 or \$40,000.00 every single month?

You'd be ecstatic right?

There's no such thing as having too much traffic going to your website.

And the good news is that, in my opinion, it's easier than ever right now to get more traffic to a website than ever before. Why?

Because there are so many traffic locations and networks available for the average, everyday person to get out there and start generating visitors without breaking the bank.

I'm going to outline a few of your options here. Please note that these are a few basic options to keep things simple. I've deliberately left out options that are extremely expensive or things that can be complicated. The objective with Behind the Iron Curtain To Network Marketing is to keep

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things straight forward, simple, easy to implement and share concepts that are both free and inexpensive.

When we discuss different options for driving visitors to a website we need to understand a very important concept. Ultimately, under the bigger scope of things there are 2 ways of driving hungry prospects that are looking for what you have to a website.

## There Are 2 Ways Of Getting Traffic (the big umbrella)

Here we're going to put this into a diagram format so hopefully it's a bit easier to follow:

Free	Not Free
Article Marketing	Ezines
Press Releases	Pay Per Click
Social Media	Media Buying (ex: <a href="http://www.adonnetwork.com">www.adonnetwork.com</a> )
Blogs	
Content Rich Sites	
Viral Marketing	

Below, you'll see a chart of what we call the "Octopus" Flow Chart:

## How Can We Get Traffic To Our Site?!?!

As we discussed earlier – in the world of Internet marketing, there are 2 things that are of critical importance:

1. Getting the right message
2. Getting the right audience

Collectively, as we discussed earlier, when these two ingredients come together, we call them...

## Message To Market Marketing

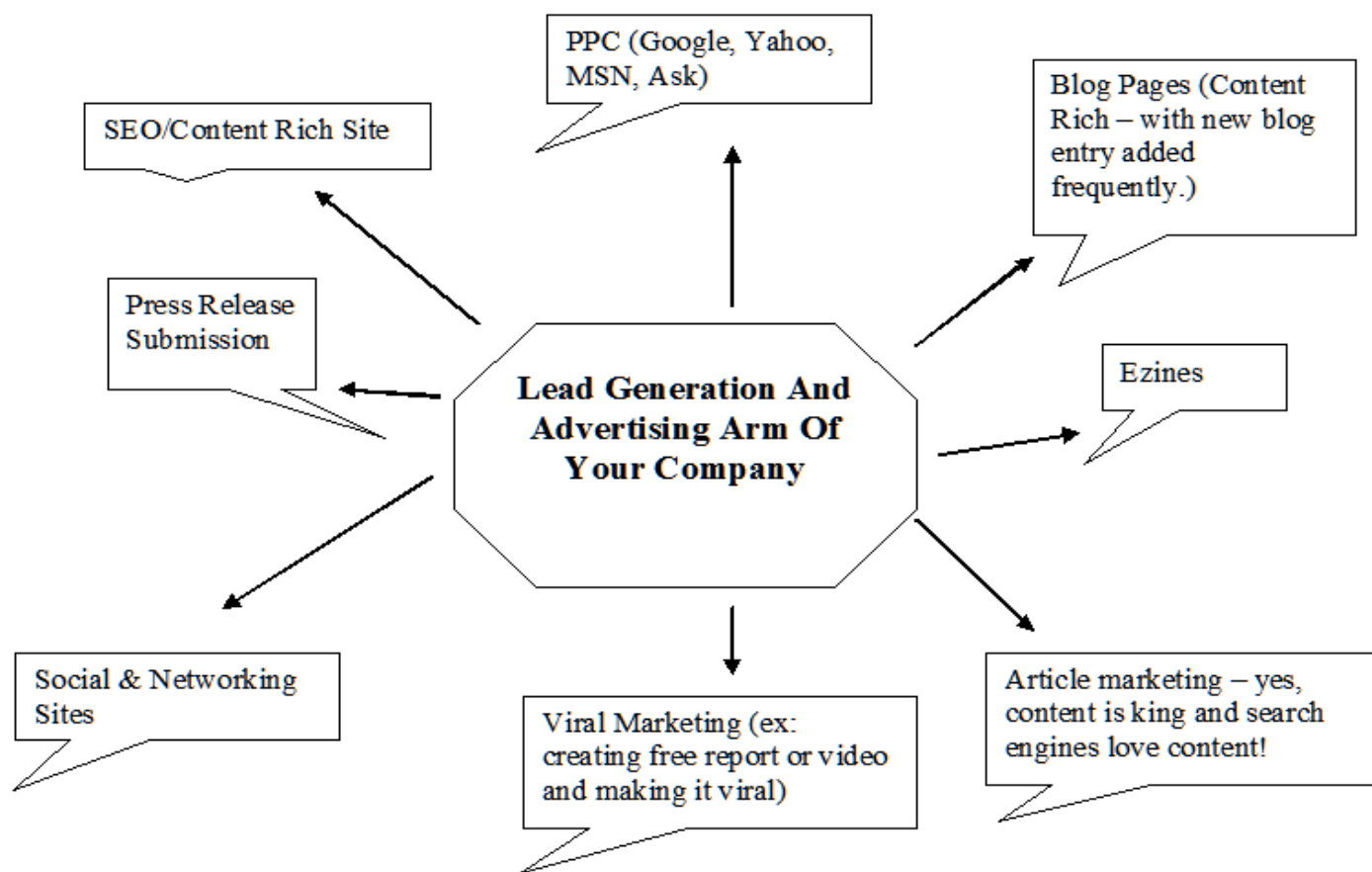
### "The MMM Formula"

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**\*\* You can and should be getting traffic from many different sources.**

Please note that some of these locations can and will drive more traffic than other locations. There is NO magic pill for traffic to a website. They each have their pros and cons. Articles are a volume game. As are social media sites (ex; [www.youtube.com](http://www.youtube.com), [www.metacafe.com](http://www.metacafe.com), [www.viddler.com](http://www.viddler.com), [www.facebook.com](http://www.facebook.com)).

They each require work and effort.

We're big fans of using as many mediums as you possibly can when it comes to getting traffic. A lot of our visitors come from Google Adwords. It just makes sense. If you have an advertising budget that you've set aside each month it's a great way to track, measure and calculate your marketing dollars. You can track how well (or not so well) things are going at the actual keyword level. From this data you can either change the message on your landing pages, remove keywords or adjust keyword bid prices all on what your data is telling you to do. Google Adwords is also great for testing purposes because it can bring you large amounts of traffic in very short amounts of time.

We are also fans of using blogs, social media, articles and nearly every form of traffic generating technique that there is. Just recognize that there is a cost with the options on the "free" side of the equation.

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Free really boils down to more work. You're trading time for traffic. And, there's nothing wrong with that if you have time on your hands. In my opinion, the best solution is getting the best of both worlds – hence the Octopus Flow Chart. Use multiple sources for your traffic. You'll also notice a fairly interesting difference in the type of lead that different lead sources generate for your business. Not necessarily in a bad or good way – just different.

If you're on a very tight budget and you don't have many options, you really should be stretching everything you possibly can.

Consider sitting down and prioritizing things into 2 columns:

1. "Gotta Have's"
2. Would like to have.

The gotta have's are things like a phone, internet connection and other basic necessities to operate a semi functional business.

"Would like to have's" are things like fancy computer programs, new PC or MAC, Dreamweaver, etc. Those will come in due time. There's nothing wrong with working on a budget. You should be as you're building your skill set. Make sure you're getting the best possible return on your dollar that you can with what you're spending on lead generating purposes.

Never rely on ONE source for all your traffic. **As you saw in July of 2006 many online businesses literally went OUT OF BUSINESS overnight** if they were solely relying on Google Adwords for all of their traffic when Google began instituting their changes (which, to this day, they are continuing to ACTIVELY do).

It is not paramount that you become an expert at all of these areas, but you should be getting traffic from at least 3 different areas even if you choose to outsource one or more of them to leverage your time better.

**3 quality outsourcing locations that we've used are:**

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

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

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

**\*\* Important Note \*\***

At this point you're probably starting to see a glimpse of what we briefly discussed earlier. Successful business building comes down to building successful systems. Skill set plays a big role in this process. It's not realistic to think that the first website that you create is going to be a pure gem. It might only convert at 5%. Maybe even worse than that. That's ok!

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The good news is that you're going to improve over time. Honestly, If I showed you my very first website campaign done back in 2007 you'd probably laugh at me (It's ok, I still laugh at it too).

Now that we've conquered phase #1 of this equation we're going to move on to phase #2.

## **Phase #2: Using A Script Is Paramount**

**If you're looking to have consistent results in your marketing efforts 2 things must take place:**

1. You must have consistent inputs.
2. You must have inputs where the outputs can be measured.

It's because of this that using a script is absolutely pivotal! You'll hear some people tell you that you just "wing" it or you just say what's on your mind – hogwash.

Marketers (you) know better than that. You must have consistent data in which you can track. If not, how do you know what your doing is working or not? Everything in your marketing must be measurable and trackable – the idea is to get the greatest return on your dollar (ROI) that you possibly can. You get the idea.

With that said, you're in for a real treat.

One of the country's leading script writers is none other than Gino Niccoli. My business mentor and co-founder of On Stage Marketing. Not only has he personally written scripts for dozens of industries but they're so darn good that he actually has to keep some of his works "top secret" because they're snatched up and used by some of our direct competitors!

## **Another Undisclosed Bonus!**

I was able to tug on him and offered a small bribe to get him to share one of his script templates. This is actually an item that he discussed during a live workshop a few years ago where he charged attendees \$995.00 just to be there!

Enjoy...

## **Script Template:**

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## ***Prospecting Script Template***

Hello Prospect,

Hi, this is (your name) I'm calling you from \_\_\_\_\_, how are you doing? Good, good. I am giving you a call because I see you're

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

(Here, you'll be trying to get your prospect's attention. You would rather do this with statements, not questions.)

(Then say) You know (prospect's name) one of the things that I do is help people really

\_\_\_\_\_  
\_\_\_\_\_ (This is where you'll need a statement of promise...for your product/service)

Let me ask you a question,

\_\_\_\_\_  
\_\_\_\_\_? (Here you'll need a question to create the interest to join you at a briefing)

Great. If you could grab a pen and a piece of paper I'd like to give you some information. First, write my name down, I'll be the one helping you \_\_\_\_\_. It's (your name here) \_\_\_\_\_. Second, you can always reach me here at my home office \_\_\_\_\_ (your number here).

Now what I'm going to do is invite you to a business briefing with people from all over the world. We're going to be listening to a couple of

\_\_\_\_\_. (a statement of who your prospect will be listening to and why)

Obviously they're \_\_\_\_\_ (a statement of what makes the host(s) an expert). They're going to be sharing with us some of the strategies and methods that they use to make it all happen. It's going to be an extremely powerful meeting. Most people are attending to pick up ideas

\_\_\_\_\_ (to accomplish you stated benefit).

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Now let me have you write down the date, which is 00-00-08. The time is going to be at 0:00 EST. Great, the number that we're meeting at is 000-000-0000. Go ahead and read that back to me to make sure I gave you the correct number. And of course you'll need the 4 digit pin code to access the call which is 0000#. You'll also want to keep a pen and some paper handy as well. I think that you will find it that interesting.

And I gotta be honest with you. I'm very serious about what I do. I work with people who are just as serious and committed to helping others. So by me being on the phone with you I'm under the assumption you are committed to those things as well, Is that a fair assumption on my part? Great, I just want to make sure I'm not wasting your time or mine.

And at this point in building a relationship to help you, I'm going to ask you for two small commitments. The first one is that 25 minutes of your time, which you've already agreed to and I want to thank you for making that commitment.

So I expect that you'll meet me on the call. The second thing I'm going to ask of you is that after we listen to the call you give me a quick call back at my home office and just give me your honest impressions about what you heard. Can I count on you for those two commitments?

Remember the old Siskel and Ebert program where they would rate the movies with a thumbs up or thumbs down? That's all I want from you. Listen to the call and after that just give me a call back at my office and give me your feedback as to what you heard and how it made you feel.

I'll probably give you a quick call just before the meeting because we know how life can creep up on us, ok? Sounds like a plan and I look forward to chatting with you after the meeting.

**Notice a couple of things:**

1. Not once did Gino discuss making a ton of money (no mention of opportunity)
2. He controlled the conversation from start to finish. Posture is key. Remember, your prospects want the benefits you can provide – it's your job to get the products in their hands.

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3. He got 2 commitments from them. They give you 25 minutes of their time (that could have been 15 minutes or 40 minutes – it doesn't matter) and the second was that they call you back after the briefing.

4. The entire prospecting script was based around the needs of the prospect – starting with the interest question. Let's come back to our travel example that we chatted about earlier. Let's assume for a moment that you're marketing a travel discount program and you save people money every time they travel. One of your leads happens to be "Jane".

You call Jane up and ask her, "Jane, if I could honestly show you how to save 43% on airfare with your next trip to Jamaica with no flight restrictions and using the airline of your choice, would that be worth 27 minutes of your time to find out how to make that happen?"

Honestly, how do you think Jane's going to respond?

Remember, she's the one that went over to Google earlier and just got done looking for ways to save money on traveling to Jamaica.

Think she's going to respond with a resounding yes?

Of course she is!

She's going to hop on to your presentation call (don't worry, we'll address that shortly) faster than a gallon of ice cream melts away in the Arizona desert.

### **Phase #3: Creating Your Presentation Call**

Gino is an absolute expert in this area. It's for this reason I'm going to have him elaborate on this topic. He's written hundreds of presentations for countless industries and topics.

"Gino!"

Hi there!

Gino – This phase is critical. It goes without saying, but this is where you're going to introduce your prospects to your products and service offerings.

Honestly, this is one of the most enjoyable things you will do for your business (not to mention lucrative, when done correctly). Doing a presentation is one of the most incredible tools you could use in the growth of your business, because it puts you right out in front of your audience and confirms your expertise or knowledge in helping a consumer solve a need, want or desire they have.

It's another reason why people who have money keep making more money, they stay right out there in front. The first decision to make before we talk about 'how' to do a presentation is 'where' to do a presentation. It's a foregone conclusion that you must do one, so if you're shy, get over it and do it anyway. I know that may sound a bit "quick" or harsh, but the reality is (and I know, right now, you don't know us from Adam or April or anyone else), after you do your presentation a few times and invite a few prospects to it your confidence will SKYROCKET. It

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becomes "old hat" pretty quickly. Soon, you'll be extremely comfortable, but we have to start somewhere. It begins with the starting line.

The best place, in our opinion, to do a presentation is on the T.V. because you can reach the greatest audience in the quickest time- that's why infomercials have dominated the marketplace for years. However, in a Home-Based Business, we probably don't have that option so Terry, my business partner, and I always choose a conference line presentation.

This allows you to reach the most people for the lowest dollar compared to anything else in entry cost dollars. The Internet may beat it someday, but right now audiences won't stay fixed to a website long enough to use that medium. For years, it's been common in the industry to do presentations in hotel meeting rooms, someone's basement, home parties or whatever. That worked great back in the day when you had to wait all week to get a letter from a friend on the other side of the country and you only got the latest news on your doorstep every morning and it was outdated then too. Numerically, that's just silly by today's technology.

### **Conference Lines Are Free (and the really nice ones are free or almost free!)**

You can get a conference line for next to nothing that can hold hundreds of people, no one has to leave their home and all they have to do to get there is dial 10 #'s. It's easier than going to a website. So conference lines it is.

Here are a few good places to take a look at:

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

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

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

The next question is; Should you do it live or recorded. Live will ALWAYS out perform recorded, but when you are new in business, doing a recorded call makes the most sense because it frees up your time.

Okay, so we talked about where to do a presentation and why, now let's talk about the how.

There are 5 components that have to be covered in your presentation in order that it does what you want it do to do. However, most people hope their presentation will 'sell' people. Not what you really want.

Remember, you're in the people business. You want people, individuals, to close business behind a presentation. If the presentation is to 'sell' the prospect, there would be no need for a sales staff? Okay, here's the top secret of the day; A presentation should simply create the urgency to buy. Other leaders may tell you otherwise, and they may even say that if you bring the prospects they'll get it done for you, but then you become a prospecting tool not a closing tool. Alright, off my soapbox. Next topic.

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5 components have to be covered in every presentation because only covering these 5 things can create the impulse to buy and justify the decision enough that the prospect will want to take action. Here's how it should look;

**Introduction** - An introduction has to be created that first introduces the presentation and it's purpose. People are very impatient, we want to know what we get out of listening and we want to know NOW. The next most important part of an intro becomes you. You have to empathize with your audience. They have to know you live a normal life too just like them. They have to know you were looking for the same solution as them. Tell 'em a story. Everyone loves stories...we've been telling them all the way back to pictures on cave walls.

**Offer** - This is probably the easiest part of your presentation because this is really where you are simply going to tell the prospect what you are offering. They'll want to know some background on how, where and why the product came to be, specifically what is it for and what does it do.

Finally, in the offer is where you would tell them the actual contents of a package or service. **DO NOT TELL THE PRICE HERE.** (I can't believe Casper has talked me into telling all this stuff here...That's Aussies for you they can spin a good yarn!).

**Value** - This is the part of the presentation that allows you to justify your price, but you do it backwards. You're going to justify it first, before you state the price (this is essential). This is so that your prospect can imagine the value of the product in their own mind and they will actually help you to exceed the actual cost of your product every time.

Here is where you would do comparisons in the marketplace and more so that the prospect can imagine what this product or service is worth. Now, it's time to tell them the price.

**Benefit** - This section of your presentation is where you will help them to logically justify their purchase. You can use guarantees if you have them. You can use personal assistance offers. You can use ease of use and consumption.

And finally, this section is where you'll want to remind them of what it will feel like when they have found the solution they were looking for, what life is like after the fact.

**Close** - The last section of every presentation is the Close. But, most people think this is where the customer pays for the item. Not true. In a presentation in a people business the close is simply getting the person to take action...getting back with whom ever invited them.

They call it a C.T.A. Call To Action. But, you can't have an 800# for them to order and you don't want them to. You want them to get back with whom ever invited them to listen, to ask questions, to buy. CTA's can be as simple as offering a time limit to as complicated as allowing them to participate in their own buying sequence. Either way, all you want is for them to take the next step.

So there you have it. How do you do a presentation, where and why? If this information were any more relevant and useful you would've found it with the keys to the front door of your house. Good luck and happy writing.

"Thanks for that, Gino".

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I truly hope you've enjoyed this section on how to create a presentation call – this really is the "juice" or the lifeline of your business. Put it into action. Don't be afraid to run a few tests or different versions of your call – testing is key as with all of these 4 phases we're introducing you to.

Enjoy!

## **Phase #4: Close Your Prospects!**

Now, this is the fun part. This is where you get paid! After your prospect has gone to the presentation call you'll have 30-50% of them call you back (as you instructed them to – yes, some don't follow instructions that well) and you'll call the others back.

Here's where it gets really interesting and where a lot of people get scared.

When phases 1-3 have been done properly this is the EASIEST PART OF THE PROCESS!

I know, sounds crazy doesn't it?

Think about the following points for a second.

- You had somebody reaching out for more information on what you could help them with.
- During prospecting, they gave you 2 commitments and they followed through with at least one of them (that they'd attend the presentation call).
- They did listen to a 25 minute (or however long your call is) presentation call.

Ask which package caught their attention the most and close them up!

There's only 2 options here. They're either in or they're not in. That's it.

## **You're Not Much Different Than Wal-Mart (keep reading, we'll explain)**

So, when you think about the process was it really all that different than someone walking into Wal-Mart? Yes and no.

They didn't walk into a physical store. But all of the other variables here were essentially 100% the same.

Marketing is marketing. Honestly, it doesn't matter how big or small your company is, how many employees you've got, how big (or small) your advertising budget is or any of that stuff.

When you apply sound marketing principals of techniques that have worked for well over a hundred years, bluntly put – they work. And the good news is that because they're based, in large part, on human psychology, they're not going to change any time soon.

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Yes, Wal-Mart might spend hundreds of millions of dollars every year on marketing and generate billions of dollars in revenues as a direct result of that investment. You're doing the EXACT SAME THING that they are but on a much different scale.

Regardless of what you're marketing, who your audience is, what your marketing budget is, don't focus on what you CAN'T do (spend a million dollars a month on lead generation) focus on what YOU ARE capable of (writing articles, putting up some YouTube videos, doing some Google Adwords, etc).

This 4 part system has helped countless people create the lifestyle of their dreams. It did take work, persistence and a lot of effort on their part. But using this system they now have businesses that are growing beyond their wildest dreams.

Your business will soon be doing the same.

**Alright guys...how do I know you're for real? Why should I believe you? I've seen and heard it all before.**

Good questions and we're sure you have seen it all before. There's nothing wrong with being skeptical. We don't blame you either. Honestly, you haven't seen this. You need to make sure you're working with reputable people who can back up everything they've told you. The following should earn just a bit of your trust. We're not tooting our horn, but it is important you know who you're working with. Again, my name is Casper Frederiksen and my partner and wonderful girlfriend is Catrine Hansen.

We are from the little European country, Denmark. We were both raised in a little town but today we live in the Capital of Denmark, Copenhagen. I spent most of my life studying and had different (meaningless) J-O-B's and currently I'm studying at Copenhagen Business School, soon to have my Masters of Science In Business Administrations & Economics. Catrine is a wonderful person, she loves children and currently she is in a daycare taking care of the young ones. She will be leaving her J-O-B to specialize in healthy diets and supplements.

I was under the impression that a good J-O-B with a solid income was the future for me and my future family, hence the reason I studied for that many years. It was late 2007 I bumped in to network marketing through a friend. I saw an educational movie about network marketing and the concept of leveraging me time and the residual income. I must say, I really liked the concept and the potential.

After several months of frustration and failure I came to realize there had to be a better way and after some searching I found this company called On Stage Marketing. I was a little skeptical and I had some doubts that anything would work due to the reason that all that I was taught previously was counter intuitive from what On Stage Marketing was teaching. But their training and methods seemed to be different than anything else because they offer LIVE, interactive, ongoing and unlimited training coaching mentoring and support by millionaire marketing masters.

When we started in the network marketing industry we jumped into everything that our company suggested – making lists, telling family and friends, buying materials, hosting meetings, letter drops...you know the deal. We even went so far as cold canvassing by walking the streets talking to businesses around town.

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Initially, with our friends and family we had no results at all, that zero, nade, none. Trying to get people into the business opportunity was not as easy as people at the hotel meetings made it sound, and when I shared my frustrating results they started to blame me. Questioned if I presented the opportunity *the right way*... Come on! The fact that I didn't make a dime (and that my friends are talking with each other) didn't make things easier. Most of the people I dragged to the hotel meetings were highly educated people all very excited about their jobs or their job options when they were done with their master thesis and had their MSc education to put on their resumé. None wanted anything to do with the opportunity. Fact was that I felt stupid trying to approach people who clearly wasn't my target audience and I just knew there had to be a better way to distribute the products and approach this home based business concept.

We researched the internet and that's when we fell across the On Stage Marketing training and methods. We liked the idea of going to the cold market rather than just the warm market. We knew only about 500 people (had already gotten turned down by 400 and some) whereas there is close to ½ billion people on the end of the internet.

So we took the plunge and purchased the training. And the way we approach our home based business today is like night and day from what we used to do. Today I have a consistent stream of people reaching out for more information about what I'm offering and I have a complete marketing funnel for my business bringing consistent results. Today it's just a matter of bringing more people into the marketing funnel and it's a fact that more people will buy! It has nothing to do with luck anymore.

Now, when I look back we had absolutely no idea about anything when it comes to marketing, let alone, ppc advertising, SEO, development of ads, landing pages, presentation briefings, articles, affiliate marketing etc. Yet, here we are in 2009 having released several successful campaigns in business growth, and in affiliate marketing.

As a result of this training and coaching we have been able to successfully build and run our home based businesses right from home, never again have to go to a hotel meeting and the best part is that our business is represented worldwide (with no travel expenses) everything is managed from the home office in Copenhagen.

So, I'd like to introduce you to Terry Duff and Gino Niccoli, our business mentors and coaches. Because we wouldn't be where we are now without their personal training and expertise.



**[To Learn More About These Gentle Men Click Here](#)**

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Terry -

We're the creators and founders of On Stage Marketing. The original, continuous, live home business training organization. Although On Stage Marketing was founded in 2003, we have a combined 35 years of marketing experience and "in the trenches" know-how under our belts. We're the only training program (to the best of our knowledge) that creates Certified Marketers based upon certain levels of achievement and objectives that they've accomplished with their respective businesses. To date, we've trained, molded and worked closely with roughly 85 individuals from all over the world who have met our very strict qualifications to become Certified Marketers in the Art and Science of Marketing.

We've seen all the "fads" both online and offline. We've seen things come and go. We've witnessed all the hoopla with startup companies only to watch them fizzle out 8 or 12 months down the road.

We've seen various marketing techniques come and go practically overnight - you've seen them too. Where everyone gets all excited by the "latest and greatest" only to find out a week or two later that it was just another fad or it didn't really work to begin with. It's because of this that Gino and I spend thousands of dollars every single year on educational and self development items. We too have personal mentors that we gladly pay because we understand the value of ongoing education and just how important that really is.

There's a lot to be said about implementation, however, one can't be "doing" without having the proper knowledge. We obtain proper knowledge through education.

### **Education really is the key to the creation of wealth.**

Once you have the education (or at least some foundation), then one must begin the implementation process. This is where experience comes into play - from "doing". NOTHING compares to real life, in the trenches, rolling up your sleeves and getting things done...

Here's just our short resume of different things we've done over the years where we've personally been "digging ditches" and actually DOING...

Just to name a few of our prior and current ventures, we've owned/created (together and separately):

- A baseball card shop
- A swimming pool service and maintenance company
- Several call centers
- Numerous network marketing organizations
- A gold/metal plating company
- Various consulting business
- An Internet publishing company

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We're sharing these with you, not to boast, but to convey a very important point. We're marketers. Not just network marketers. We've been around the block. We're not some new kids on the block that woke up one day and thought we'd go show others how to grow a business. We've personally been in your shoes. We've been where you're at right now. We've had immense struggles. We can relate with what you're going through.

### **Things Haven't Always Been Rosy For Us!**

Back in 2002, we had made a few poor business moves and put just about everything we had on the line. There were numerous reasons that caused the business failure to take place, but the end result was no different.

We had home foreclosure notices coming in, vehicle repossession letters, phones were ringing off the hook from collection companies – to say things were grim would be an understatement.

Across the street from our office was a Circle K. We would go there daily for lunch, but prior to doing so we'd lift the seat of my pickup truck and dig up any loose change. Typically just enough to grab a hotdog or a bag of chips. Things were lean. Payroll was every Friday and come Wednesday or Thursday we were doing "hat tricks" to scrounge up the necessary funds to make sure that staff was fully paid. Gino and I literally went months without cutting a check to ourselves.

Staff always got paid first. That's the way it should be. Even the day that we closed the office, we paid staff (in full) through the final day of their employment. Some of our most valuable lessons in life come from mistakes that you'll make. Embrace them.

### **How To "Throw Away" Nearly \$200,000.00!**

We've had our heads (and our wallets) handed to us on more than one occasion.

**There have been numerous campaigns that were absolutely dismal failures.** We've also had some major successes. Most of the time we actually learn just as much (if not more) from failures as we do from successes.

We can vividly recall a campaign that we ran in early 2005. We invested nearly \$200,000.00 (not including the time spent) into this project over a 6 or 7 month period. The immediate return from that campaign was less than \$10,000.00! Yes, you read that correctly! Talk about a loss!?!?!?

However, and it's a BIGGIE...

The knowledge returned was HUGE. The impact of that investment (what one, at the time, would have considered a total monetary "donation") paid back big dividends and continues doing so to this very day. You learn from "losing" just as much as you do from "winning". What separates the top 2-3% of income earners from everyone else is that they figure this out and they keep on trucking along even after things don't go their way. They don't give up. They don't throw in the towel. Failure is not an option.

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## **Here are just a few of our accomplishments and why you should pay attention to us:**

- 1. We have been on national television exposing the truth about how to grow a home-based business. We were in front of tens of millions people because of our expertise and ability to grow huge organizations and downlines.**
2. We've been in the press and various journals and publications countless times sharing tips, secrets and techniques to grow a home based business.
3. We've been on radio stations because of our expertise.
- 4. We've grown a multi million dollar business that's generated over \$14,000,000.00 in just a few short years using our time tested and proven business building techniques.**
5. We've trained nearly 10,000 home-based business owners on how to grow a huge enterprise.
- 6. We're currently training students from all over the world – we have students (at last count) in more than 27 countries.**
7. We've created more than **83 successful marketing campaigns** from top to bottom for countless products and services being promoted.
- 8. We are the only live home based business training organization in the world (to the best of our knowledge) that teaches the 3 most critical business building techniques:**
  - a. The Internet
  - b. The Phone
  - c. The Written Word
- 9. To this day, we still operate in about 6 or 7 different markets. Primarily to keep our skill sets as sharp as possible.** This way, we're only teaching and sharing concepts that are working right now. Because all of our training and teachings are done in live environments it's important that we're staying on "top of our game" so we're passing on practical, real life and usable information to you.

These are just a few of our accomplishments. This list could go on and on. Again, our objective is not to boast or brag, but to give you a better idea of things we've done so you know, without doubt, that you're working with marketers who walk the walk...

**But...**

**Don't Take Our Word For It!**

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**Click The Link → [www.What11ForgottenLaws.com/FreeCourse](http://www.What11ForgottenLaws.com/FreeCourse)**

[www.Team-Visionary.com](http://www.Team-Visionary.com)

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Let's go out online for a quick second and show you exactly some of the stuff we're talking about shall we?

The screenshot shows a Google search for "gino niccoli". The search bar is at the top left, with the text "gino niccoli" entered. To the right of the search bar is a "Search" button and a link to "Advanced Search Preferences". Below the search bar, the results are displayed. On the right side, there is a "Results 1 - 4,240 for 'gino niccoli'. (0.21 seconds)" indicator. The results are divided into "Sponsored Links" and "More Sponsored Links". The "Sponsored Links" section includes several advertisements for network marketing opportunities, such as "Internet Advertising", "Healthy Chocolate Biz", "Work From Home Online", "Network Marketing Warning", "ScoreAtWillCapturePageAd", "Business Success", "Wellness MLM Opportunity", "Gino Niccoli", "Unlimited Leads for MLM", and "Need A MLM Home Business?". The "More Sponsored Links" section includes "Network Marketing - MLM". In the center of the page, there are several organic search results, including "Gino Niccoli - A Leading Marketer", "Gino Niccoli Co-Cretor of the Dream Team", "Tag : gino-niccoli - SPIKE", "UnCut Video - Now Playing 'Terry Duff And Gino Niccoli ...'", "(Gino Niccoli) | Dream Team (Gino Niccoli) Good or Bad by ...", "gino niccoli videos", "YouTube - (Gino Niccoli) | Dream Team (Gino Niccoli) Good or Bad", and "MySpaceTV Videos: Search Results for Tag 'gino-niccoli'". Red arrows point to the "Gino Niccoli - A Leading Marketer" result, the "UnCut Video" result, and the "MySpaceTV Videos" result. A red circle highlights the search bar area.

### Notice a few things:

- There are over 4200 sites with Gino Niccoli's name referenced on it.
- There are a ton of sponsored links – Google Adwords advertisers paying for Gino's name (must mean something to them if they're using his name to get traffic to THEIR site!)
- There are also a ton of non-sponsored listings (results down the center of the page) where advertisers are again using his name to get traffic to THEIR site. Again, his name must be something special if OTHER marketers are using it to drive website visitors to THEIR websites right?

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In all honesty, we are actually ok with most of what's taking place. **It's really a compliment to see so many other marketers using his name to drive traffic to their site.** Please understand most of these marketers are DIRECT COMPETITORS too. If they were so good at marketing and specifically generating leads online wouldn't it make more sense for them to use THEIR NAME to drive visitors to their sites and not names of their direct competitors?

Now, let's see what it looks like when we head to [www.google.com](http://www.google.com) and type in "terry duff".

The screenshot shows a Google search for "terry duff". The search bar at the top contains the text "terry duff". Below the search bar, the results are divided into two sections: "Web" and "Sponsored Links".

**Web Results:**

- Terry Duff - A Leading Internet Marketer**  
Terry Duff is A Leading Internet Marketer. ... My name is Terry Duff. This site was established to give you just a bit of information about myself and what ...  
[terryduff.com/](http://terryduff.com/) - 16k - [Cached](#) - [Similar pages](#) - [Note this](#)
- YouTube - (Terry Duff) MLM System Good or Bad?**  
 <http://www.breakthroughmarketinggroup.com> (Dream Team Gino And  
6 min - ★★★★★  
[www.youtube.com/watch?v=nmCZ3\\_jjw3k](http://www.youtube.com/watch?v=nmCZ3_jjw3k)
- Terry Duff - Reviews of Business Opportunities Business Reviews 4 ...**  
Terry Duff, Business Reviews 4 You, providing business opportunity reviews plus marketing gurus and internet marketing courses and business opportunities.  
[www.businessreviews4you.com/terryduff.html](http://www.businessreviews4you.com/terryduff.html) - 23k - [Cached](#) - [Similar pages](#) - [Note this](#)
- MySpaceTV Videos: Does (Terry Duff) & (Dream Team Training) Really ...**  
Jul 23, 2008 ... Does (Terry Duff) & (Dream Team Training) Really Work? by steve Watch it on MySpace Videos.  
[vids.myspace.com/index.cfm?fuseaction=vids.individual&VideoID=39094632](http://vids.myspace.com/index.cfm?fuseaction=vids.individual&VideoID=39094632) - 70k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Terry Duff - EzineArticles.com Expert Author**  
For a free report that will show you step-by-step exactly how to grow your Arbonne business in a very short amount of time please visit:  
[ezinearticles.com/?expert=Terry\\_Duff](http://ezinearticles.com/?expert=Terry_Duff) - 27k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Dream Team Stop Chasing People !!!(Terry Duff)-(Gino Nicole ...**  
<http://www.myspace.com/dreamteamgoldmine> Carlos Cintron 1.914.305.5514, (Terry Duff) The Dream Team Training Home Based Businesses Using The 3 Most Powerful ...  
[www.spike.com/video/dream-team-stop/2904981](http://www.spike.com/video/dream-team-stop/2904981) - 67k - [Cached](#) - [Similar pages](#) - [Note this](#)
- UnCut Video - Now Playing "Terry Duff And Gino Niccoli ...**  
 Terry Duff And Gino Niccoli - MLM Video uploaded by freemlmsecrets.  
[uncutvideo.aol.com/videos/012390e54cf871e4198163a8b0b8c8c1](http://uncutvideo.aol.com/videos/012390e54cf871e4198163a8b0b8c8c1)
- Terry Duff | Dream Team by casonmiller -- Rewer Online ...**  
 A video by casonmiller - Terry Duff - A Leading Internet Marketer ... The Dream Team Founders, Terry Duff And Gino Niccoli The Dream ...

**Sponsored Links:**

- 3568 Leads & 156 Recruits**  
\$73,568, All in 3 Months  
No Cost to Get Started  
[www.TheSpiderWebSystem.com](http://www.TheSpiderWebSystem.com)
- Terry Duff Exposed**  
Terry Duff's Lead Generation and MLM Success Secrets Revealed...  
[MLMSecretsThatWork.net/TerryDuff](http://MLMSecretsThatWork.net/TerryDuff)
- Terry And Gino's Secrets?**  
3,967+ recruited online in 1 yr. + \$237,466.49 ain't bad, see how?  
[recruitlikecrazy.com/dreamteam](http://recruitlikecrazy.com/dreamteam)
- Top MLM Recruiter Tells**  
Best Kept Secrets Add 5-7 Reps Day Grab Free Report-Now!  
[www.HowToAddMoreReps.com](http://www.HowToAddMoreReps.com)
- Steal Terry's Secrets.**  
Look, Terry Duff Knows How Powerful Online MLM Secrets Are, Do You?  
[www.OnlineMLMSecrets.com](http://www.OnlineMLMSecrets.com)
- \$30,000 Per Month?**  
300k Yearly Potential Not For The Weak Minded  
[www.OpenCashNow.com](http://www.OpenCashNow.com)
- Terry Duff Explodes MLMs**  
Confidential 20-30 Reps/Wk Secrets \$50K Guar- Success Explosion Report  
[www.mlmexplosionsecrets.com](http://www.mlmexplosionsecrets.com)
- Terry Duff**  
Learn MLM secrets Terry Duff uses to dominate the market!  
[BuildingYourNetworkBusiness.com](http://BuildingYourNetworkBusiness.com)

Pretty much the same stuff right?

Sponsored listings to the right – other advertisers paying each time someone types my name into Google and clicks an ad.

Down the center of the page (non-sponsored listings), marketers getting traffic organically using my name, to drive traffic to their website.

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More compliments.

## **No Surprises. No Gimmicks. Here's What's In It For Us.**

So how do Gino and I gain from writing in this report? Good question. We benefit in 2 very important ways. Let's just put everything out on the table openly. We haven't held anything back to this point and I can assure you we're not going to start now.

**1. First and foremost, we hope that you've gained some insight on how to grow your business. We've shared some critical concepts and specific applications that, without doubt, can be implemented right away to experience better results going forward with your business than perhaps you have in the past.** And no, we're not going to leave you hanging either – we're going to allow a select few (if you meet a few basic requirements) to actually work personally with one of our business growth specialists (who has been hand trained and molded by Gino and myself). Casper will explain this further...

**2. We do have a vested interest in writing this.** Since creating On Stage Marketing, LLC back in 2003 our sole purpose from day one has been and continues to be, turning the failure rate in this great industry around. That's been our mission. That's it. Nothing more, nothing less.

So far, we've impacted nearly 10,000 lives. That's not enough. The honest truth is that we wish for nothing more than to impact your business as well.

We want you to experience what nearly 10,000 other home based business owners in 27 countries already have.

Time freedom. Financial freedom. Confidence. Philanthropy and giving back. Self esteem. And everything else that comes along with achieving some of your targets and goals.

So now, I'll hand you back to Casper, one of our business growth specialists or MLM Makeover Specialist as he like to announce himself – and that truly is that he is! I will give you Casper to explain what to do from here if you're really serious about wanting to grow a successful home based business.

Casper –

"Thanks for your input, Terry"

The marketing methods you will learn will allow you to stay home, never drag anyone to a hotel or convention center, never convince a single "warm market" person again and literally add as many as 20, 30, even 40 people a week into your downline every week. Even better, you can do it in your slippers, shorts or bathrobe if you want. This is not some AMAZING internet marketing scheme. You will have to still build relationships with other people, but you can do it from home. You will learn how to attract prospects that are already interested in your product, service or opportunity. You will then learn how to create the urgency to buy just like the largest companies in the world that never have to beg for your business.

## **Have you ever thought about something like this?...**

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You get up in the morning, have a relaxing breakfast, sip on a nice cup of coffee and turn on some old Simpson's reruns. You realize a few minutes into the program that it's not a rerun so you decide to watch the entire thing. About 20 minutes into the program you really start to think that maybe you should just take the day off...neah, on second thought, you need a 12-day weekend. A sort of mini-vacation.

A commercial comes on and you pick up the phone and call up your travel agent. Melissa tells you that the next plane is departing for France in 3 hours and 18 minutes. You have a love for some of the world's most breathtaking views...it has been about 7 months since you've seen these beautiful scenes and you're itching to get back for a few days and relive the experience.

You call your wife, who is having a late breakfast with her girlfriends and tell her that you've got a little surprise for her and she needs to get home so you can share the news. She walks through the door to see 4 full-size suitcases there and says "Honey, where are you going?" You respond by simply stating "We're taking a little vacation, pack a few essentials and let's get rolling" She has no idea where you're taking her, but you've done these little "surprises" several times over the years so she doesn't ask a lot of questions.

On the way out you have to do a few quick errands and swing by you mail box at the end of your driveway that leads to your estate. You open your mailbox, find a few normal items sitting there...one of them happens to be a check from your primary business. You hand it to your wife...this gives her a sense of "involvement" with your business. She's not surprised or disappointed...a typical check of \$42,823.82 (they're never exactly the same, but normally within one or two thousand dollars). She puts it in her purse (where last month's check still sits because you've been too lazy to stop by the bank).

You sit back for a moment and just think about your life...cruises, constant traveling, a beautiful home and 2 vacation homes up in the mountains that you visit "when you have the time" and more "toys" than one would find at 15-20 homes combined. You realize that this is living and you're loving every moment of it...you sit back and ponder how good things are and realize the obvious...money isn't everything, but it sure makes things a bit easier.

## **THIS IS WHAT OWNING A HOME BASED BUSINESS IS SUPPOSED TO BE ALL ABOUT!!!!**

Everyone should be able to feel this way and this is exactly why I have decided to help others learn what I have discovered. You see, the key, is shifting from focusing on the product, service or comp plan and directing that focus into MARKETING. YOU can absolutely make thousands and thousands of dollars every month from home. Without even leaving your home if you want and I am willing to show you how.

**By the way have I mentioned...**

**"How To Make At Least \$25,000.00 More With Your Current Product, Service Or Opportunity In The Next 12 Months Guaranteed...In Fact, Even If You Don't Have A Current Company."**

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That's right.

Here's the deal, I am so confident that anyone can make the big bucks in this industry that I guarantee you'll be earning an additional \$25,000 within the year. Now I have to be brutally honest here, achieving this kind of success is available to EVERYONE... but...

'I WILL ONLY WORK WITH PEOPLE WHO ARE 100% COMMITTED TO MAKING THEMSELVES MASSIVELY SUCCESSFUL'.

**Are you really ready to take your business to the next level?**

If the answer is **yes** then take action NOW

### **What's the next step?**

The next step is on you. You have two choices today. You can prove that you are a leader and make a leader-decision and prove that you truly are committed to growing your home based business by taking action on the page below.

Or you can keep doing what you've been doing and keep getting what you've been getting.

The choice is up to you. I hope I see on the [www.21stcenturymarketing.com](http://www.21stcenturymarketing.com)

### **Here's what's expected of you:**

1. You must come with a positive attitude (be open to new and innovative ideas to grow your business).
2. If you're in any type of cash gifting program or in any program that's unethical, immoral or offering a product that DOES NOT help someone else this is not for you.
3. You must be willing to work – growing a business does require at least 5-10 hours a week of a commitment.
4. You must be willing to learn. Gino and Terry and their highly trained staff of specialists will be sharing specific ideas and tactics that will blow you away – come with an open mind, a tape recorder or be prepared to take notes.

### **Here's what we're providing 100% FREE – no strings attached, no obligations and no commitment for anything:**

1. A complete online letter giving you the complete picture you need to know (be sure to ask those 7 questions we mentioned earlier as well).
2. Specific, heavy hitting techniques that will apply to your business that you can begin implementing right away into your business.

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And of course...

**....ABOUT THAT GUARANTEE...YOU SAID I WOULD MAKE \$25,000 MORE WITH MY CURRENT BUSINESS NO MATTER WHAT, EVEN IF I DON'T HAVE A BUSINESS??**

### **Here's What To Do Right Now!**

**Open up your internet browser and go to: [www.21stcenturymmlmarketing.com](http://www.21stcenturymmlmarketing.com) <- or simply click on this link or the picture below. You'll see a website looking like this:**



**Stop! If you're a struggling home based business owner or just looking to take things to the next level – this very important message is specifically just for you.**

**"The Top 8 Techniques That Lead To Catastrophic Failure And What You Can Start Doing RIGHT NOW To Grow A MASSIVE Downline..."**

Dear Internet Friend And Fellow Entrepreneur:

**If you're in a network marketing company or MLM and adding less than 50 people per month into your business, this revealing, down and dirty, in the trenches letter will change your life.**

Why is the failure rate in network marketing a staggering 96%? Is it because everyone is just flat out lazy or not willing to do anything to grow their business? With statistics like that, it's highly unlikely that many people are just flat out lazy.

**This site can be found at [www.21stcenturymmlmarketing.com](http://www.21stcenturymmlmarketing.com)**

You should know that this offer is limited to the first 75 smart marketers who are decisive and pull the trigger to make it happen. No exceptions. We apologize if you're number 76.

All openings will be accounted for on a first come, first served basis. Don't wait around on this – you'll want to go to [www.21stcenturymmlmarketing.com](http://www.21stcenturymmlmarketing.com) right now!

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We truly hope that you've found this information to be useful and beneficial. Most importantly, let's be sure to put it into action.

We wish you all the best in your endeavors.

**P.S. Take a few minutes to read what some clients have said about Terry & Gino recently and their personal training. You could become the next person to benefit from their personal coaching. All of these are on file and verifiable.**

## Keep Reading For Some Client Testimonials!

There is no bigger fan than me. **After being around many training programs and many different networking/retail programs I totally see the big picture of what you guys are providing and it is unequalled anywhere...** It has brought me from a depressed state of not even hardly being able to get out of bed 5 months ago to someone who is now on a surefire path to success.

Randy Jones

**You guys are more than Angels, you are truly Saints!**

Maureen Durney And Bill Shaw

-----

I like to tank you for all your help and being so great teachers. You guy's have so much patience and really care about each of your students...**The past 6 months, I made more income using the tools and techniques you have given me and taught me then I have made in the past 5 Years in my Network Marketing Career.**

Vreni Talamona

-----

Today, I was able to offer (product name deliberately removed). I was able to **generate an income of \$1,500.00 in 5 minutes flat, using the proven techniques that Gino and Terry share with us week in and week out, without fail!**

Carolyn J. Lopez

-----

Dear Gino and Terry,

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Hello. Just wanted to thank you for your excellent teaching. **Yesterday, I negotiated a contract worth \$46,800 over the next four months.** That's small change for you guys, but a huge deal for me and my family.

I couldn't have done it without you and the crew at OSM.

Thanks, guys!

Warmest regards from my family to yours,  
Catherine Arroyo

-----  
I Implemented some of the article marketing techniques you taught to my campaigns and was actually shocked with the results.  
I wrote a total of 10 articles and shortly after had shut down my PPC campaign being as it was in serious need for attention. **I could not believe that I continued to average 2 leads a day, made 2 internet sales and one gold sale all of which came strictly from articles (about a \$700 profit in 2 weeks) without spending a dime.**

Not to mention that I actually began receiving phone calls from prospects looking for help. All from articles.... Unbelievable.

Thanks,  
Frank Scott

-----  
Hello Terry and Gino

We would just like to thank you both for all you have done for us, particularly over this last 9 months.

In that time you have helped us develop an entire marketing program: the prospecting and closing scripts, the presentation call, the paper click advertising campaign and landing pages with free reports. 9 months ago we would have had absolutely no hope of even trying to start a marketing campaign or even knowing what is involved with putting a campaign together.

It has been a slow process due to my health, but we have been trying to do everything thoroughly. We released the marketing campaign in April. The results to start with were slow and we started enrolling 1-3 people per week. Then we opened up the paper click advertising campaign last week and **suddenly we enrolled 9 people in one week.** It was absolutely Fantastic...

...we are going to get results we only dreamed about.

**Oh and by the way, in the 3 months since we released the campaign we have won 2 trips all expenses paid, one to Malaysia and one to Queensland.**

Thank you again for your input into our lives and working patiently with us.

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Kind Regards  
Richard and Ruth Webster

-----  
Hi,

Thank you for clarifying the situation. It all makes perfect sense... Now! I really appreciate the great service you and Gino provide for your students. **I'm so thankful knowing I have the both of you in my corner** as I pursue my goal to becoming a Top-Shelf Marketer.

All the best to and your family,

James Slota

-----  
Gino and Terry

Thanks again for meeting with Michelle and I last Thursday. It was a treat to see you again - especially in a relaxed atmosphere.

Thanks for your help and for breakfast.

We truly appreciate all you have done for us, are doing for us and will do in the future. Next time we buy. Love you both.

Michelle and David

-----  
Hi Terry & Gino,

First, I wanted to thank you and compliment you on the new class outlines and for all the extra downloads. You've been hard at work!

I also want to thank you for the flow chart!!! I listened to your tutorial today and did the quiz. And got to page 16 on the Google manual.

Terry, all this really helps, a lot. Helps to organize such a large body of information and to visualize the tasks ahead.

I spoke with you last Friday about keywords for my AS work, and this comes at the perfect time. I especially appreciate your providing the Google manual. I spent about 3 hours today just reading that and into the web for more information.

Great resources. Thanks so much!

Kathy Kirk

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Thank you kind sir. This means so much to us. **You and Gino are about the kindest people we have ever met.** Your goodness can be felt through out Dream Team. It's this that has given us hope. May God truly Bless You and Keep.

Mike Eyraud

-----  
Here is the latest article from Bill. **Every time I send you an article, we get new leads from our website. You are amazing....**

Thank you so much for your help.  
Regards,

Maureen Durney

-----  
**Are you the next heavy hitter?** Do you have a success story to tell us in the near future when you've applied what we teach you? Decide to become successful and take massive action and you will reach the top of the compensation plan.

**Remember the only failure that doesn't lead to success is the one that makes you stop!**

Simply don't stop dreaming, don't stop trying, don't stop taking action – but stop wasting your time.

**Learn what you should spend your time doing to recruit 50+ people per month into your downline at: [www.21stcenturymmlmarketing.com](http://www.21stcenturymmlmarketing.com)**



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