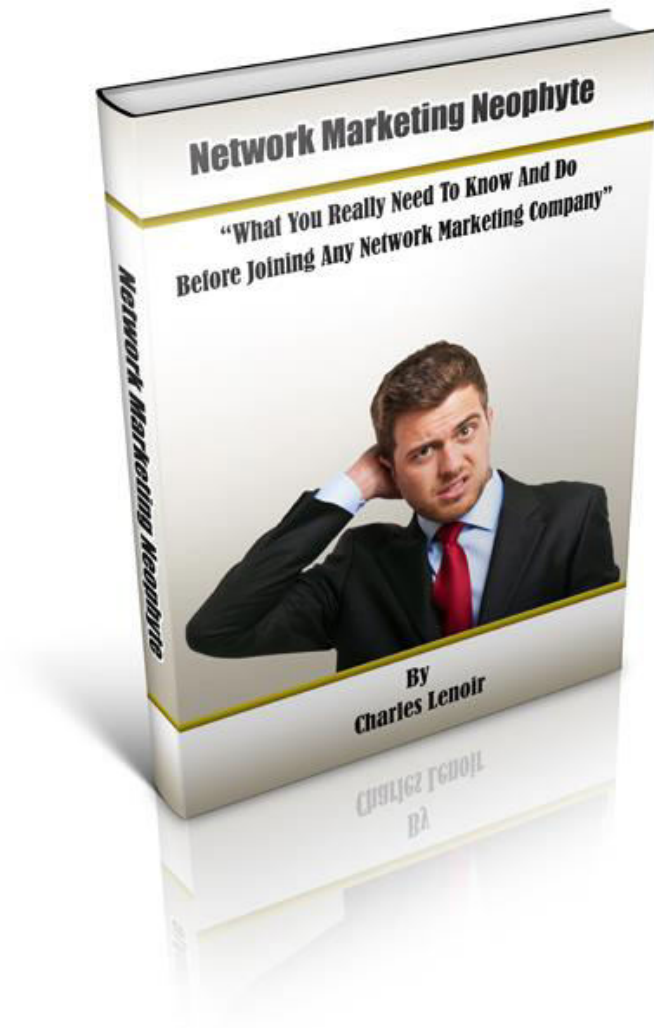


Network Marketing Neophyte

“What You Need To Know And Do Before Joining Any Network Marketing Company”

By Charles Lenoir



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Introduction

If you are reading this eBook right now then you are probably considering starting your own home based business by joining a direct sell company.

You may have already been approached by a family member, friend, co-worker or perhaps a stranger with their unique "business opportunity".

Now you are excited and you believe this business opportunity will be the vehicle that will take you down the road of financial freedom.



Before you sign that independent representative contractual agreement there are some things that you need to consider....

Many people **FAIL** at network marketing (MLM), not because the business model or product line was not viable, but because they did realize that it required education and proper work ethics to succeed. *Kudos to you for reading this special eBook!*

Most network marketing company sponsors **FAIL** to adequately prepare their recruits for success because they fail to tell you how hard network marketing really is. Why they fail to tell you could be one of two possible reasons.

First and most likely reason is because they are new to the MLM business and Direct Selling Industry and do not know themselves what they just got into..."the blind leading the blind." Second, they don't want to scare you away from becoming a representative by being upfront with the true costs of being your own boss.

Don't get me wrong network marketing is a great opportunity for people to have their first business, their first sales role, etc. And I am not saying that you cannot succeed. My point is this- recognize it for what it is: it's a business, and you are a business owner. Treat it like a business and not as a hobby and your level of success will be much higher.

What Can You Expect From This eBook?

The raw TRUTH!

There is no better time than now to start your own home based business. Economic hard times have forced many people to look for alternate sources of income in order to survive.

"In the middle of difficulty lies opportunity." Albert Einstein

This eBook contains some no-nonsense practical suggestions towards for people that desire to enter the network marketing business and direct sell industry.

The purpose of this eBook is to help you mentally and financially prepare for the great adventure you are about to embark on in the direct sell business.

It is not the intent of this eBook to discourage you from joining a direct selling company and/or pursuing the business opportunity you seek.

If you are already a successful network marketer or home based business owner then please pass this eBook and the valuable information it contains to anyone that you believe could use it.

In fact you will find this eBook highly encouraging and motivational because you are much more mentally prepared.

I sincerely hope that I can shed some light on what you can expect and how you can get started in an industry that has literally changed my life and the life of hundreds of my friends.



Thanks for downloading my eBook!

Charles Lenoir

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PYRAMID SCHEMES

Let's address this right up front.

Chances are you have probably heard some people call network marketing and the direct sales industry a scam or a pyramid scheme.

Some of your closest family members or friends may even be the ones trying to discourage you from starting your own business by calling it a pyramid scheme.

Most people do **NOT** understand the differences between a Ponzi Scheme, a **Pyramid Scheme** and a legitimate Direct Sales company that utilizes the network marketing business model.

According to the Federal Trade Commission (FTC),

*"An illegal pyramid is when distributors are signing people up and **NOT** exchanging a valuable product or service."*

Let me be very clear in what the difference is between a company with a hierarchy and a pyramid scheme. In the first, the number of people employed depends on the amount of money available to pay them.

If one has studied (business) organizational management, the people at the bottom of any organization in the workforce are the least paid.



Don't take my word for it! Check out the [U.S. Securities and Exchange Commission Frequently Asked Questions](#) about Ponzi and Pyramid Schemes. They have a chart that even shows the differences.

Now you should definitely know and understand the fundamental differences between a legitimate network marketing business and a Ponzi scheme and Pyramid scheme.

Don't let uneducated people kill your dream of starting your own home business in network marketing and direct sales.

Since you now know it is legal, ask your self is there any other reason that would prevent you from starting your own business today in network marketing or the direct sales industry?

REASONS TO START A HOME BASED BUSINESS

There are many reasons that starting a home based business in network marketing might be right for you. Here are some of the reasons why I first got involved in network marketing 15 years ago.

Ask yourself these questions.

Are you tired of commuting and working long hours?

Are you not getting paid what you are worth at your current job?

Are you tired of working for someone else? Don't like your boss?

Are you currently out of a job and need to make money?

Are you looking for the freedom to work when, where, and how you want?

Do you want to spend more time with their family?

If you said **YES** to anyone of these questions then take control of your financial future and start your own home business **NOW!**

I recommend you strongly consider the direct sales industry and joining a network or affiliate marketing company.

Most people that start their own home based business are trying to achieve three things:

1) Residual Income

Residual income is recurring income that continues to come to you long after the work you've done to produce it has ended. There are lots of ways to produce residual income. But many people don't understand it. Others have never thought about or been exposed to it. And unfortunately, many ways of producing it are out of reach for 'average' people.

2) Leverage (of Time and Money)

Every successful person or business (in or out of Network Marketing) takes advantage of leverage. There's only 24 hours in a day! And no matter how talented you are or how much you get paid per hour, if you don't take advantage of leverage you're limited by the number of hours in a day. By learning to leverage your time, you can also benefit from a percentage of other people's efforts, and dramatically increase your income and freedom.

If you're reading this special eBook by downloading it off the Internet (on my [website](#) or someone else's), or in a magazine, that's one simple example of leverage. I don't have to be physically present to teach you something. I may be sleeping, or vacationing on the other side of the world while you are learning or sharing this information.

Unfortunately in most traditional businesses, the only ones who benefit from leverage are the owners or stockholders. The loyal, hard-working employees do most of the work. The unique and wonderful thing about the Network Marketing business model is that everyone has the same opportunity to become the 'owner' of their own business - with a fraction of the investment of time and money of a traditional business or franchise.

And instead of worrying about training people to become your competitors, in network marketing the people at the top have a vested interest in helping others on their team succeed.

Again, the question I ask prospects here is:

"If you had the choice to receive 100% of one person's efforts, or 5% of 100 peoples', which would you choose?"

If they answer 100%, either: 1) they're not a good prospect or, 2) they need a remedial math class or additional education.

Many talented people would rather just depend on themselves, and have difficulty grasping the importance of this concept.

Obviously 100% of one is always only one. But 5% of 100 is five. That's a 500% increase and is significant! And with synergy, sometimes it can be even more!

Not only will the total result with leverage almost always be a lot more, but your income is not dependent on only one person. If it is, and that person gets sick or injured, disabled, dies, quits working, or decides to go on a long vacation, your income could stop!

Learning to leverage your time (and money) is an important step toward gaining Financial Independence and Time freedom.

3) Duplicability or Geometric Growth

The best illustration I've seen of geometric growth is the penny-a-day example. It's also frequently used to illustrate the benefits of tax free compound interest.



If you start with one penny, and double it every day 30 days, how much will you have at the end of 30 days?

If you haven't heard this before or don't remember, go ahead and take a guess. Day two you'd have 2 cents; day three you'd have 4 cents, then 8, 16, and so on. How much at the end of 30 days?

I've never had anyone who hadn't heard this before come close. So don't feel bad if you don't, and I promise not to laugh. Ready? Did you pick a number?

Would you believe over **FIVE MILLION DOLLARS?! (\$5,368,708 to be exact!)** That's right! Most people don't believe it until they punch it out on a calculator. And even then it's sometimes hard to fathom. But it's true. Isn't that amazing?

That's a simple illustration of how networking can work. If I can teach you, I've doubled myself. If we each teach someone else, we've doubled again. And as this goes on and on it can produce amazing results in a relatively short period of time, just like the penny example.

The easier your program is to do and the lower the cost to get involved, the more people you can appeal to and the more potential for geometric progression to work. Programs that are too complicated or expensive for 'average' people to do will always hinder your growth.

Create your own residual income stream and **NEVER** have to worry about the state of the economy or your job again!

Another reason that you want to start a home business is the **TAX BENEFITS!** Congress has approved a number of tax breaks as incentives for small businesses. Owning a home based Network Marketing business is the best way for the average guy to take advantage of these tax breaks.

As a business owner you are entitled to claim business expenses that can potentially **SAVE** you \$3,000 to \$9,000 in taxes every year.

Here is a list of some of the items you can claim:

- The initial investment you paid to start your business
- Operating and depreciation costs of your business equipment (eg office equipment such as computers, faxes, furniture etc.)
- Phone and communications, including internet expenses
- Car expenses-including depreciation, mileage, fuel, repairs and maintenance
- Business operating software and management tools, which also includes webpages etc.
- Marketing material (this is a really good one in network marketing if you know how to use it)
- Prospecting expenses such as buying leads or lead generation costs
- A percentage of rent or mortgage costs (for the space you use to operate your business)
- A percentage of utility bills such as gas, electricity, water
- Household maintenance or improvement costs such as repairs or structural changes (eg air conditioning)
- Travel and accommodation - Did you do any work on that holiday?!
- Property taxes and insurance
- Restaurant meals, entertainment and dinner parties (make sure you know the guidelines for this one)
- Education and training also includes books, software, annual conferences or weekly meetings
- Security systems
- Moving expenses
- Tax preparation, accounting and record keeping fees
- Health insurance (mainly in the US)
- And if you are in it for the long term, in some areas across the world you can also pay two of your children, tax free, if they are involved with the business.

I AM NOT A TAX CONSULTANT, keep in mind that every state and country has different tax laws, so before assuming all of the above are applicable to your business I strongly recommend that you discuss these with your local tax representative or accountant.

In summary, there are many benefits to operating a home based business, in which enjoying the tax advantages is just one, but if you can learn to take advantage of these tax breaks as much as I have you'd be surprised how much it can add to your income!

CHARACTERISTICS OF AN ENTREPRENEUR

Do you possess the characteristics to be a successful business owner? Your success in network marketing really has nothing to do with your current level of education, life experiences in life or previous business. Network marketing is unique, and will require you to learn some new skills. But if you don't possess certain characteristics or be willing to learn them, then network marketing may not be for you!

Here are just a few characteristics you need to possess:

Be Coachable

This is an industry anyone can learn. However, you must be willing to listen to your company leaders and follow proven strategies that have helped so many people achieve financial freedom over the years. Are you willing to listen and follow instructions?

Be a Dreamer

Can you look past your present situation and see yourself where you want to be financially in five years? It's great to have a grand plan, but it's equally important to think short term and long term, and develop goals and objectives that fit in with that.

Be a Hard Worker

You will NOT get rich over night in network marketing! It requires a lot of work over a long period of time. But wouldn't you rather work very hard for 3-5 years versus working for the rest of your entire natural life? You will sow out of this industry what you sow into it. Those who fail think the benefits of the business will just come to them, even if they are only putting in an hour here or an hour there. It's important that you set aside time to sit down and devote your energy to your business.

Be Fearless and Take Action

Implementing what you learned is even more important than learning it! This can often be the difference between those who succeed and those who fail. If you want to see success you will take action. At times you will need to call your sponsor for advice and counsel. It may mean that you will have to attend events and company calls, make sacrifices or invest in your own training. Every decision that you make in regards to your network marketing business will have either a positive or negative impact on your earning potential. It is your actions that will determine the outcomes of your life and the ultimate success of your network marketing business.

ARE YOU PREPARED AND COMMITTED?

Building any business requires a certain commitment of time and money to succeed.

TIP: You must be prepared to dedicate a lot of time to your new business.

Most people seeking to start a home based business believe they can make full time money working part time hours as soon as they get started. This is more an exception than the rule.

Before you can fire your boss, work part time hours and earn a full time income you will have to put in some blood, sweat and tears to your business. Initially you will have to spend a lot of time learning the company, the products, and the compensation plan.

Experienced professional network marketers with an already established organization can make hundreds or thousands of dollars within the first 6 months after joining a new network marketing company. In reality those successful people spend years building their business!



Network marketing is **NOT** a get-rich scheme, despite the exaggerated claims made by some. You must make yourself available for a minimum number of hours per week to "work" the business...

Many inexperienced network marketers (newbie) do not realize that all the same skills, dedication and effort that are required to be successful in any business, are needed in their MLM business. It is a "business" in every sense of the word. Your new network marketing business requires the same level of commitment and dedication that it takes to rise to the top of any Fortune 500 company. BUT with MLM, YOU own the company and there is no arbitrary boss determining your worth.

TIP: Also be prepared to spend more money than your initial sign up fee.

Depending on the network marketing or MLM business opportunity you're about to invest in, the initial sign up fee can range from as low as \$20 to \$499. As a part of the start up or sign up fee, the company usually sends a new recruit some form of startup kit that includes some basic things such as sales forms, manuals, audio CD or DVD, market and training materials to get you started.

What other business related items will you potentially spend money on?

Marketing Materials and Advertising. Initially, this is a huge part of where your money will go. Your success will largely depend on how well you advertise your business. It is not uncommon when you are first starting out to buy company DVDs, audio CDs, pamphlets and brochures or other forms of marketing materials. As your business begins to grow then you will spend money on other forms of advertising such as classified ads, flyers, and business cards. Using the internet is also a very powerful and there are a lot of online marketing tools such as capture pages, autoresponders that can help you reach a global customer base at a cost.

Traveling. Depending on the business you may need to travel. There will be times that you will need to drive somewhere to meet a prospective customer. Most network marketing companies hold an annual national convention. If you are involved in an internet based business your travel expenses will probably be relatively low or you may not need to travel.

Miscellaneous expenses. You will probably utilize your cell phone to make appointments and other business related calls. There will also be registration fees and hotel costs if you attend company workshops or conferences. Standard network marketing practices are hosting parties or Private Business Receptions (PBRs) at

your home. The expenses for local events like this will be in the form of food and drink purchases, decorating materials, sample products, etc.

Are you prepared or willing to invest the additional money necessary for advertising, supplies, lead generation, etc? If the answer is no than perhaps joining a network marketing business opportunity is NOT for you.

DO YOUR RESEARCH

The most important thing you can do right now is research and conduct your due diligence. Yes, research. There are three areas that you should focus on:

1. Direct Selling Industry
- 2, Network Marketing
3. Small Business Practices.



By default many new network marketers understand number two, but most ignore number one, and only a small percentage touch number three.

Not only research the company, their products or services but what it takes to run a small business. Because that is what you are about to do. You are about to become a small business owner for a very minimal investment (start up fee).

Let's break this down further so you can understand

What is Direct Selling? According to the Direct Selling Association (DSA), "direct selling is the sale of a consumer product or service, person-to-person, away from a fixed retail location. These products and services are marketed to customers by independent salespeople. Depending on the company, the salespeople may be called distributors, representatives, consultants or various other titles. Products are sold primarily through in-home product demonstrations, parties and one-on-one selling."

Research the Direct Selling Industry. The DSA's Direct Selling 411 website (see Resources) is designed to help you evaluate a company and learn more about the industry.

What is Network Marketing? Network marketing or Multilevel marketing (MLM) is a business model that relies on a network of independent agents to grow a business. These independent-agents serve as distributors of goods and services, and are encouraged to build and manage their own sales force by recruiting and training other independent agents.

Network marketing typically involves using three basic types of systematic strategies to make money:

1. Lead Generation: To locate new prospects;
 2. Recruiting: Adding customers and/or business partners to your network;
- and
3. Building and Management: Methods you use to train, motivate, and manage your recruits.

Research Network Marketing Companies. There are many direct selling companies such as Avon, Amway, Herbalife, Mary Kay, The Pampered Chef, Your Travel Business (YTB), American Communications Network, Inc (ACN), Monavie, Melaluca, Tahiti International, Prime America, and I can go on and on and on. To find specific information just perform a Google search, and you will find the websites as well as many articles about any MLM or direct sales company.

In addition to Google, the Direct Selling Association has a large list of valid companies on their website.

MLMrankings.com compiles an MLM directory based purely on public interest and another good source to help you identify the network marketing company that works for you.

Research Network Marketing Company Leadership. The leadership of any company is important, but with MLM companies it plays an even more prominent role. Normally at least one or more of the leaders is a founder (created the company). It is the leadership's mission statement and vision that sets the direction and tone of the company and the organization.

When researching the company leadership here are some key questions to ask:

What did they do before founding the company?

How did they come together as a team?

What is their experience and reputation?

Once you feel you comfortable with the leadership team and respect their judgment and decisions, you can move onto the next step.

Remember, network marketing is just a business model, and it really amounts to "micro-franchising". That is why it is important to understand and adapt small business practices like creating a business plan....

A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues.

CHOOSE A COMPANY



What are you passionate about? Losing weight, cosmetics, jewelry? Just about any product or service can be purchased through direct selling somewhere in the world. Many people think of cosmetics, wellness products and home décor as products that are often sold through direct sales, but add to that countless other product categories including telecommunications, coffee, kitchen products, jewelry, clothing, organic gardening supplies, spa products, scrapbooking supplies, rubber stamps and much, much more.

Here are some key questions to ask before joining any company:

1. Has the company been around for at least 5 years?

If you want the efforts you put in today to pay off for many years in the future, you may want to choose a company that already has proven that it will be around for the long term. You don't want to invest your precious time and resources (not to mention your future) in something that may not be in business next month, do you?

Did you know: 90% of all network marketing companies FAIL within their first 2 years!

Please understand that there are a lot of good companies that you can join that are not five years old yet. The point here is to be cautious. You can check with the Better Business Bureau (BBB) to see if the company has an abnormal number of complaints before you join. Every business has some complaints since you cannot satisfy everyone. But if there is a higher than normal amount or the company made no effort to resolve the complaint consider that a **RED FLAG!**

2. Is the company financially stable?

In other words, does it have the cash that it will need to grow, to maintain a solid infrastructure, to attract talented management, to keep pace with technology and, of course, to pay your commissions! A great place to look is the company earnings report that is filed annually with the [Securities Exchange Commission](#) (SEC).

3. Does the company offer products or services that are unique?

That is, they're not readily available elsewhere (especially at a discount) and they're not just another "me too" product that has loads of competition

STUDY THE COMPENSATION PLAN

One of the most important factors that will determine how much money you potentially can make within any MLM company is the compensation plan.

By understanding the compensation plan you will know how much or how hard you will have to work in order to achieve the level of income you desire and the level of income you need to achieve financial freedom with the company.

Take time to run the numbers for yourself!

Here is what you need to consider:



How many people do you need to you recruit in your opportunity to earn a certain amount of money?

What is the highest commission you can earn for selling a single product?

How fast can you return your money?

Remember you are into network marketing to make money, right?

Four Major Types of Comp Plans

There are many different varieties of compensation plans out there. They often have hybrid names. But they tend to be variations on four major types of plans....

The Unilevel Plan

In this plan, recruits do not advance to positions above basic distributors, regardless of their performance. The primary advantage of the unilevel plan is that it's easy for companies to administer and for distributors to explain to potential recruits.

However, is its lack of flexibility in achieving some of the goals mentioned earlier. In addition, unilevel plans are limited in depth of levels of payment which inhibits deep sales organizations. Instead, front line width occurs which may cause sponsors to be "thin" in support. Over time, most companies that start with unilevel plans adapt them to look more like a stairstep breakaway plan.

The Stairstep Breakaway Plan

This is the oldest and most common type of network marketing compensation plan. After meeting certain performance criteria, a distributor advances in rank and "breaks away" from his or her original sponsorship line. The original sponsor receives a percentage override on the sales of the entire breakaway organization. In a way, a stairstep breakaway plan is a unilevel plan with the flexibility to motivate distributors to perform and advance.

The chief advantage of this plan is that it is easy to modify, is accepted by regulatory agencies, and is driven by volume and performance.

The primary disadvantage of this plan is that it is sometimes so complicated that it's difficult to explain to new recruits. Another disadvantage is that if the company does not monitor its distributors, they tend to get involved in inventory loading. And sometimes, there is an unreasonably high ongoing monthly personal purchase volume requirement.

Nevertheless, the stairstep breakaway plan remains the most tried-and-true type of plan out there today — and the most likely to survive in the decades to come.

The Matrix Plan

This plan looks like a grid in which a distributor is limited to a certain number of recruits at each level. For example, in a 3-by-5 matrix, each level down to five can have only three downline distributors.

This type of plan is sometimes considered to be more gimmicky than others. Why? Well due to the width limitations, new recruits may find themselves placed underneath upline distributors who did not directly recruit them. In a three-wide matrix, for instance, the fourth distributor you personally sponsor would be placed under one of the first three distributors you personally sponsored (your first-level distributors).

This automatic filling of spots in the matrix can be attractive to novice distributors if they sign on with strong leaders who help fill their grids. Also, it works well in companies where most of the products are used by the distributors, rather than sold to outside consumers.

Matrix plans have been subjected to attacks by regulatory agencies because they sometimes look like "a game." By and large, they have not had a successful record in the industry, and they foster non-producers, which makes the upline distributors resentful. Nevertheless, several major companies operate matrix plans.

Binary Plan

In a binary plan, a distributor is allowed to occupy one or more "business centers," each limited to two downline legs. Compensation is paid on group volume of the downline legs rather than a percentage of sales of multiple levels of distributors. In other words, payment is volume driven rather than level driven. Sales volume must be balanced in the two legs to be eligible for commissions, which are paid at designated points when target levels of group sales are achieved. The distributor may occupy multiple positions and may re-enter or loop below other two leg matrices in which he or she has been active. There is no depth limit on payment but

each matrix has a finite amount that can be paid out, thus necessitating involvement in multiple two leg matrices. Payment in binaries is often on a weekly basis.

There is no doubt that you can be successful in any plan out there just as long as you know what your commitment will be to make it work for you and your organization.

The Truth: It doesn't matter how good the comp plan is, NONE of these plans will make you the LIFE CHANGING income stream you desire if you DO NOT sponsor or recruit anyone and train them to do the same.

CHOOSE THE RIGHT SPONSOR

Your choice of your upline sponsor is critical to your success. Most new distributors give little or no attention to this important detail. If your sponsor is not a good trainer, or is not willing to implement the systems necessary to support YOU... then you have the wrong sponsor. Your sponsor, in the truest sense of the phrase, is your "partner in success". A bad one can stifle your success... a good one can skyrocket your profits and greatly shorten your learning and selling cycle.

Is the person who is introducing you to the opportunity committed to YOUR success?

If they are, the company is strong, and the product or service is a winner, (and, of course, you're willing to learn) you WILL succeed. There's a big difference between a "sponsor" and a "recruiter." A sponsor coaches, motivates and trains and a recruiter just signs people up and unfortunately in most cases, abandons them.

If you have a sponsor who is not serving your needs then work upline until you find someone who will give you the support you need...and have every right to expect.

BECOME A CUSTOMER FIRST

Use the service, product or program you plan to sell. Have you ever heard of the catch the phrase "try it before you buy it?" It's very hard to sell a product you are not familiar with or have never tried. Most companies do not require you to purchase goods and services in order for you to become a representative; however it is a good practice to try the service, program or product the company sells before becoming a representative of that company.

You really need to be confident that the service or product works and that you like it. The more familiar you are with the company's programs, services or products the easier it will be for you to naturally describe the product and its benefits to your potential customers after you become a company representative. When you believe in the product, you will be able to sell it.

TIME TO GET STARTED

Hopefully by now feel a little more comfortable about getting started in network marketing and what you need to know and do prior to joining that business opportunity. If you are ready now, then go find that independent representative agreement and sign it!

Conclusion

The beauty of network marketing is that it puts your destiny in your own hands. That's what's kept me in this business for over 10 years. I decide how much I want to work, how hard I want to work and how high I want to climb. That's the best I can ask for when it comes to stability and growth in a career. In network marketing we truly get paid what we are worth. It will take time and effort to become successful in this industry, so don't give up! If you are not earning the income you desire after working your business for a few years then look in the mirror and ask yourself, "Why?" The problem and the solution can be found there. Good Luck!

RESOURCES

Here are the direct links to the websites of the organizations I mentioned in earlier chapters.

[Federal Trade Commission](#)

[Securities Exchange Commission](#)

[Direct Selling Association](#)

[MLMrankings.com](#)



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It's a fact that 95% of network marketers never make enough money to cover their expenses **LET ALONE** make a full time living in network marketing.

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➤ Black Belt Recruiting	➤ The Ultimate Sales Funnel	➤ Social Media Secrets	➤ The Irresistible Information Blueprint
➤ The Copywriter's Guild	➤ Pro Blog Academy	➤ Recruit With Words	

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