



Magnetic Sponsoring™

Bonus Reports By Mike Dillard

www.MagneticSponsoring.com

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“MAGENTIC SPONSORING: SPECIAL REPORTS”

NOTE: This is not the “Magnetic Sponsoring Course” and does not cover “attraction marketing”. These are special reports which contain valuable lessons I’ve learned during my many years in this industry. You will find many pearls of wisdom within these pages.

Special Report #1: Creating Killer Advertising

Special Report #2: Posture – A Career Changing Lesson

Special Report #3: Developing a Magnetic Personality

Special Report #4: Sorting Vs. Selling

Additional Resources:

www.MLMTrafficFormula.com - The Amazing "Traffic Formula" That Let's You Generate Endless Leads And Instant Cash For Any MLM. This Is The Most Advanced Marketing And Lead Generation Course Ever Created For Networkers.

www.BlackBeltRecruiting.com – Unleash Your “Inner Alpha” And Transform Yourself From A Recruiting Wimp, To A Certified Black Belt Super-Stud.

www.GetMagneticSponsoring.com – Set-Up Your Free Magnetic Sponsoring System Affiliate Account. Generate Your Own Leads And Make Easy \$200 Commissions.

Special Report #1:

“The Secrets Behind Magnetic Advertising”

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

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

Here's the sad part...

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

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

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

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

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

Period.

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

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

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

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

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

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

There is:

- 1: The sales letter page.
- 2: The Free Boot Camp Capture Page
- 3: The Magnetic Sponsoring Newsletter.
- 4: The MLM Traffic Formula capture page.
- 5: Google and banner ads.
- 6: The Magnetic Sponsoring Course itself.

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

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

Why it is important to have so many options?

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

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

Simple Classified Ads:

I rarely spend money on advertising that does not have the ability to create instant and automatic direct response cash flow.

In other words, I almost never advertise just for "leads" for my MLM opportunity like everyone else out there.

I can, and I do, but as soon as that person opts into my page, they are going to learn about, and have the opportunity to purchase a retail info product of some kind, whether it's mine, or someone else's.

I advertise retail information products which are sold through an online direct response sales page automatically, 24/7. This pays for the cost of my advertising which means I can advertise endlessly to my target market (other networkers) for FREE.

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

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

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

This is VERY valuable content, so pay attention!

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

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

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

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

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

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

But here is the real kicker:

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

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

Why?

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

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

VERY MAGNETIC!

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

This is a real ad I pulled from Google:

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

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

What the average networker who reads that ad will think:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

PLEASE NOTE: These ads are copyrighted. You have my permission to use them in order to promote your Magnetic Sponsoring System websites if you wish, but they cannot be used to promote anything else.

Only Suckers Buy Leads!

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

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

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

See How He Did it:

Absolutely Free and Only at:

www.MagneticSponsoring.net

Prospecting Sucks.

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

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

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

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

You Can Use It To:

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

www.MagneticSponsoring.net

Here Are Some of My Personal Classifieds:

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

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

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

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

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

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

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

Full Page Sales Letters:

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

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

Most sales letters follow the same formula no matter how long or short they are. As a rule of thumb, long sales letters always out perform shorter ones – AS LONG AS the content is relevant.

In other words, it should be **EXACTLY** as long as it needs to be in order to produce the sale. (The more you give, the more you will get.) There's RARELY a letter that is "too long." Remember, this is NOT for YOU. It is for your prospects, so take yourself and your feelings out of the subject, and make it as long as it needs to be to get the job done!

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

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

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

If you really want to learn this skill, (and in my mind it is the single most valuable one you could ever learn), pick up a copy of Yanik Silver's course at www.YaniksCopySecrets.com. It's not cheap, but worth millions if you use what you'll learn in there.

Ok, back to the structure:

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

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

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

Educate: This is HOW and WHY it works.

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

Go back and take a look at my sales letter at www.MagneticSponsoring.com or www.MLMTrafficFormula.com. See if you can follow the formula and find the transition points from one section to the next.

Know what you are really selling!

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

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

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

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

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

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

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

Nope.

Sell the solution. Sell the benefits.

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

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

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

“SO WHAT?”

Come on, let's try it...

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

“Designed with the part-time member in mind.

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

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

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

Now let's turn these features into benefits:

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

See the difference?!

Take a look at www.MLMTrafficFormula.com and look at the long list of benefits I give.

All it takes is **ONE** bullet that provides a solution to a problem that prospect is facing, and if the pleasure gained from the solution outweighs the pain of the price, he/she will buy the course.

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

Special Report #2:

“Posture: A Career Changing Lesson”

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

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

Why was it so important? What did it do?

When I first started my networking career, I was a pretty shy person and very “Beta”. (You’ll read all about “Beta, Pre-Alpha, and Alpha” in the actual Magnetic Sponsoring Course).

The thought of picking up a phone and calling a stranger horrified me. I used to literally sit at my desk staring at the phone for hours trying to sum up the courage to call my leads.

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

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

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

That desperation, need, and lack of confidence came though on the phone... And people took advantage of it in order to give themselves power.

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

This is a MAJOR problem with people new to this industry. You will never build an organization or sponsor the right people until you move out from a “Beta” mindset to an Alpha mindset.

It’s impossible because people only join Alpha leaders.

The good news is that your Beta status can be conquered with a little education which is why I recorded the Black Belt Recruiting series (www.BlackBeltRecruiting.com).

So what does it mean to prospect with posture?

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

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

I don't care if it's a doctor, lawyer, business owner, etc. They can waste my time just as easily as anyone else. They have to earn it. (Again, you'll learn all about this in the MS course itself).

Here is a pretty basic concept that I'm adding to this chapter based on several phone calls I've gotten this week. It's about 800 numbers and whether or not you should use one as a distributor.

I was setting up their websites for them, and they insisted that their 800 number be included because it's “easier for the prospect to contact them” and because “some people don't want to call long distance.”

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

What does having a strong posture do for your business?

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

Second, it positions you as an expert instead of a peddler. Prospects and customers seek out experts because they have the answers they're looking for and because they gain power by associating themselves with that person.

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

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

They partner with you because of YOU and/or your system. They partner with you because they see you as an "Alpha Networker™" and someone who can help them achieve success they want. Everything else is secondary.***

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

This exercise will change your mindset and your posture instantly because it gives you all of the power and it will help you adopt a mindset of abundance which is a critical trait that all Alphas share. Your mind will finally understand that you are the leader, and that the success of your business is not dependent upon any one person or handful of leads.

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

Special Report #3:

“How to Develop a Magnetic Personality”

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

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

Using the technique of Reversed Affirmations you would think “You find me irresistible,” not: “I am irresistible.” When you tell yourself “I am irresistible”, the logical part of you rejects it.

It’s just not accepted because you might not believe it yet. However, when you change that around and think: “You find me irresistible,” and truly get into the spirit of it, you’ll instantly reap the benefits and FEEL the statement is true.

Why?

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

A person might say this is fake, that they know deep down they are not irresistible. I say of course it is fake. Of course it is not true YET. The great thing is... It doesn’t matter! It doesn’t matter if it’s not true right now.

That has nothing to do with it. Belief has nothing to do with it. It is only the thought that matters, because thoughts are things and will affect your body, your personality, and your reactions just as sure as a shot to the gut will cause you to bend over in pain.

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

Try it!

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

Some quick examples:

Prospects:

“You see me as a genuine charismatic leader.”

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

Downline Members:

“You find me an incredible, helpful mentor, and leader.”

“You think I’m the greatest sponsor on the planet!” Etc...

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

Special Report #4:

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

Wow, this is an important topic!

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

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

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

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

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

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

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

This is why having an effective system is so important. Systems ARE semi-duplicatable because they level the playing field for everyone.

I say semi-duplicatable, because once again... People don’t join a company, they join you, which means you and your Alpha or Beta status will have a massive impact on your sponsoring success.

In the end, when it comes to selling a business opportunity, your results will eventually fall onto your shoulders... Do you have personal value to offer this person? Are you an Alpha leader? Will they gain power by associating with you?

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

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

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

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

DON'T DO IT!

Professionals sort. Amateurs sell.

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

YOUR ONLY JOB is to get out marketing tools to as many people as possible because it's these marketing tools that do the selling for you.

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

The tools will sell the business and the product. You simply need to worry about selling yourself as a leader.

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

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

Let the marketing tools do the sorting and selling for you.

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

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