

THE COMPLETE NETWORK MARKETING **LAUNCH**

MEMORY JOGGER TRAINING



DALE CALVERT

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The Complete Memory Jogger

Congratulations for taking the time to go through this training. **I applaud you!**

I have resurrected this document because the warm market is starting to be talked about again since the internet fu-fu dust that has been sprinkled over this industry the past 20 years is starting to settle.

I have never stopped teaching people how to LAUNCH their business correctly in their warm market. The key word there being **correctly**, and that can only happen when people understand that **it is not** about recruiting people you know who will support you by buying your product or joining your opportunity. We will talk more about that soon.

When I first started my network marketing career in 1980 one of the first trainings that I heard spoke about the spiral notebook plan; "To buy a spiral notebook, and to make a list of 500 people and contact all of them about your product and opportunity." So that is what I did, and that is what I taught for three years.

I got sick and tired of people telling me, "**I don't know anybody**." That was before we evolved to the "**direct mail, one social media post, one text launch process**" we teach today. What they were really saying is, "*I don't know anybody that I think would be interested.*" I didn't ask them to make a list of people they thought would be interested.



After my first three years, I had already proven to myself that many that I thought would be interested weren't, and the successful people that I thought wouldn't be interested - actually were, or at least were willing to support me with referrals.

So I would ask them, "Who is your insurance agent? Who was the realtor you bought your home from? Who was your first boss?" and so on. These questions would often prove to them they knew a lot more people than they had written down. Eventually, we gave them a "Who Do You Know List" when we asked them to buy a spiral notebook, and make a list of 500 people.

Over time, this evolved to a printed two-part carbon list; one for the new team member and one for their upline. It is fascinating how many people are willing to make a list, and then too afraid to mail a brochure! Then I have to step back and remember the fear of the phone that almost kept me from moving forward when I first started. I may not come across as empathetic, but I understand the fears and the importance of getting past them in this profession.

At this point in the history of network marketing, many people are starting to understand that the absolute best way to help new people launch their business is not by spamming their social media pages, but by **creating a specific launch plan in their local area**, taking advantage of personal and geographical credibility.

So again, I applaud you for being here, and thankful for the upline leader that shared it with you. I can promise you they are far above the normal network marketing sponsor. My suggestion is that you read through this entire document, **DO NOT click away from it, during your first read!**



Ultimately, we are going to share with you the most logical, proven, COMPLETE MEMORY JOGGER LAUNCH TRAINING AVAILABLE IN THE WORLD.

Over the past few years, the industry has been convinced that Memory Joggers and the warm market is "*old school marketing*." The truth is when you follow the system here, EXACTLY AS WE WILL OUTLINE, **nothing you can do at this point in your career will give you a higher opportunity for a successful business launch or re-launch!**

"Old School" is a derogatory term that has been propagated throughout the industry over the past twenty years by Attraction Marketers whose ultimate goal is to tell you what you want to hear, so they can sell you what they want to sell you; leads, blogging platforms, apps, social media live training, etc.

I hope that it will become really clear, real quick, that I am not putting this training together to create friends! My only goal is to help you maximize your full upside potential and to repay the profession of network marketing that has provided me with personal development, friendships, and a lifestyle beyond my wildest dreams.

At this point, you probably think who is this dude, and why should I listen to anything he is saying? I appreciate that question; it is fair and very logical. One of the reasons this profession has slipped into a state of dissipation over the last few years is that the internet has provided access to a ton of personable, likable people who have never recruited or developed ONE full-time earner on their team!

So for those of you are wondering, you can learn more about me than you would ever want to know by [clicking here](#):



Contacting people you know, commonly called the Warm Market, has been discouraged by many self-proclaimed network marketing gurus over the past 20 years.

How many times have you heard, “Don’t bug your friends and family.” This is nothing more than a guru spiel, so they can sell you their lead program, blogging platform, or how to go live on social media training.

The truth is, **just because they blew it in their warm market, does not mean you have to blow it in yours.** Even if you have been in the industry for years and never had much success, **the way that we are going to teach you to expose the people you know IS DIFFERENT, is proven and is the MOST effective way to **get your business launched.****

Follow this Memory Jogger Launch System, and if it doesn’t work it is ON ME, not you! If you have any questions at any time, you can contact us directly here: <http://mlmhelp.com/ask-dale>

My goal is to do my part to promote logical, congruent, systematic training to those who are willing to take responsibility for the duplication of their team.



Before we start, there are a couple of important points I want to make. For those of you that have been around the profession for a few years, you are not a member of the **NFL Club**. This is nothing more than an acronym that again has been propagated throughout the industry by those that have a course to sell. They are exploiting the common fears and frustrations that most untrained network marketers feel, especially during the beginning of their journey.

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The truth is, **the last reason you want anyone to join you is that they Know You, Like You and Trust You!** I know what you have been told, but when you **really think about** it, this makes no logical business sense. When people join you *only because* they Know You, Like You, and Trust You **that is a recipe to waste everyone's time!** What are the odds that type of person will ever take consistent action?

When launching your business, you are only looking for **potential** customers for your products and services, and a few that want to start the team-building process **because** *the timing is right in their life.*

The truth is, you are simply looking for the RIGHT PEOPLE at the RIGHT TIME in THEIR LIFE!



Just because their window is not open now, does not mean it won't be open later! If you contact them ethically and professionally, they will remember you, when things change in their life.

LAUNCHING YOUR BUSINESS **CORRECTLY** WITH PEOPLE YOU KNOW
DRASTICALLY STACKS THE ODDS FOR SUCCESS IN YOUR FAVOR WHEN YOU
ARE INITIALLY LAUNCHING YOUR BUSINESS! ***People are willing to help you,
but they don't want to feel pressured to join!***

The success of your launch with people you know revolves around
understanding this practical truth:

**The odds of them being the person you are
looking for is low; THE ODDS OF THEM KNOWING
THE PERSON IS EXTREMELY HIGH!** Please re-read that
sentence.

You increase your odds for success when you use what I call "Geographical
Credibility" during your business launch. We will talk in depth on this subject in
this training.

People falsely believe if they know a lot of people, they can have lots of success
and if they don't know a lot of people, then they will never be able to build a
team. That is simply not true! Listen, I was a 20-year-old snot nose kid when
I started in this profession.



I promise you; **YOU WILL NEVER RUN OUT OF PEOPLE** to expose your products and opportunity to! Lead generation is ultimately the easiest part of this business!

After your initial launch, you can access multiple ways to create leads for your business and become a **MASTER at lead generation**.

How to Sequentially Become a NETWORK MARKETING **LEAD GENERATION MASTER**

Become a Black Belt with Dale Calvert Free Online Training at:
www.LocalMLMLeads.com





Launch your business professionally and effectively



Direct new team members in the effective launch of their businesses professionally and effectively



Master 5+ Ways to create leads in your local market taking advantage of geographic credibility (Dale teaches 21 to ways)



Use Funded Proposals to make money every time you create a lead



Internet Marketing. The Internet is a wonderful addition to the proven prospecting systems that worked prior to www. It is not a Replacement for them!



Creating leads with Social Media.

"I learned more about the sequential process of creating leads in this 1 hour free training, than I have learned the previous six years combined. If you want to build a network marketing business, this training is mandatory"
Taylor Darby
Register Now for Mr. Calvert's next free online training webinar at:
www.LocalMLMLeads.com



One of the biggest mistakes newbies make is trying to launch their business in the cold market. *Don't waste your time and money attempting this.* The truth is, if you could create a large customer base and team just by advertising, your network marketing company wouldn't need you! **Think about that!**

More importantly the skill sets and mindsets you develop during your initial launch *will serve you well for the rest of your career.* I wish there were a way I could give that last sentence the attention it deserves. This is not something that can be explained, only experienced, but I have seen this play out over and over. The results of the launch sincerely don't matter. ***What really matters is your ability to expand your comfort zone and take action!***

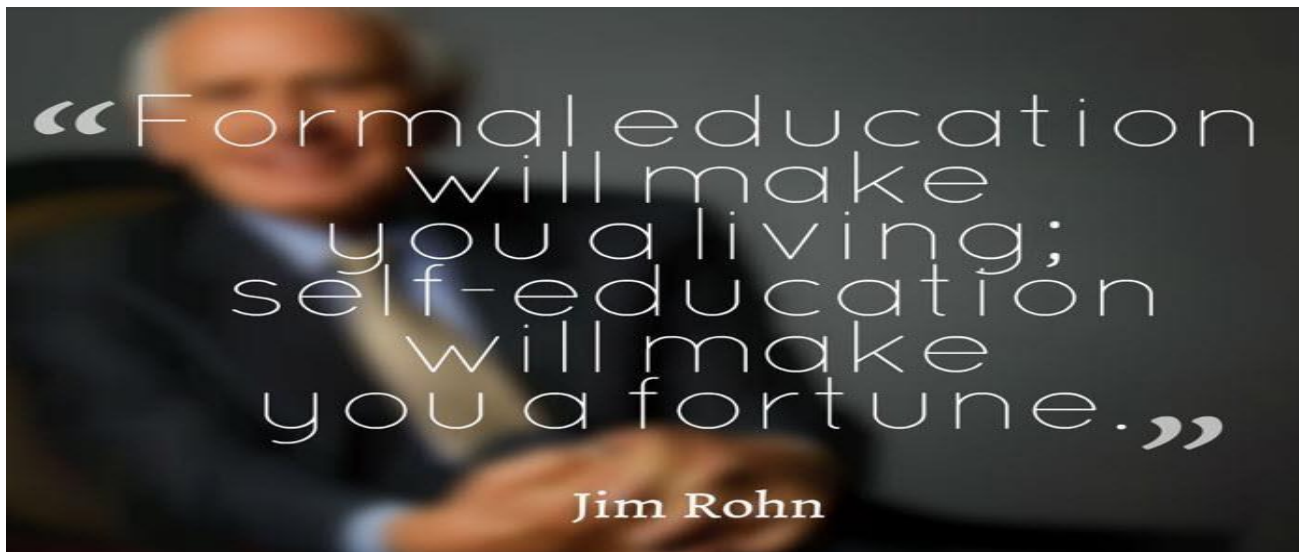
If you are not able to get your business launched as we teach, with people you know in your warm geographical market, then the COLD market will eat you up and spit you out. People who have never really had much success with this business model may get lucky and enroll someone in the cold market. However, nine times out of ten they will be wanna-prenuers that are looking for friends and just like hanging out with entrepreneur minded people better than they do the ladies at choir practice. Sometimes people get offended when I say stuff like this, but the right people don't! The last thing I ever want to do is offend anyone, but I believe you have to love people enough to tell them what they need to hear, not always what they want to hear. I have seen too many people over my lifetime live in a comfortable state of mediocrity for years only to awaken with real purpose, desire, and passion.



Your time is the most valuable asset you have; everything we teach is for business-minded, career-oriented distributors that truly want to maximize their long term potential. I'm speaking to those that have a three to five-year vision for building a real business, with real customers that they are proud of. If that is not you, don't listen to a thing I say.

It is also very important that you understand that **I BELIEVE IN YOU!** I KNOW THAT IF YOU ARE READING THIS, **Y O U** have within you the ability to develop a duplicating team and achieve your goals and dreams. I know who I was when I started, and I understand [the road to \\$10,000 plus a month](#) in this industry! I know that if a snot-nosed kid from a small town of 400 in Kentucky can build a team of over 60,000 people in four years, you have a real shot - if you are teachable, and are willing to go to work and overcome your fears.

I sincerely don't care what your business background or track record is, or isn't. **I know:**



My goal is to give you a clear path that will challenge your mindsets if they need to be challenged and help you become lethally skilled.

**In Network Marketing, there are three kinds of people.
The Wanna-Prenuers, Future Leaders and "Real Leaders."**

I call this 70% - 27% -3%.

Unfortunately, because of the abundance of "self-proclaimed" gurus who have entered the marketplace over the past 20 years and have constantly taught people how to do that which ***they have never done***, an enormous amount of flawed information is in the marketplace and has propagated throughout the world.

The truth is; there are many in the market that will tell you what you want to hear, so they can sell you what they want to sell you!

The industry is also full of leaders in every company who were able to build their teams with the **transferable skill sets** and mindset they **entered** the industry with. These are good people, who sincerely want to support and help their teams, but really have never had what I call, "***The Leadership Development Paradigm Shift.***"

Leadership Development Paradigm Shift:

Understanding it is not about you, your credibility, your mindset, your work ethic, or any of the other God-given talents and developed skills you enter the profession with. It is about what can be duplicated by the "Future Leaders" on your team!



The truth is, all the industry has done the past 20 years is sponsor each other! If you have never read the article by Len Clements called "*The Land of 10,000 Un-recruited Heavy Hitters*" then I suggest you [click here](#) and read it.

Let's take a close look at the three types of people that enter this business and decide they are going to launch their business.

THE WANNA-PRENUERS

When it comes to launching their business, the Wanna-Prenuers make a mental list of three, four or five people that they hope and pray will join their business to **support them**, because they know them, like them, and trust them. **AGAIN, THIS IS A RECIPE FOR DISASTER!** For Wanna-Prenuers their network marketing launch and future is based upon the response of those few people.

If they're lucky enough to talk one of the people on their mental list into buying, selling or joining, then they can extend their hang-in time for a few months. They may even possibly attend an event and get excited for a few days and then make another mental list of three or four people. Hopefully, they have a good upline leader that recognizes this pattern and that at some point make a **conscious, quality decision to re-launch their business and become a "Future Leader."** Hopefully, they will make a quality decision and treat their business like the life-altering, generational wealth opportunity it really is!



Would it surprise you to know that approximately 70% of all the people who join Network Marketing take the approach of building a business as a Wanna-Prenuer? It's true. Seven out of ten people who become distributors in our profession will first approach building with the Wanna-Prenuer mentality. Normally it is because a chest-pumping 3%er "CLOSED" them! What a waste of everyone's time!

They make a small mental list and see what happens, and they never set out to develop the necessary skill sets and mindsets that **MUST BE DEVELOPED** to truly maximize their personal upside potential in this profession. They don't treat their business like a real business. They have a lottery mentality, and the profession has become so competitive that we accept anybody we can get.

This industry is not about getting people in, or closing them! It is about finding the right people, at the right time, in **THEIR LIFE!**

We can blame it on the 70%, but quite frankly I believe the real problem is lack of true leadership in the field that accepts this level of mediocrity. We have become an industry that as long as people stay on auto ship and support their leader's weekly calls, they are willing to blow smoke up their pants leg and give Wanna-Prenuers the recognition they crave.



I originally wrote about this trend when I first saw it starting to develop back in **1999!** This article was originally posted in a publication for network marketing owners and corporate officers.

EXECUTIVE'S CORNER

By DALE CALVERT • NU CREATIONS, INC.



Inspire Greatness Or Cater To Mediocrity?

"Today, everybody seems to be into re-treading existing distributors over and over and dreaming about landing the big heavy hitter. The industry has become sluggish, lazy, and one filled with a lot of spoiled opportunists looking for something for as close to nothing as possible. And the opportunities available to them have exploited and perpetuated this to no end."

"Where there was once an industry made up of merit-based opportunities that rewarded those who worked hard, retailed, and actually trained and supported their downlines, there is now an industry full of fluff programs with token products that will basically sell you the farm for a small monthly personal purchase."

-Len Clements, from The Land of 10,000 Unrecruited Heavy Hitters

There is no question that our industry has been extremely flat over the past few years. This year looks to be the worst in industry history. Why? What has caused this, and what can we do to turn things around?

Many corporate executives want to blame it on the economy. They falsely believe that as soon as the economy slows down, our industry will boom again. While a slowing economy will certainly help, it is not the total answer. Many factors have changed over the past few years, and to not understand this is MLM suicide.

Conceptually, why has a down economy always meant an upswing in our business? A down economy creates an upswing in recruiting. Your business thrives or dies, based upon the number of new distributors who enter your company on a weekly, monthly, and annual basis - period!

Is the flourishing economy the only factor that has created a flat network market?

They are capturing and diminishing our market.

• Just in the past couple of years the Internet has become a viable option for would-be network marketing distributors, to stay home and create cash flow. Many entrepreneurs from coast to coast are now running successful online, business-selling, non-network marketing products and services. The Internet has helped our industry, but in many ways it has hurt us by capturing a large portion of our potential distributors.

I believe that this industry has to return to our roots of personal development and personal growth. We must create a culture that inspires our people to learn, grow, develop and become all they can become.

recruiting efforts, but hopefully I have made my point.

So what is the answer? I believe that this industry has to return to our roots of personal development and personal growth. We must create a culture that inspires our people to learn, grow, develop and become all they can become. People will join our organization for the possibility of creating cash flow; they will stay if they are involved in a culture of personal growth and development.

We must all understand that we are in the leadership-development business. Traditional companies as well as network marketing companies rise and fall on leadership. Field leadership moves our products, distributors don't. Distributors come and go, but well-trained distributors, who are developed by our company culture, will stay. When you touch someone's life, a bond of loyalty is created that cannot be broken. We should all study the Amway culture and learn from it. Our true product is not our product at all. Our true product is a well-trained distributor.

A new autoship program opening up in China, a reduction in the cost of products, special incentive vacations to Cancun, or giving away a new Dodge Durango is not the answer. If we don't create a corporate culture that inspires people and develops new field leaders, we ultimately have nothing.

The industry is full of companies whose field leaders haven't worked in several years. We continue to foolishly cater our marketing plan changes to try to help these people maintain their incomes. Too many times, these changes are at the expense of the grass roots distributor in the field. In the future compensation plans must reward the grass-roots distributor quickly and fairly without giving up the career potential for the career networker.

This article is part of The Top Articles in MLM History ebook available here:

www.TopMLMTrainingArticles.com



Those with leadership titles in network marketing organizations need to accept, *that if you build people, people will build the business!*

Brian Tracy has it right!



If you sincerely want to maximize your upside potential, you must guide the 70% of Wann-Prenuers on your team to **Future Leader** status. Help them identify **WHY** they joined your team, and what THEY **REALLY** WANT to accomplish!

"Until you know WHY, the HOW doesn't matter."

I am assuming that if you are reading this information, your upline leader



has already asked you to complete your 20 Reasons and Top 3 Reasons list.

Don't neglect this step.

To get started, the first step of this system is to complete your Reasons List and Memory Jogger. From this Memory Jogger, we will help you identify the people you are going to launch or re-launch your business with.

I have said many times that when you are building your team, recruiting is a revolving door. Wanna-Prenuers will constantly be coming and going, but with the right direction from leadership your Future Leaders will emerge.



Yes from time to time, Wanna-Prenuers get lucky and hit a few teachable Future Leaders quickly or those that have obtained a leadership title in another company. **Luck is not a good business model.** Everything we do, everything we teach is about helping you build a real business, with real customers, and maximizing your upside potential with the network marketing business model. If that is what you really want, you are in the right place!



Saying that I know many reading these words will be lured away with the Fu-Fu dust. However, I also know that after 35+ years in the profession, you will come back and decide to systematically build your team, or you will ultimately fail.

Yes, I understand how egotistical this sounds, but I wish you could feel the empathy in my heart and soul. Truth is truth and Wisdom of the Ages Principles are Wisdom of the Ages Principles. *Until you decide to build people, you will never achieve your full upside potential in this profession.*

Before we get to the next two types of people who launch their business, let me address a question you are probably thinking. I realize that if you have been around this profession for a while, you are starting to understand my tone is different.

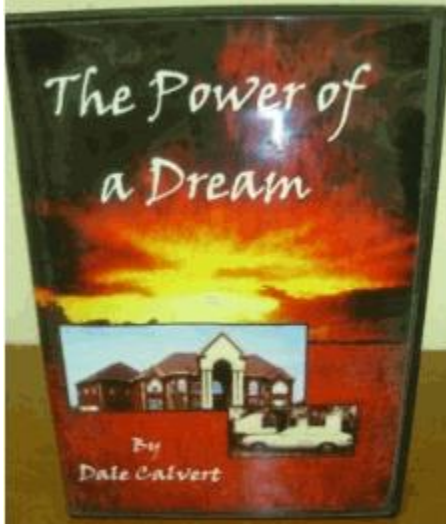
I am not your typical “let’s all hold hands, sing Kumbaya because we have a better way” consultant and coach. I am serious because this business model is not something you approach passively if you ultimately want to live the dream it can provide for you and your family. **This is a serious business.**

When I was building full time, we developed a personal team of two hundred; five, six, and seven figure earners on our personal team. The majority of those people *had never been involved in network marketing*. They were simply, honest, value-focused, hardworking 27%ers **who were teachable**. I have already shared with you my background.



If you want to know more about my story, you can see it here, but it is not over yet! 😊 It is just starting!

<http://mlmsuccess.com/story>



The second group of people are the ones that understand they are going to get their business launched and work on developing the skill sets and mindsets that create success. They have a "build a big business & **leader mindset**," and I call these people Future Leaders or 27%ers. They understand, "*A wise person learns from their own mistakes, but a really wise person learns from the mistakes of others.*"

I can tell you with 100% certainty, that one of the biggest mistakes talented people make when they enter the profession is attempting to build a large, duplicating team with the skill sets and mindsets **they enter** the industry with.

The can attract people that know them, like them and trust them, but they have never been told that ultimately ***it is not about them!***

Instead of a small mental list, future leaders make a **written list**, which is a major step in the right direction.

They make a list of everyone they know. They charge into the market like a chicken with their head cut off, talking too much and focusing not on how the product or opportunity can help the people on their list, but committed to making people on their list see what they see.

We forget it is different on the inside looking out than it is on the outside looking in.

When it comes to recruiting, **the less you say, the more money you make.** You can take that to the bank. That is why all [Network Marketing Leadership Development Academy](#) and [MLM Training Club](#) members use and teach a Play 1 and Play 2 recruiting process with their teams.

While you are preparing your 20 Reason/Top 3 Reasons List and Memory Jogger, we will provide you with some basic training videos throughout this publication that will prepare you for your launch.

Our approach to launching your business is quite different than most because we understand; *The person you know, being the person you are looking for is extremely low, but them knowing the type of person you are looking for is extremely high!*



Because they did not receive proper training or didn't listen, many people that could have built awesome teams were taught to make a list and talk to them and ultimately failed. Making a list is simple and is sound advice that comes from 3% leadership who naturally can bob and weave during the recruiting process.

27%ers want to know, "What do I say, then what do I do when they are interested, not interested or give me a referral," and on and on.

That is why we cover the complete processes with our training programs like [the 27% Success Club.](#)

Most people who actually make a list, go into the market place and talk way too much, frightening the people on the list with their excitement. Because they are not using specific scripts, if it did work, nothing they are doing would ever duplicate.

There is a reason when I pull up to a Starbucks in Atlanta, Georgia, Seattle, Washington, or Lexington, Kentucky that I hear the same thing; "Welcome to Starbucks, what can we get started for you today." **SCRIPTS & SYSTEMS DUPLICATE!**

As newbies continue to talk, and talk, and talk, even talk some more, their list begins to diminish. As their list gets smaller and smaller, their anxiety grows higher and higher. Their biggest fear is running out of people to talk to. The psychological pressure intensifies and those they are talking with feel that - just like a dog- know when you are scared.



None of this would happen if they just understood and focused their scripts around the fact that,

The odds of the person you are talking to being the one you are looking for is slim, but the odds of them knowing the person you are looking for is extremely high.

This philosophy is what separates our launch training from others in the market. By helping people stack the odds for success in their favor during their initial launch is one of the main reasons we saw organizations continually grow by over 1,000 people, month after month. I am talking about net gain growth. Understanding that recruiting is a revolving door as we have previously discussed, but still seeing a net gain to our team of over 1,000 people a month even though many wanna-prenuers did not renew their annual distributorships.

A Quick Review

The less you say, the more money you make. (Use Play 1 and Play 2 Tools, which we will talk more about soon.)

The real value of the launch is **the skill set and mindset patterns that are developed. It is not about the results; it is about taking action!**

In the launch process we will teach you, we are not asking anyone to buy, sell, or join; just share our literature with someone they think would be a good prospect.



Many people do not really approach their list with this success stacking mindset and system. They view the list as their ticket to wealth. They believe if you had a good list, you'd succeed and if you had a bad one, you'd either get lucky or you'd fail. I can't tell you how many times people have told me, "Yeah Dale, you know a lot of network marketers!" NONE OF US STARTED THAT WAY!

This mentality has created a culture in network marketing where people fear the NO! With our launch approach of your list, and our retail to recruit system that you will learn later on, should help you to embrace and appreciate the no, as you will learn in future systems.



www.MLMSuccess.com/story66

Lead generation and creating leads is one of the [5 Core Fundamentals](#) of building a network marketing team. **The first** core fundamental is how to help new people get their business launched!

The concept of the memory jogger and the warm market was the standard way to launch a new person when I started in the profession **because when**



done correctly, it stacks the odds for success in the new member's favor.

I was told to make a list of 500 people and contact every one of them about my product and business. And that is exactly what I did. It took me about two years to get through my list of 500. Understand, I was a 20-year-old kid who had never been in business. I had a lot of fear and zero sales, leadership or team building skills. Fear of the phone almost kept me from having success in this business. I realized this was a skill that I must move into my comfort zone. I was able to overcome the fear of the phone very systematically, and we have made our [Overcoming Call Reluctance](#) training available to everyone in network marketing.

Most people would rather pretend the fear doesn't exist than deciding to conquer it!

Gurus understand it is easier to sell fluff courses than to inspire people to conquer their fears!

Back in those days, we would sit around people's kitchen table with a pitch book, sharing the products and opportunity.

Honestly, my #1 failure in this business has been that after I finally got through my initial 500 people, *my list building career ended*. My skill sets and mindsets were now ready for the cold market. If I were smarter, I would have continued to add to my list.



The truth is, I am not a very good networker, nor am I a people person. I love people, but they don't give me energy - they drain my energy. Some of you are like me; most people in this profession are not.

Most people in network marketing today get energy from people. They like being in crowds and making new friends every week. I am the type of person that when I fly, I hope the person sitting beside me doesn't speak to me.

I am not proud of that, but that is just who I am. **I need to reserve my energy** for meaningful, deeper, conversations I have with family members, coaching clients, and team members. *For me to function*, I have to avoid shallow, fluff, meaningless conversations.

I don't think anyone has spent as much time, effort, money and experimentation on lead generation for network marketers than I have, primarily because of my personality. But more importantly, ***I understand that after the initial launch most people are going to need to learn additional lead generation methods to reach their ultimate goal.***

The smart approach may be to continue to add to your list, if you can handle a conversation with people weekly that have victim mentalities, and think the world owes them something. Frankly for me, there is nothing more stressful than stories from those who think they are entitled to live a life without challenges.

All successful network marketers understand that constantly finding new people is part of the core fundamentals of building a business. I do as well. This is why we teach a strong referral system in our ***Retail to Recruit***



System that can give you ten new people to send a brochure to for every buyer you create.

After your initial launch, ***it is required to continue to generate new leads*** if you plan on maximizing your upside potential with the network marketing business model. Depending on luck is never a good business plan.

You never have to worry about running out of people to talk to, and I want to make sure that never happens for you or your team members.

Many professionals, those that get energy from people, started with a written list of 50 to 100 people or more, but then they decided to never stop adding to the list and continue to add more and more people throughout their team building career.

My approach has never been to meet someone, create a meaningful conversation with them, **exchange information** (awkward), and to re-contact them weeks or months later to share my business.

I have never done this or taught this! Understand, I am not saying there is anything necessarily wrong with this, if it is something that feels right for you, then you should possibly consider it. This is not one of those DO/NOT DO MOMENTS. It really comes down to your personality. I understand it SOUNDS logical to most, but is it really?

Back in the day when I would take my daughters to the mall on Saturdays, I would go hang out in the book store and buy a couple of new business books. For about a couple of years stretch, it seemed that every bookstore visit, someone would walk up to me and say, "I see you are interested in business."



It finally got to the point where I would just look at them and say, "How long have you been involved in network marketing?" **SIDE NOTE:** For those of you that have gone through our 21 Ways to Create Leads in Your Local Market Course, this is how the "Reverse Shop Lifting Method" was born. 😊 If you have no idea what I am talking about, you will see in the future. Let's continue.

One of the best people that ever joined my team was a lady that I sponsored right after she got involved in Gold Unlimited (which was an obvious scam) who walked up to me in a book store. I am going to go off topic for a minute just to assure you that **there is life after the launch**, and sincerely the results of your launch don't matter. ***The massive action you take during the launch is what is important.***

For my personality, I have found wearing a button and using drop cards was much easier than constantly trying to create uncomfortable conversations with strangers.



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I use a button to create quick conversations with sharp people. My only goal is to **get a brochure in their hand** and keep walking. Drop Cards can be used the same way, but I primarily use them to lay around on the counter when picking up takeout food, dry cleaning, or when pumping gas. You can learn more about both of these methods in the podcasts episodes listed above.

Yes, a few years after I started in this profession I read a couple of very insightful books, that may have compelled me to expand my comfort zone in this area, but honestly probably wouldn't have. These books were Harvey Mackay's *"How to Swim with the Sharks without being Eaten Alive"* and *"How to Sell Anything to Anybody"* by Joe Girard.

Mr. Mackay's dad told him when he was a teenager that he wanted him to talk to every person he met, get their contact information and find a creative way to stay in touch. In today's social media world this strategy is easier than ever. Remember this book was written before the internet.

He's done that over the years, and today his list of friends is legendary in traditional business circles. And these aren't just social media friends. They're real friends and think that is probably the real rub for me.



Maybe like you, my Facebook personal page has 5,000 people; at least 1000 of them, I have no clue who they are. Daily I get dozens of friend requests from people I don't think I have ever met, just because I have books on Amazon, spoke at an event they attended, or because we have a common business or life interest.

That reminds me, I need to take the time to delete 1000 friends from my FB page 😊. My page for network marketing connections is at [www.Facebook.com/DaleCalvert](https://www.facebook.com/DaleCalvert) page, and I hope you will stop by and say hi!

Many network marketers find creative ways to stay in touch with people, and I think that is a very intelligent thing to do, especially if you are in the **launch and grind stage of your business.**

At this point, I think I have shared with you all the concepts and philosophies that make using a memory jogger to launch your business the most fundamental, rock-solid way to stack the odds of success in your favor. It is time to get into the **COMPLETE MEMORY JOGGER** part of this training.

STEP ONE --- Make a list of EVERYONE You know.

After you make a list make it as detailed as possible, do your research and include their postal mailing address. ***I still believe a spiral notebook is the best way to make your MASTER LIST.*** I mean every person you can think of for your **Master List**. When I say everyone, I sincerely mean everyone.



In 1980, the year I started in the profession, there was research in the market place that said the average 18 year old on the planet knows 762 people, at least by their first name.

Understand that was BEFORE social media and the internet! So I was told to make a list of 500 people and I did it. When I was told to **call them all** and attempt to set an appointment to show them my product and business, it took me two years, and I was scared to death in the beginning, but I did it!

Your database list will become one of your most important assets. During this Launch or Re-Launch Phase of your business, **EVERYONE** goes on the list.

If they are 18 years old or 99 years old, they go on your list. If they are your best friend, or worst enemy, put them on your list, and EVERYONE in between! If they have told you MLM is a scam, ***definitely put them on your list.***

During this process, **the real goal is to empty your mind.** I didn't understand it when it was doing it, but as soon as I thought I had written down everyone I had ever met, more people would enter my mind. If you don't empty your mind and get them written down, Uncle Kelly in Kansas and others will continue to flash through your mind, until you write him down.

It's important to do this because, as you empty your mind on paper, it will make more room for new contacts to come. When you write down your first boss, you begin to think about the circles around her.



All of these connections will become apparent to you as you make your list more and more comprehensive. Think about everything. Every organization you've ever been involved in, every group you've ever been a part of, everything you've ever done.

Please understand when you do this right you will end up with hundreds and hundreds, possibly even thousands of people on your MASTER LIST. It took me a while, but eventually, I got to 500.

STEP TWO --- Don't Pre-Judge

As you will soon discover, the Launch process we teach is really not about who you know. **IT IS ABOUT WHO THEY KNOW.** *Every person on your list knows someone **right now** who would be a perfect customer for your product, service, or opportunity!*

The main reason the profession is not currently at the Top of the Entrepreneurial Revolution that is happening around the world is twenty years ago those with Leadership **Titles** in multiple network marketing companies allowed newbies to flood the market place trying to convince people they knew to buy, sell, or join. Not teaching them how to **systematically launch** their



business, get referrals and use proven business practices. My generation simply didn't know better, or we got lazy.

This opened the door for the "Wolves in Sheep's clothing." Those self-proclaimed gurus that convinced the masses to "throw away their warm market list and become the hunted instead of the hunter" and to spend big bucks on their Google Adwords courses, blogging platforms, lead programs, and more recently Facebook Live Training. All so they can "**position themselves** as a network marketing professional."

Even though the tide is starting to turn a little, this still makes me throw up in my mouth a little every time I have to point out how far this industry got away from the core fundamentals that ultimately catapulted us into the state of dissipation that we are experiencing today. *I believe it is real important to understand the past if you expect to move forward in the future!*

At some point, make sure you come back and go through this free [MLM SCAM](#) [2](#) training. When you are on the inside, you start to understand that the network marketing business model really is the greatest opportunity in the history of the world to give average people with above average desire the opportunity to live a life that is beyond their wildest dreams!



It can become very frustrating that those that need it and can do it, many times can't see it. I believe this course will help you through the emotional frustrations that we all experience, and help confirm that YOU ARE ON THE RIGHT PATH!



www.MLMScam2.com

STEP THREE --- Constantly Expand your **Exposures**

Many network marketers and traditional business leaders, like Harvey Mackay, teach to keep what they call an "Active Candidate List." They say it should never stop growing.

Here is a direct quote from Network Marketing **Seminar Promoter** Eric Worre:

"The Pros have a goal to add at least two people to their list every single day. They may not prospect them, but as Harvey Mackay's father said, they go on



the list, and you should find a creative way to stay in touch.

If you think about this as a core skill, you'll realize it isn't very hard. You come into contact with people every day. Just add them to your list. You meet people through online social media. Add them to your list. You do business with new people. Add them to your list.

You need to develop a higher level of awareness. You're going to have to pay attention to the world. You're going to be introduced to new people all the time, but posers and amateurs don't even notice. They just go through their day saying "What people? I don't see any people."

How hard would it be to raise your awareness and add two new people a day to your list? Think about it, if you did that six days a week, that is 624 new people a year. Do that for five years, and that's 3,120 people. Can you see why

Professionals don't worry about running out of people to talk to?

Please understand, I'm NOT saying you should assault these people with your pitch the moment you are introduced. Some people in Network Marketing make that mistake and it's not good. Just add them to your list, make friends, develop a connection, and when the time is right you can help them understand what you have to offer. As I have already established."

I have to be honest here; I think this is total 100% Fluff. It is great advice if you are a corporate executive or are a lonely person that wants to make friends. I totally understand why newbies and those that get energy from people are attracted to this flawed philosophy, but as someone who has personally developed an organization from 0 to over 60,000 people in 4 years, I



think this mentality is ludicrous for part-time **future leaders** that have a desire to go full-time.

Again, if that is not you, then you shouldn't listen to a word I say. Follow Eric's advice & take ten years, make friends, build relationships, and build a team that earns you a couple of hundred dollars a month in commissions.

As I originally said, it all comes down to what you **REALLY Want** from YOUR business. This sounds like good advice for those who just want to treat their "business" as a part-time fun hobby. ***Hobbies are supposed to cost you money.***

I believe for all of us **that time is the most important asset we have**. We have all heard it said that growth loves speed. In my opinion, the above scenario is a colossal waste of time. **Here is why:**

The truth is, for most people the hardest part of the business is getting it launched, getting off the ground. Your business is like an airplane going down the runway.

After the initial launch turns on your engines and checks your gages (being your mindsets and limiting beliefs), you have to quickly develop a minimum of 5 lead generating strategies to take people through your Play 1 and Play 2 process.



I 100% agree, you need to develop a higher level of awareness. You're going to have to pay attention to the world.

However, taking the time to have uncomfortable conversations with people you meet at the book store, gas station, or checkout line at the grocery makes no sense to me!

Eric makes the point, *"I'm NOT saying you should assault these people with your pitch the moment you are introduced. Some people in Network Marketing make that mistake and it's not good. Just add them to your list, make friends, develop a connection, and when the time is right you can help them understand what you have to offer."*

This mentality blows my mind. Look **I don't believe you should ever pitch people you meet for the first time**, under any circumstances. As I have said throughout my career, the less you say, the more money you make. However, I do believe you can CREATE CURIOSITY! Remember those two words.

Why do humans take action on anything that is outside their day-to-day habitual routine?

CURIOSITY

What killed the cat?



Other than having an extra dose of thrill seeker in their DNA, why would a normal person jump off a bridge, (bungee jump), take a new way home from work, attend a sporting event they don't normally follow (hockey in my case), order something different from their favorite restaurant's menu? I could go on and on, but do you get the point? The common denominator is **curiosity**. Without curiosity, no action will be taken outside a human's normal routines and patterns.

I believe in everyone's life, every year their window opens.



Their window can open for many reasons. They go through a divorce, death in the family, don't get their cost of living increase on their paycheck, their company is starting layoffs, they have a child getting older that wants to go to college, they are concerned about retirement funds, etc.

For some people, that window could open for a day or two after an argument with their boss. For others, it may stay open for weeks, even months. Still for some, it **opens, stays open and never closes**. Your *best prospects* have made the decision that they want to make a change before they ever find you. They are not going to stop until they find a new career path.

This is why we teach customers and clients to use the headline **"Career Frustrated?"** on many of their promotions. Does that make sense?

Those are the people we are really looking for! ***Not someone that we befriended with the ultimate goal to share our business with them!***

I make a lot of new friends every year, naturally, organically. **I have never had the thought of befriending someone, so I can ultimately pitch my opportunity to them.** I understand this is the way traditional business sometimes work and that this philosophy has now been propagated throughout the network marketing industry. I get that people like to do business with those they know, like, and trust. But we are looking for TEAM MEMBERS, who have made a conscious decision to find a new career path. I don't understand how this approach will ever work if your goal is to build real teams, with real leaders. Honestly, I know it is just me, but I find it manipulative and repulsive.

You are looking for people that are looking for you, **RIGHT NOW**, at this time in ***their life***. Wasting time courting people for months so you can pitch them your product or opportunity is a flawed concept. The only people this approach



works on is WANNA-PRENUERS. Those that you will have to constantly try to convince to get on the next call, attend the next event, and stay on auto-ship for one more month. Look at the profession today. Is it just me, or doesn't it seem to be flooded with WAANN-PRENUERS?

We wonder why people that create "Success" in this profession burn themselves out and leave the industry. Isn't it obvious at this point? "Closing People" to join your business and then begging them to do something after they join, becomes very tiring over time. I know – I did this my first three years in this business!

That is why we teach students to leave three or four \$100 Bill drop cards on the counter every time they pick up their take out! Why will people pick them up and take a look?

CURIOSITY - because it looks like a \$100 Bill! The more important question is, "**who will call the lead box number on the bill?**" THE PERSON WHO'S WINDOW IS OPEN! The best part of this particular method, it requires no additional time in your day or uncomfortable conversations! Anyone can do it!

If I am missing something, please tell me! Zig gave us the answer years ago!



**You can have
everything in life you want
if you will just
help enough other people
get what they want.
- Zig Ziglar**

Ziglar.com



www.CMGPromotions.com

But Dale, what do I do when I organically meet someone waiting at an oil change facility, doctors office, on a cruise ship, that I want to let know about my product or opportunity? I am going to give you two proven approaches that should work for you every time you find yourself in those situations. So pay close attention.

I have heard it said, "God gave us two ears and one mouth for a reason so that we could listen twice as much as you talk." You don't even need to be talking



to them directly! If you eavesdrop on people's conversations, they will tell you exactly why they should take a look at your opportunity.

People are constantly complaining about the cost of college, their old car, their boss, their job, their credit card bills, - if we just listen. So let's say that my wife and I are enjoying our date night and I hear a couple complaining in the next booth about their need for a new car.

I would simply get up, go to the restroom (drop a few hundred dollar bills on the sink counter 😊) and on my way back to the table I would say, "Excuse me, my name is Dale as I was reaching out to shake the man's hand. I couldn't help but overhear you talking about needing a new car; I may be able to help you. At this point, he probably is thinking I own a car lot. I would pull out a pen and scratch paper and write out my Play 1 website. Then I would say, check out the video on my website, and if you feel there may be a fit, you will find my contact information there. Then I would smile and return to my booth and enjoy the rest of the date night with my wife.

I would not say another word!

He may ask is this one of those things?

Is this a full-time job?

How much money can I make?

Here is where people blow it. Questions mean, you have piqued CURIOSITY!



All he is trying to do is mentally eliminate this option.

My response will be the same, no matter how many questions he may ask, and that response is, "All of that is covered in the video on the website."

After you pique curiosity, SHUT UP! They must see your Play 1 if they want to learn more, and in this case, drive a new car. Does that make sense?

The less you say, the more money you make!

Second scenario. I am in a big box store walking the aisle looking for a picture hanger or something else on my honey-do list. A sharp person is walking towards me. I AM WEARING MY BUTTON; I have brochures in my back pocket. I make eye contact and say, I noticed you were looking at my button (I don't care if they have even seen it.) As I say this, I am reaching in the back pocket of my jeans grabbing a brochure. I hand them the brochure, and say, "This will tell you all about it," and hand them the brochure. As I continue to walk away I say, "My contact info is on the back; call me if you have any questions," and I keep on walking.

This happens in just a few seconds. A simple, natural script with no uncomfortable conversation. They have the brochure in their hand before they have any idea what just happened. You can walk into a big box store and have 30 brochures in potential prospects hands in just a few minutes.

The real question is, why someone would read it, and actually visit your website?



Please tell me you know the answer!

CURIOSITY!, of course.

Will some drop your brochure in the trash container on the way out the door?

Of course, **but some won't** and consistently doing this over a period of time will help you grow your team. The real benefit is teaching this to your team, so every time they find it necessary to go to the grocery store or big box store **they can make good use of their time.**

We are all looking for the right person at the **right time, in their life!**

We are not looking for people we can make friends with and then pitch them after we think a relationship has been well enough established, and they know us like us and trust, so therefore **maybe** they won't tell us no!

This type of approach, while it may be **comfortable for you**, makes absolutely no business sense as it relates to building a network marketing team! I have people approaching me for this purpose on social media daily. Business-minded leaders see through this ploy immediately. I sincerely feel sorry for people that think this approach and mediocrity mentality will ever get their business launched! I am more disgusted that this type of flawed information is so common in this profession.

I don't have the desire, energy or ethics to court people, with an ulterior



motive. I like to make friends naturally and organically, not for business purposes. When I am prospecting, I like to make the conversation short, sweet, logical, get a brochure in their hand and keep on moving.

They will either read it and take a look at my website or they won't; regardless, I am not going to attach any emotions to the outcome.

SW4

Some Will

Some Won't

So What!

Someone is Waiting for You

The aforementioned **network marketing seminar promoter** is also suggesting that people "Network on Purpose." A staff member pulled this directly from his content.

"Professionals network on purpose. It's hard to meet new people if you're hiding from the world. Get out there. Have some fun. Join a new gym. Have fun with a new hobby. Volunteer for a cause that's important to you. Find places and organizations where you can meet new people. Not only will you enjoy yourself, but you'll also meet incredible new people."



Remember, you hold the keys to transform hundreds of lives."

Again, I have to say that I find this type of illogical advice not true and upsetting, especially for those that are attempting to get their business off the ground! I believe you need to be prepared to **STOP many social and entertainment aspects of your life**, at least until you have your plane off the ground and in auto pilot mode. My reasons for considering joining a gym would be for a health-related situation. However, the last thing I would suggest anyone do is START a new hobby or join organizations while they are trying to launch their business and build a large team. The only exceptions may be networking groups where **the purpose is business**.

Yes, I understand how dominant child personalities who get energy from people are attracted to this type of training.

It always comes down to what YOU really want from this profession and what is the best use of your time?

I know that successful people are willing to do for a short period of time **what most people aren't**, so they can do for the rest of their life what most people can't.

To try to communicate to people anything other than that **is just not true**.



Listen guys, this is not personal. It is not about me; it is sincerely about you. No, I am not a legendary Network Marketing **Seminar Promoter**, but I have personally recruited and trained more six-figure earners than anybody else in the world that is currently providing daily training in this profession.

Those of you that know my story, know I was a softball warrior playing on three teams when I first joined network marketing. You also know, that during my building years, I refused to watch TV. In fact my 20 Reasons Sheet was taped to my TV set. The only time they ever came off the TV was when the University of Kentucky was playing basketball. I think a good question for those that really want to experience the freedom and lifestyle this profession can provide you is, **What are you willing to give up to go up?**



LAUNCH PREPARATION

At present, our focus is to help you launch or relaunch your business as soon as possible.

So for your initial launch, we want to make things as easy as possible. Without pre-judging, I want you to make a list of **two categories** of people. The combined lists need to have a minimum total of 50 people.

They are:

- (1) Everyone you know that would attend your funeral
- (2) Everyone you know that that has been involved in network marketing, direct sales, or any kind of side business.
- (3) Continue to work on your MASTER LIST of hundreds, maybe even thousands of people that you know.

After you have a list of at least 50 people, contact your upline leader who sent you this training or listen/watch our generic grade your list and launching your business training.

We will list the generic versions of these trainings in this document; however, if you are reading this, there is a good chance that we have worked with your upline leader to customize the process for their team and your opportunity and product.



COMPLETE MEMORY JOGGER

This complete memory Jogger will help you create your MASTER LIST. The secret is to open your mind and get all the names **dumped out of your mind**, and into your spiral notebook without pre-judging! The most important part of this process is your launch process as we have previously discussed. For this, your focus should be with the **50 closest people in your life that would attend your funeral.**

MEMBERS OF YOUR FAMILY

Father & Mother
Grandparents
Brothers & Sisters
Nieces & Nephews

Father & Mother In Laws
Children
Aunts & Uncles
Cousins

LIST YOU ALREADY HAVE

Current Address Book
Email Contacts
Wedding Invitation List
Parents of Child Birthday Invites

Online Contact Manager
Cell Phone Contacts
Christmas Card List
Business Card List

SOCIAL MEDIA CONTACTS

Facebook
Plaxo
Skype
Musical.ly

LinkedIn
Twitter
Snap Chat
Instagram

YOUR CLOSEST FRIENDS & THOSE THAT YOU ASSOCIATE WITH REGULARLY

Friends & Neighbors
Church Members
Hobby Friends

Co-Workers
Hobby Friends
Attend Adult Classes with



Fantasy Football Members
Fishing Enthusiasts
Singers
Workout Friends

Karate Class
Hunting Enthusiasts
Woodworkers

PEOPLE YOU KNOW THAT PLAY

Flag Football
Golf
Bowl
E-Sports
Board Games

Poker
Racquetball
Volleyball
Card Players
ANY OTHER GAMES

THOSE YOU DO BUSINESS WITH

Auto Mechanic
Banker
Baby Sitter
Car Dealer
Doctor
Grocery Checkout Person
Hair Stylists
Insurance Agent
Pharmacist
Association Members
Butcher
Computer Tech
Chiropractor
Delivery Person
Fireman
Jeweler
Mail Delivery Person
Pet Groomer
Police Officer
Veterinarian
Busboy
Consultant
Cook
Dentist
Dermatologist
Uber Driver
Electrician

Accountant
Barber
Child Care Provider
Dentist
Dry Cleaner
Gas Station Attendant
Housekeeper
Business Owners
Architect
Bus Driver
Baker
Child's Friends Parents
Club Members
Ebay Sellers
Florist
Leasing Agent
Preacher & Wife
Photographer
Property Manager
Waitress/Waiter
Tire & Auto parts
Computer Engineer
Teach
Designer
Truck Driver
DJ
Entertainer



Farmer
Fitness Instructor
Makeup Artist
Message Therapist
Music Teacher
Nutritionist
Hotel Worker
Psychiatrist
Work at TV Station
Skier
Veteran
Hospital Staff
Law Care Worker
Painter
Tanning Salon Worker
Swimmer
Yoga Instructor
Financial Planner
Hiker
Housewife
Pediatrician
Travel Agent
Instructor

Corporate Manager
Chess Player
Manicurist
Mechanic
Nurse
Office Manager
Piano Teacher
Psychologist
Works at Radio Station
Social Worker
Government Worker
Handyman
Graphic Artist
Party Planner
Spa Worker
Tennis Instructor
Writer
Physical Therapist
Camper
Restaurant Manager
Orthodontist
Tutor
Trainer

THOSE YOU HAVE ASSOCIATED WITH IN THE PAST

Former Coach
Former Roommates
People in Your Home Town
Military Cohorts
Classmates

Former Co-Workers
Former Teachers
Previous Neighbors
Retired Co-Workers
Former Boss

WHO SOLD YOU YOUR

Air Conditioner
Business Cards
Car/Truck
Cell Phone
Office Equipment

Boat
Camper
Computer
Laundry Machines
Fishing License



Furniture
Home

Eyewear/Contact
TV

WHO DO YOU KNOW

| | |
|--|--------------------------|
| Are Entrepreneurs | Have a Current Side Gig |
| Work a Part-Time Job | Are Fun |
| Are Friendly | Is a Caring Person |
| Are Winners | Are Fund-Raisers |
| Are Goal Oriented | Are Leaders |
| Are Positive | Are Self-Motivated |
| Single Mom/Dad | Are Team Members |
| May be Interest in your product or service | |
| Don't Like Their Job | Has Been in Direct Sales |
| Has been in Network Marketing | Has strong Character |
| Has Integrity | Has Children in College |
| Has Computer Skills | Has a Dangerous Job |
| Is Driven | Has a Great Smile |
| Needs to Pay Down Credit Cards | Just Got Married |
| Has Public Speaking Skills | Just Graduated |

I KNOW PEOPLE THAT ARE

| | |
|-----------------------------|-------------------|
| Ambitious | Enthusiastic |
| Sell Security Systems | A Home Builder |
| Real Estate Investor | Amazon Seller |
| Vitamin Takers | Baseball Fan |
| Basketball Fan | Soccer Fan |
| Rodeo Fans | Under-Employed |
| Trade Worker | Career Frustrated |
| Web Designer | Business Owner |
| Very Active on Social Media | Sell Advertising |
| Actor | |

MORE PEOPLE YOU KNOW

Who needs a new home
Who needs a new car
Who has children in private school
Who Attends Personal Development Seminars
Who Recently bought a new car



Who Recently moved into a new apartment
Who Recently bought a new home
Who enjoys being around high energy people
Who loves sports
That you like the most
That you met on Vacation
That you met on a plane
That you met at a school event
Who read personal development books
Who like to make money as a child
Who uses Coupons
Who is from Another Country

WHO LIVES IN A DIFFERENT STATE

Alabama
Arizona
California
Connecticut
Florida
Hawaii
Illinois
Iowa
Kentucky
Maine
Massachusetts
Minnesota
Mississippi
Montana
Nevada
New Jersey
New York
North Dakota
Oklahoma
Pennsylvania
South Carolina
Tennessee
Utah
Virginia
West Virginia
Wyoming

Alaska
Arkansas
Colorado
Delaware
Georgia
Idaho
Indiana
Kansas
Louisiana
Maryland
Michigan

Missouri
Nebraska
New Hampshire
New Mexico
North Carolina
Ohio
Oregon
Rhode Island
South Dakota
Texas
Vermont
Washington
Wisconsin



Who do you know in Canada and other countries where your company is currently open?

Launch List

In a different section of your spiral notebook, list the name of at least 50 people that would.

1) Attend Your Funeral

or

2) Have been involved with a Side Gig Income Opportunity

When you have completed your list, and your Twenty Reasons / Top 3 List, contact your upline leaders that shared **The Complete Network Marketing Launch Memory Jogger Training** with you.

[Click Here to Access TOP 20 T,OP 3 REASONS FORM, if you don't have them.](#)



Additional Training

In this session, we are going to provide you with additional training for those that may not be working with a specific upline or leader.

Please understand during the launch, the only time to watch this training is when it is too late to be following up with those you have already mailed letters to.

After you have the name, address and telephone numbers of at least 50 people that have been involved in a side gig income, or would attend your funeral, it is time to grade your list.



www.MLMSuccess.com/story24

If you haven't already sent out one social media post, and a text to everyone in your phone, do that now! Check with your upline.



The message should basically say something like.

If you know anyone who is passionate about their health and would like to create an additional income stream, please share my website with them.

www.YourWebsite.com

Of course, the message will differ depending on your product or service, but you are simply planting a seed.

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How "Warm Market" Became a Network Marketing Cuss Word



www.MLMSuccess.com/story117



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Part-Time With a Full-Time Attitude



www.MLMSuccess.com/story118



The Network Marketing Magazines 27%er Success System Launch

The 27%er Success System Launch is Finally Here!

Those of you that listen to Dale's podcasts, and read the blog articles at MLMHelp.com have heard him mention this project multiple times since June.

Finally, the launch date is now...

If you are remotely interested in developing a network marketing team, you do not want to miss this training webinar.

We will be sharing a **"First Time in The History of Network Marketing"** platform that many leaders sincerely believe will have an impact like nothing this profession has ever experienced.

You can learn more at the recorded webinar here:

www.TakeBacktheIndustry.com



NOTES