

***10 TO 25  
MLM REPS  
IN 60  
MINUTES  
OR LESS***

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# ***10 TO 25 MLM REPS IN 60 MINUTES OR LESS***

**In this report, I'm going to show you how to "launch" your network marketing opportunity - so you can create a rush of new distributors into your downline virtually overnight.** While you may normally sign up a few distributors per week or per month, in this report, I'll show you how to create a situation where a large number of distributors will join your downline in a very short period of time.

To help you fully understand what I'm talking about, let me first review a situation you might already know about: "Black Friday".

**Here's what Wikipedia.org has to say about "Black Friday":**

**"Black Friday** is the Friday following Thanksgiving Day in the United States, traditionally the beginning of the Christmas shopping season.

Black Friday is not an official holiday, but as many workers have the day off as part of the Thanksgiving holiday, this increases the number of potential shoppers. Retailers often decorate for the Christmas and holiday season weeks beforehand. Many retailers open extremely early, with most of the retailers typically opening at 5AM or even earlier. Some of the larger retailers (depending on the location) such as Sears, Best Buy, Macy's, Toys "R" Us, Walmart, and Target have been reported to open as early as midnight on the start of Black Friday in localized areas and remain open for 24 hours throughout the day until midnight the following Saturday. Upon opening, retailers offer doorbuster deals and loss leaders to draw people to their stores." [http://en.wikipedia.org/wiki/Black\\_Friday\\_\(shopping\)](http://en.wikipedia.org/wiki/Black_Friday_(shopping))

**To explain how to create a "rush of distributors" into your downline, let's look at how Walmart creates a rush of sales during "Black Friday".**

Now, as you may already know, Walmart sells a lot of electronics every year. And they sell them, in many cases, at lower prices than their competitors. In fact, during some sales, they sell electronics at unbelievably low prices. That's one reason why Walmart stores have a constant stream of consumers, buying their products.

**However, during "Black Friday", something a little different happens.** People line up, around the block, shoving and pushing to get inside Walmart. Once the doors fly open, people sprint to displays, shoving and trampling people for the same products that were on the store shelves the previous week. In fact, in one instance, a mob in front of a Walmart

pushed so hard to get through the doors, they tore the door off its hinges and trampled a Walmart employee to death.

**These are not people starving for food.** These are not people racing into the Walmart pharmacy to get the last bottle of a life-saving drug for their child. These are people who are standing in line for cheap TV's and DVD players.

**Yes, the “draw” for these thousands of excited shoppers are one-of-a-kind, deeply discounted deals on TV's, video game consoles, and DVD players.** Walmart and the other “big box” retailers advertise these “Black Friday” deals - and create a frenzy of shoppers, desperate to get into their store and buy, buy, buy.

**Of course, these items are usually “loss leaders”. Here's the Wikipedia.org definition of a “loss leader”.**

A **loss leader** is a product sold at a low price (at cost or below cost) to stimulate other, profitable sales. It is a kind of sales promotion, in other words marketing concentrating on a pricing strategy. A loss leader is often a popular article. [http://en.wikipedia.org/wiki/Loss\\_leader](http://en.wikipedia.org/wiki/Loss_leader)

**Now, even though we're talking about “network marketing” and not “discount retailing”, it's important to study what other businesses are doing well.** And you must admit that any business with thousands of people, lined up, waiting to give them money, is doing something well.

In fact, this “Black Friday” promotional campaign has worked so well, it's been adopted by hundreds of major retailers all over the United States. Companies like Best Buy, Toys R Us, Sears, Macy's, and many others have “Black Friday” sales.

So if this type of marketing works for other retailers, the question becomes: **“How can we use this concept to create a huge line of people, waiting to give us money to join our network marketing opportunity?”**

In this report, I'm going to talk about how to create a similar “rush”... a “buying frenzy”... where a few dozen, maybe even hundreds, of new distributors join your downline in a very short amount of time.

**Now, before I get into “how” you create this type of a rush of distributors, it's important to understand that the true secret to success in network marketing is consistency.** It's working on your business... talking to prospects... and signing up people every single day. You will not usually be able to do large enrollment “events” daily or weekly. At the most, you can do them monthly. However, the biggest ones obviously are “events” that take place only a few times a year... (like “Black Friday” happens only once per year).

**So you don't want to rely on these massive "enrollment events" as the only way to grow your business.** If you want real momentum in your network marketing business, it starts with daily consistent action. After all, even if you use the method I'm teaching here to sign up 50 to 100 distributors in a week, a few times a year, you still need to spend the remaining weeks growing your business and taking advantage of your momentum. Nothing kills your success like putting your MLM on the back-burner and saying you'll "come back to it later".

## Why You Should Plan & Execute "Enrollment Events"

**There are many different reasons to create your own "enrollment event" - and sign up a large group of distributors in a short period of time.**

**First, it can help you achieve a higher compensation level when you first join a new network marketing company.** Now, if you haven't yet built your own mailing list (which we'll talk about shortly), this won't be possible. However, if you've already been involved in a previous company and have built a distributor and prospect list, you'll find that an exciting "enrollment event" can quickly build your downline in the new company and skyrocket you to a higher compensation level within your first week.

**Another reason to use "enrollment events" is to reach a higher level in the compensation plan, before a new pay period.** For example, if you need 25 new distributors in 10 days to become a "Double Diamond" and increase your commission check by 50%, then it's a good time to hold one of these special "enrollment events".

**Holding one of these "enrollment events" will also help you get the attention of your company and upline sponsor.** Unfortunately, most network marketers... especially those in older, more established MLM's with massive organizations... find it hard to get the attention of the company or major players in their upline. However, being able to connect closer to the company and "heavy hitters" in your upline can increase your celebrity in the industry and help you close more prospects into distributors. Often, you can be seen as a "SuperStar", just because the company or your upline sponsor gives you special recognition. You can often cash-in on that recognition by using it in your marketing materials and follow-up marketing to convert more prospects into distributors.

For example, let's say you got involved in a network marketing company under a good sponsor. However, your sponsor isn't one of the "Top 5 Earners" - and you want to talk to that person to interview them, get some advice or help, or maybe set up a training conference call with your downline. Well, if you bring in 50 to 100 distributors in one shot,

within one week, you're probably going to get a call from someone at company headquarters AND a top earner in your upline.

**After all, they're going to see that massive movement in their downline - and they're going to wonder what's going on.** Then, in all likelihood, they're going to contact you. That gives you the opportunity to build a relationship with them. And from there, you can leverage that relationship to help you build your downline further.

For example, let's say that you have one of the top five earners from your company contact you to find out what you did to enroll so many new distributors. That's a perfect time to ask to interview this top earner. Then, you can leverage that recorded interview by selling it or giving it away to attract prospects. You can use the recording and transcripts of that interview as a bonus when distributors sign up. You can use excerpts on your blog or website. And all of this makes you look like "heavy hitter" in the company, because your name is now associated with this top earner.

**Believe me, you can leverage an interview like this into additional money,** either as a "free gift" to attract more people into your network marketing opportunity or by selling it as a front end product, and then "back-ending" buyers into your opportunity. Or you can just use it as a "relationship-builder" - so that anytime you do another "enrollment event", that top earner will be willing to make themselves available to help out.

**Finally, another reason to do these "enrollment events" is to win company contests.** Often, companies hold contests to motivate their distributors to sign up more distributors or make more sales. One of these enrollment events can shoot you to the top of the company's contest leader board - and help you win cash, trips, and prizes. I know of many distributors who use these "enrollment events" to blow past the competition and win some fantastic prizes.

Now, before we get into the "how" of running an "enrollment event", I want to start with two key "lessons" that will help make this process easier to put into action.

## Two Lessons for Making This System Work

### **Lesson #1: Be Prepared to Invest Time & Energy**

**One of the things I hope you'll wipe from your brain is the concept that building a downline is "push-button simple".** Unfortunately, for years, marketers have been selling people on the notion of building a large downline... "overnight"... with "zero effort".

However, if that were true, why are so many (if not all) of the world's top network marketers some of the hardest working people I've ever met. Yes, they play hard and enjoy their life. But they also invest serious time and money creating this income.

**It's the same with these "Enrollment Events"**. Signing up 25... 50... even 100 or more distributors in a week or less may seem "magical", but it's not. It's the result of a lot of energy and hard work. It'll take an investment of time and money, but - in the long run - it's worth it. If you won't let the fact that it "takes work" scare you off, you can hold multiple "enrollment events" each year... and create a massive downline which can pay you for years to come.

## **Lesson #2: You Must Build Your List**

**One of the things that most people don't understand in the network marketing field is that your list of prospects is the key to your long term success.** You've got start building a list - and grow it non-stop.

Now, I'm often asked, **"How many people do I need on my list?"** While most people think "more is better", that's not always the case. I know people who have made a lot more money with a small list - than those people with a massive list.

**The important thing to remember with list building is developing a good relationship with your list.** You'll make more money off of a list of 1,000 people who know, like, and trust you... than off of a list of 100,000 people who think you're just after their hard-earned money.

**So list size doesn't matter to me as much as the fact that you're working every day to build your list.** But you **MUST** build your list. Without a list, you can't create a rush of distributors into your downline. So (I'll repeat it one more time) you **MUST** be building your list.

**Recently, I signed up 145 new distributors into a network marketing company in 7 days.** It's not magic. I spent time building up a list - and then made a very special offer to that list. It was such a hot offer, I had 145 people on my list join my downline.

**You can do EXACTLY the same thing I've done, but you can't do it without a list.** Now, I'm not going to go into list building here, but there are mountains of free and low-cost training materials online that will explain the basics of building a list. Get to your nearest search engine and look for them.

**Now that you understand these two important lessons, I'm going to walk you through the "Enrollment Event" process, step-by-step.**

## Step #1: Decide WHAT You Are Going to Sell

**The very first step in the “Enrollment Event” process is deciding what you’re going to sell.** Now, in most instances, what you’re selling is your company’s opportunity. Or, more specifically, the company’s “Distributor Kit”. Most companies offer different level of kits for different levels of interest. For example, most companies have “Starter Kits” that cost under \$100. Companies then also have larger kits that come with a certain amount of sample products, marketing tools, and training materials.

**If you want to immediately grow your downline, then a “Distributor Kit” is what you’ll focus on selling for this “event”.**

Now, if your company does offer multiple “Distributor Kits”, you’ll need to choose ONE kit to recommend that your prospects buy when they join your opportunity. Many companies have the basic kit, the upgraded super kit, and the super-duper Platinum Kit.

**Personally, I would initially promote your company’s largest distributor kit.** In most instances, this will pay you the largest commissions - and help you cover any marketing costs you may have. Plus, this gives you the opportunity to follow-up with those prospects who didn’t join during your “event” - with a smaller, less expensive starter kit.

**The “Big Lesson” here is that you’re not going to be able to present and sell every distributor kit your company offers.** This will distract and confuse your prospects - and make it less likely that they’ll buy anything. Confused buyers are less likely to make a purchase. So you need to choose just one distributor kit to sell. Then we’ll focus our prospect’s attention on that one item during our sales process.

**Now, you don’t have to promote your company’s distributor kit.** Instead, you can sell your own information product on the front-end, then promote your company’s distributor kit on the back-end. This is usually done to help cover some of the costs of marketing your network marketing opportunity.

For example, let’s say that your company’s distributor kit costs \$195, but pays you an upfront commission of only \$45. You’ll have lower conversions from your prospects, because of the higher price of the kit - and you’re only keeping \$45 per sale. If it costs you \$40 to make a sale, then you’ve only made \$5 per distributor sign-up. *(Example: Your \$400 “ad spend” generates 10 sales. Therefore, each “sale” cost \$40 in advertising to make. You made 10 sales x \$45 profit per sale - or \$450 in gross profit. Subtract your advertising cost of \$400 and you’ve made \$50 in profit... or \$5 in profit per sale.)*

**Alternatively, let’s say that you sell your own front-end information product (ebook, audio, video, etc.) that sells for \$49.** First, you’ll generate higher conversions, because

you're only asking for \$49 instead of \$195. Second, you've "saved" your MLM profits on the back-end... so your advertising doesn't take a bite out of them.

**For example, let's say that you spend \$400 on advertising, but you get higher conversions, due to the lower price.** Instead of 10 sales in the previous example, you make 15 sales. That's \$735 in gross sales. Subtract the \$400 you spent in advertising and you're left with \$335 in net profit. Divide that by the 15 sales - and you've made \$22.33 cents per sale in profit vs. the \$5 you made in profit on a LARGER sale.

**Plus, you can now go back to your buyers - and offer them your \$195 network marketing distributor kit.** Since you already paid \$400 to acquire these 15 customers, you have no advertising costs to promote your opportunity to them. If we say that 10% of your buyers join your MLM, that's 1.5 sales x a \$45 profit per sale. That's \$67.50 in additional profits.

When you promoted your distributor kit, you were left with **\$50 in profits**. When you promoted a front-end product that YOU owned... and back-ended the buyers with your opportunity... you were left with **\$402.50 in profits**.

**That's why many network marketers front-end buyers with a product they own... and then back-end their buyers with a higher-end network marketing opportunity.**

You can do, and make money with, both methods. Your first step, though, is to answer the question: **"What am I going to sell?"**

If you are new to this and you haven't really created your own product, then it's perfectly fine to sell your network marketing company's distributor kit.

## **Step #2: Create an Irresistible Offer**

**Now, in this step, we need to make your offer... whether it's for the distributor kit or a product you're promoting... more "irresistible".** You have to add additional value to the offer to stand out from the rest of the distributors in your opportunity.

**Walmart does the same thing by dropping the price on their "loss leader" to a point where they're either breaking even or losing money.** It's an "almost unheard of deal". This is what gets people's attention - and starts the excitement. ***The "irresistible offer".***

**This is one of the big mistakes I see distributors making again and again: Not crafting a "better" offer than other distributors.**

When you get involved in any network marketing opportunity, you're usually one of thousands of distributors promoting the exact same opportunity with the exact same offer.

If you want to stand out above your competition, you need to offer something additional that your competition is not offering.

**The easiest way to add additional value to your offer is to add one or more bonuses.**

A bonus is another item of value that you give the distributor when they join your downline. Simply by adding one bonus item, you immediately get an advantage over your competition.

After all, if Distributor A offers the MLM distributor kit, but Distributor B offers the same MLM distributor kit for the same price PLUS a bonus item (book, CD, DVD, coaching call, etc.) worth \$100, Distributor B's offer has more value than that of Distributor A. And just based on that alone, Distributor B would generate a larger downline than Distributor A.

People want "more value" - so by adding valuable bonuses and gifts when distributors join your team, you'll find more people who are interested in your company's opportunity will want to join you.

**Instantly, by offering bonuses and giving more value, you immediately create an offer that is better than 99% of people in the same company.** So it's very important that you craft an irresistible offer that is going to make people want to join your downline.

So the question becomes: **What can you add to create an irresistible offer?**

One thing you can offer is coaching on a specific topic that will help your distributors grow their network marketing business.

**Now don't make the mistake of many new distributors.** Many distributors who understand the need to add more value will simply offer "Success Coaching". Their marketing will say, "Join my downline now and I'll personally coach you to success". That's better than nothing, but it's hard for the prospect to see real value there. Yes, they want to be successful, but you haven't given them any specifics on HOW you're going to help them become successful.

**Instead, to create more value, give them a specific type of coaching.** For example, you can coach your new distributors on "How to Build Your Downline Fast with Search Engine Marketing". That type of a specific "coaching class" now has real value. In fact, depending on how involved your training program is, you could put a value of \$97... \$197... even \$297 on this training. The more specific your training, the more "real value" prospects can see in it.

Generic training has little perceived value. **Specific training has very HIGH perceived value.**

Now, if you don't know enough about a specific topic to train on it (for example, how to set up a pay-per-click campaign, how to set up a blog, sell via teleseminar, etc.), you can still offer that type of specific training - using a few strategies.

**First, you can find someone who IS an expert on that topic and ask them to teach a “module” on how to accomplish a specific task**, like setting up a pay-per-click campaign, setting up a blog, etc. I recommend that you interview the person using a conference call phone line and record the call. Then, you can have the call transcribed (through freelancers at Elance.com or Guru.com) and offer the audio of the call and the transcript as a “bonus” when they join your team.

**Imagine:** You can have a blogging expert teach a 60-minute “module” on “How to Set Up Your Network Marketing Blog”, record it, and now have a \$97 to \$197 value bonus you can give away to everyone who joins your downline. Now imagine interviewing 2... 5... even 10 different experts on marketing and building your downline... and offering all of those interviews (audio and transcript) to your downline members, FREE, when they join you in your company.

**Best of all, since you can let your distributors download this from the Internet, your cost for fulfillment is \$0.** Simply upload this material to a password protected site (or Wordpress blog)... or host on a secret page of your site... or even offer to email the materials to your new distributors. Your delivery cost is \$0, but the actual value can be in the thousands of dollars.

**Now, if you're wondering why these experts would let you interview them and give away their best information, I completely understand.** Most experts won't just give you free training for nothing. However, if you offer to promote them... their products... or their website/blog at the end of the interview, they'll often do a training call for free - in exchange for the free publicity.

*(By the way, if they have an “affiliate program”, you can even generate extra income by pointing your distributors to your affiliate link for the expert's product. When they listen to the interview, if they go to your affiliate link and buy the expert's product, you can generate a commission on that sale. It's just an easy way to create another stream of income.)*

**Interviewing experts is one option.** Another option is buying the “Private Label Rights” to ebooks, videos, and audios that you can then put your name on - and give away to your new distributors who join your opportunity. Right now, there are THOUSANDS of “Private Label Right” products on the Internet that reveal how to set up PPC campaigns, set up blogs, make money blogging, get free traffic, build a list, profit with article marketing, tap into “viral marketing”, and on and on.

**All you do is buy the rights to a few high-quality “Private Label Right” (PLR) products - and give them away as a bonus when distributors join your opportunity.**

Once again, this gives you the opportunity to leverage the experience and the expertise of others without having to create it yourself. And you're still adding a lot of value to your offer.

**You can also offer marketing tools to help distributors build their business.** These can include ready-to-go banner ads and buttons, special turn-key email marketing campaigns, postcards, sales letters, classified ads, etc. It has to be different than what the company is already providing, to separate yourself - and what you're offering - from what the company is offering.

**You can also provide software as a bonus.** Maybe you can find (and private label) software that finds interested "work from home" leads. Buy the rights to that software - and give it away when people join your opportunity. Or bundle it with other ebooks, reports, and audios to create a high-value bonus package.

**Alternatively, you might find a service online that will help distributors build their business.** You can potentially make a deal with the service provider and see if you can offer your new distributor a lower price or even get a "Free Trial". In fact, there are many online services that distributors would benefit from that offer 14-day, 30-day, even 90-day "Free Trials". That has actual value. You could also bundle this with your other materials - and add even more value to your bonus package.

**The real key here is to create an incredibly high-value bonus package that offers distributors training, tools, services, etc. that they crave.**

Next, you'll need to show that the bundle of materials you put together has real value. Unfortunately, this is another point where beginning marketers stumble. They buy the PLR rights to an ebook, add it to their offer, and try to say that the "ebook" has a value of \$197. Then they'll add a few more ebooks... and say that their entire "package" has a value of \$1,000 to \$2,000 or more.

**You CAN get people to believe that a specific type of training has a value of \$197 or more.** However, very few people will believe that an "ebook"... digitally downloaded off of the Internet... has a value of \$197. That is, unless you SELL them on the value of what's INSIDE the ebook.

After all, what is an ebook, really? If you were to take an ebook ("electronic book") and publish it, it would be similar to any physical book sold in a bookstore. What price do we put on books in bookstores? \$10... \$12... \$15... maybe \$20. So saying that a digital ebook has a value of \$197 appears false. And, in sales, when you're trying to get your prospect to trust you, making the mistake of over-valuing a bonus item can destroy the trust you were so valiantly trying to create.

**Fortunately, there's a solution.** Instead of just slapping a value on an item you're giving away, take a moment to explain to your prospect how the item can benefit them. People see

“value” in the results a certain item can deliver. When people see concrete benefits, the value can exceed the delivery method. All of a sudden, the “cheap” ebook can have a value of \$97 or \$197. As long as you explain to them what the information INSIDE the ebook will do for them.

**You need to show your prospects how the information can make them money, how it can save them money, or how it can save them time.** So, for example, let’s say that you have an eBook on the correct way to do “article marketing”. You bought the PLR rights for this product from an Internet marketer who has used the methods he teaches to generate millions of visitors to his various websites over the last few years. He’s developed some closely-guarded strategies that work fast and easy... and create a non-stop stream of interested prospects to any offer.

**Instead of saying, “You’ll get an ebook on “Article Marketing”, worth \$197”, you’d sell the ebook by saying something like...**

“You’ll also get this complete step-by-step system that shows you how to create a non-stop stream of excited MLM prospects, with cash-in-hand... Absolutely FREE! Bob Smith, a world-class Internet Marketer, has generated over 7 MILLION prospects to his websites and built a list of 107,000 buyers for his products. Now, he reveals exactly how he did all of this... without spending a dollar... using the power of “Article Marketing”. Inside Bob Smith’s system, you’ll discover EVERYTHING you need to get unlimited free advertising to build your downline, 24-hours a day, 7 days a week, on virtual auto-pilot. Instead of spending years and thousands of dollars figuring out these jealously-guarded “Article Marketing Secrets” (like Bob Smith had to), you’ll get this entire A-to-Z system... rushed to you today... when you join my downline.”

**No longer is this an ‘ebook’ worth ten bucks.** It’s now a “system” that shows the distributor how to achieve a goal of generating massive amounts of free traffic and building their list. Plus, it’ll save them the “years and thousands of dollars” that Bob spent figuring this out. The value went from \$10 to potentially \$97 to \$197.

**After all, what’s the “value” of figuring out how to get all of this traffic?** What’s the value of saving years of time figuring this out yourself? What’s the value of not spending the “thousands of dollars” it took Bob to figure this out? What’s the value of getting millions of visitors? What’s the value of getting a non-stop rush of free traffic?

**Value is created by selling the BENEFIT of an item, not by slapping a made-up “value” on it.** So, when you’re creating this irresistible offer, make sure you spend time selling each bonus item to your prospect.

**You should do that with all of your bonuses.** Tell the story behind the bonus. Sell the prospect on the value of the information they’re getting. How is this going to help them

save money? How is this going to help them make money? How is this going to save them time? How is this going to be a shortcut? How is this going to save them from being frustrated and confused? Answer those questions for each bonus item - and you'll build the "actual value" of each bonus item you're offering.

## Here's The Most Important Point of Adding Value to Your Offer:

When you're adding bonuses to your offer you need to remember that the value of your offer must be greater than the value of their money. Please make sure you get this concept.

**"The value of your offer must be  
GREATER than the value of their money."**

To illustrate this, I'd like you to visualize a large scale, like you see gold miners weighing gold in Western movies. On one side, you add the gold. On the other side, you add weights. Now, for this example, let's say that your opportunity costs \$500.

**So on one side of the scale, we have the psychological "weight" of \$500.** On a balanced scale, if you put \$500 on one side of that scale, and there are no weights on the other side, then the side with the \$500 is immediately going to sink down, right?

We're starting this exercise with the cost of \$500 for our prospect. Now, for someone to want to buy what you have, they have to feel like they're getting a value for value exchange. So for them to actually feel like they can give you \$500 for that opportunity, they feel like they have to be getting \$500 back in value.

**In the prospect's mind, your opportunity has to be worth at least \$500 for them to want to give you their \$500.** However, even when someone believes your opportunity is worth \$500, they may still not buy. After all, there are a lot of opportunities that are worth what they're being sold for. So we're playing in a crowded field, if we only offer a "value for value" exchange.

**To really motivate our prospects... and create a rush of new sign-ups (our "enrollment event"), our prospect must be motivated to give us their money.** We want to NOT have to sell them... or follow-up 40 times to convince them to buy.

**It's like selling a \$100 bill for \$1.** There's no real selling involved. People automatically know the massive deal they're getting when they can buy a \$100 bill for a buck. We want

the same type of perception when we are selling our distributor kit or product to prospects.

**The way you do this is by stacking the value in their favor, so that your offer is more valuable than their money.**

**Let's go back to the scale one more time.** Imagine that the prospect's \$500 is on one side, but now you've put ebooks, training videos, personal coaching, and other items of GREATER VALUE on the other side. Soon, the value of your offer starts to tip the scale in your favor. Now, what you're offering is of more value... much more value... than their \$500.

**If you want to get prospects to rush to join your downline, you must do everything in your power to make the value of what you're offering (your item + bonuses) greater than the prospect's money.**

For example, the value of everything you're offering may be a realistic (not inflated) value of \$5,000. IF the prospect actually believes what you're offering has a value of at least \$5,000... and you're selling something they want... then it's highly likely that the prospect will immediately pay you \$500. After all, the scale is now weighted in the prospect's favor. They're paying \$1 to get back \$10. \$500 to get \$5,000 in value.

**Now, what happens if the prospect knows that you're offering \$5,000 worth of value for \$500?** The same thing happens when Walmart sells flat screen TV's for a price that no other retailer in the world would touch. You get a rush of buyers, clamoring to take advantage of this deal. Cash in hand, ready to pay, buyers - wanting what you have to offer.

**In fact, when offers like this happen, rational thought can even sometimes go out the window.** In some instances, people who have no need for a new TV will stand in line, for hours, to grab ANOTHER TV, saying, "It's just too good of a deal to pass up". Later, they explain they'll either replace one of their perfectly good TV's with the new TV... or give it to a family member as a gift. The "need" wasn't there. But the desire for an amazing deal was.

**However, this type of behavior ONLY happens when you create an offer that is heavily weighted in the favor of your prospect.** If you want the rush... the true "enrollment event" where dozens, even a hundred or more people join your downline in one fell swoop, then you need to create an offer that delivers more value than you're asking for in money.

**This is one of the main reasons why most people find it difficult to get people into their opportunity.** The opportunity itself sounds good, but is never positioned in a way that makes it appear more valuable than the prospect's money. After all, if a prospect believes that your opportunity, selling for \$500, has a real-world value of \$250, then they'd have to believe they were taking a loss of \$250 to join you. And most people aren't willing to do that. People are looking for deals in their favor.

**Now, if you walk into Walmart today, you're going to see a lot of TV's available to customers.** However, unless it's "Black Friday", you're not going to see a line of people outside... or a rush of people inside, shoving and pushing to get a TV.

**In fact, most days of the year, you won't see anyone running into Walmart, trampling others to grab one of the few TV's they have in stock.** On most days, people wander in, look at their choices, and maybe buy one. Maybe not. Why? Because the TV's at Walmart are priced at what Walmart TV's are normally priced at. You know their slogan "Everyday Low Prices"? Well, if I can get the same low prices "every day", why rush around to get there and buy one now?

**However, cut the price of that Walmart TV in HALF - and you've got a rush.** The TV is the same, right? And they have the same amount of these TV's in the back, right? But the only thing that has changed is that the value of the TV is now greater than the price. The value of the TV might be \$1,000, but now it's selling for \$200. And now that the value is higher than the value of the consumer's money, they make a mad dash to get the TV.

**However, having said that, what if you were to drop the price of that TV every day?** If you do it every day, the rush diminishes. After all, we're back to "everyday low prices". That's why, if you (and Walmart) want a rush, you don't make your irresistible offer every day. Instead, you create "urgency" by making this offer on a limited basis. Plus, throw in a "limited supply" and you've just created the environment for a "crazy rush"... whether it's TV's in Walmart or people into your downline.

### **Step #3: Limit the Number of Open Spaces to Create "Scarcity"**

**Step number three is to create a limited number of "packages" for new distributors that join you within your "enrollment event".** This should be a number of spaces that you know you can sell out. For example, you might say, "I only have seven spaces open right now to get this special offer. And those seven people will each get these seven bonuses, valued at \$2,893."

**"Scarcity" creates urgency.** If Walmart let everyone know that they had an unlimited number of TV's to sell at a deeply discounted price, there wouldn't be any need for customers to line up outside and push and shove once they were inside. However, they let people know that there is a "limited supply" of each "Black Friday" deal, which causes people to line up hours and hours in advance... run through Walmart at top speed... and grab and fight for these limited TV's.

**The fact that Walmart only holds this sale for one day ALSO limits the opportunity for people to get these deals.** So, since the opportunity AND the item is scarce, there is a heightened urgency to take advantage of this offer.

**You will want to create some scarcity to really increase the number of people who are going to join your downline during your enrollment event.**

On the flipside, you want to make sure you're being reasonable when you come up with a number you believe you can sell out. After all, if you have fifty people on your list, don't say you only have fifty positions, thinking that you don't want to leave anybody out. Instead, if you've got fifty people on your list, you might offer two positions. That may not seem like a lot of people, but compared to the size of your list, it is. That's a 4% conversion rate, which is great, especially at a \$500 or more price point.

**Now, if you want to have a big launch day and have 25... 50... 100... even 150 or more people joining your downline, you're going to need a bigger list.** That's why I tell my clients, start building your mailing list today. If you're not building your mailing list, you're missing out on the opportunity to have these big "enrollment events". So get an autoresponder, start building your list today, and then you can start doing bigger and bigger launches.

**So look at your list size, and then determine what you think you can do in terms of bringing new people into your opportunity.** Then set a number you honestly believe you can sell out. This is your GOAL NUMBER. And letting people know you have a limited number of positions is going to create action in your prospects.

**Remember: A lot of people are on the fence.** The people you're promoting your opportunity to have a lot of other opportunities they can choose from. So if there's no real motivation for them to get up and take action now, they won't take action now. We want to create that motivation through the use of "scarcity".

**At the beginning, when you do your first real launch, you're not going to know how many spots you can sell.** If you have a list of 100, you won't know if you can bring in 2, 10, or 20. So start small, be conservative, and pick a number of spots you'd be happy to fill up.

**But what happens if you offer 6 positions, but you sell 7 spots?** There are a couple of different things you can do. First, you can tell the seventh person that you're going to put them on a "Waiting List" and you're going to let them in when you do another one of these events. Or, better yet, you can go to someone in your downline... either someone who has proven themselves through their own action... or maybe one of the new distributors you just signed up... and let that person sponsor this new recruit.

**Personally, I hate turning away people who want to join.** But, at the same time, I believe you should have integrity above all else. When that seventh person comes to you - and you tell them that you sold all 6 open positions, you'll cement their trust, because you're telling them the truth. They realize you could probably just let them in and they'd never know the difference. But having integrity and standing by your word will help you build trust. Plus, even if you do hand off this new recruit to someone in your downline, you'll still benefit

from the long-term overrides. And you've just made a member of your downline very happy. It's a win/win/win situation.

Now that you've decided on a number of spots to open up for this "enrollment event", let's move onto the next step.

## **Step #4: Create Your Story**

**In this step, you need to create your story... or your "reason why" you're making this special offer.**

If we go back to our Walmart example, their big sale... the "Black Friday" sale... is a holiday sale. And that's their "story". It's the holidays and we're having our annual sale. Why? Because it's the beginning of the holiday season and it helps us boost sales.

**Now, for Walmart, the "when" for this big sale is important.** After Thanksgiving, people are in the mood to shop... and they HAVE to shop for the winter holidays. So Walmart and other retailers all decided to have huge sales the day after Thanksgiving. It's also convenient because many people have that day off of work. All of this works very well together as a "story"... or "reason why" to have a sale. Therefore, it makes sense... and people are excited and ready to buy.

**Now, you need to figure out why you're making your "special offer".** You have to come up with your own story. Your own reason why.

**Like Walmart, you can tie it into a holiday or other special event.** It can be the holidays, the New Year, your birthday, the birthday of the company you're involved with, the birth of your child, etc. All of these are "reasons" to have a special sale and make a high-value offer to your prospects.

**For example, if you want to celebrate your birthday, the pitch could be:**

"It's my birthday next week and I want to give YOU a present. I've put together over \$5,000 worth of gifts for you... designed to make the next 12 months your most profitable ever. You can get all of these, when you join my downline in XYZ Company. However, I only have 17 of these 'Birthday Packages' ready to ship out right now. So watch your inbox for more information on what I'm giving away and how you can claim your 'Birthday Package'."

**Now, your "reason why" doesn't have to be around a specific event or holiday.** Fortunately, you can make up a reason why. You can tell people that you're making a special offer because you're about to go on vacation - and you want to pay for your trip by making this special, one-time-only offer. Or, taking a page out of "Alice in Wonderland", you can have an "Un-Birthday Party" celebration. If you want to buy a new car... replace your

refrigerator... buy a new home... whatever, all of these are reasons why you would have a big sale... and offer a pile of value to your prospects when they join your network marketing opportunity.

**If you need any ideas for special days, events, etc., go online and look up “Special Days” in any major search engine.** You’ll find that there are hundreds of events that you can build a story around. For example, there’s National Popcorn Popping Month, Sandwich Day, Share a Smile Day, Pet Owner’s Day, Circus Day, American Bike Month, Roller Coaster Day, National Ice Cream Month, and many, many more. There are more “reasons why” to have a sale than you can count.

So create a “reason why” you’re having your sale. Then, let’s move onto step number five.

## **Step #5: Create Your “Waiting List” Capture Page**

In step number five, you need to create a “waiting list” capture page.

Even though you already have a list, you’ll want to “segment” your list. This basically means having your interested prospects add themselves to a smaller sub-list that you can promote this offer to more heavily.

**When you set up your capture page, you’ll give your entire list the opportunity to opt into your “waiting list” for more information on your special offer.** When someone opts in, they’re basically raising their hand, telling you they’re interested. This now creates a new list of people, pulled from your larger list, that have indicated that they are interested and would like more information. This allows you to do more extensive follow-up to your smaller sub-list, without bothering your larger list.

**Your “waiting list” capture page can be very basic.** It can be a one-page website - or even a page on a blog you already have. All you need is a page on the Internet where you can include a few details and the opt-in box that will add prospects to your autoresponder. Then, you simply tell your larger list about your “waiting list”. Soon, you’ll have a smaller sub-list of prospects interested in your upcoming special offer.

**If you’re not highly technical, it might sound difficult to create this capture page.** Fortunately, you can get other people to do this for you.

**To have your capture page created for you, go to [Elance.com](http://Elance.com), [guru.com](http://guru.com), [odesk.com](http://odesk.com), or [vworker.com](http://vworker.com).** All of these sites have freelance website designers that can create a capture page for you quickly and inexpensively. Best of all, you can have it up within a very short period of time.

**Your capture page doesn’t need much copy.** You may simply put the name of your event with the words “waiting list”. For example, “Bob’s 40<sup>th</sup> Birthday Mega-Giveaway Waiting List”. Underneath you’ll have your autoresponder’s opt-in box and submit button.

Once you have your capture page set up, it's time to move onto step number six.

## **Step #6: Create Your Launch Schedule**

**Once you set this up, it's time to set a specific date for launching your special offer.**

Just like Walmart has picked a specific date for their "Black Friday" sale (the day after Thanksgiving), you must pick a specific date to launch your offer.

**If you're holding your sale around a specific event or holiday, your launch date is already set for you.** However, if you've come up with your own reason why, you may still want to pick an interesting date.

For example, some of the biggest launches on the internet have been on July 7<sup>th</sup> of 2007 (07/07/07), August 8<sup>th</sup> of 2008 (08/08/08), September 9<sup>th</sup> of 2009 (09/09/09), and October 10<sup>th</sup> of 2010 (10/10/10).

**The main thing is to have a specific date for your launch.** People like events - and you'll be building up this "launch" of your special offer as an "event".

For your list to find out more about the bonuses you'll be offering when they join your opportunity, they have to go to your waiting list capture page and opt in to get that information. Once they opt in, you're going to email that list more information about the bonuses, the offer, and the launch date. When the launch date arrives, you present the offer - and give your list the opportunity to join your downline and get all of the bonuses.

**I've done launches in the past where I teased my list for thirty days, and I've done launches that lasted just 5 days.** Personally, I think shorter launches... 5 to 7 days... are better. In 30 days, people can easily get distracted. Even if you're contacting your list on a regular basis, thirty days, especially on the internet, is just way too long to keep people waiting for something that you are launching. So a short 5 to 7 day launch is optimal.

**For example, you might start talking to your list about your upcoming "enrollment event" on Monday.** Email your list a little information, then direct them to your "Waiting List" capture page. Then, the next Monday at noon (after emailing your sub-list a few times, creating excitement), you'd open the doors on your offer and start signing people up.

**Now, you want to make sure you're launching your offer when people have access to their computers.** This usually means launching during the week, because many people have access to a computer at their jobs. I also like launching around lunchtime, because people can spend a few minutes of their lunch joining your opportunity.

**I personally like launching Mondays at noon, Tuesdays at noon, and Wednesdays at noon.** I would keep away from launching on a Thursday or Friday, though, because people are distracted by the weekend. Launching early in the week makes sure that your prospects are focused on your launch, not on getting off work.

## **Step #8: Push Your List to Your “Waiting List” Capture Page**

**Next, you need to drive your list to your capture page.** Basically, you’re going to send an email to your list (that you’ve been generating this entire time) - and let them know that a special offer is coming up very shortly. You can tell them a little about the story (your “reason why”) and what you’re going to do for the people on your list who join you.

**However, do NOT go into the bonuses you’re offering.** Just tell your list that you’re doing something very special and why you’re doing it. For example, your email can say:

“So I’ve put together what I believe is a truly one-of-a-kind “Gift Package”, designed to help you make a lot of money, working from home. To celebrate my birthday (I’m 40 this year!), I’m going to give away this special package to 20 lucky people. I’ll be launching this ON my birthday next week (Monday) - and I’d like to tell you more about what’s in this surprise “Gift Package”. There’s not enough room to go into it here, so if you’ll go to my “Birthday Surprise Party” Page and enter your email address, I’ll reveal more about the \$2,500 in gifts I have for you and how you can get your opportunity to be one of the 20 to get them next Monday.”

**Your email will help you sift and sort those people who are interested from those people who are not interested.** And you can actually market to those people who opted in more than you would your regular list. This keeps you from annoying and burning out your main list.

**For example, let’s say you have a list of 1,000 prospects.** If you sent your email out to your entire list, telling them to opt-in to your waiting list capture page, you may generate 100 opt-ins. So 10%... or 100 people... from your larger list have joined your sub-list to find out more about the bonuses and your special offer.

**Now, during that 7 day launch, you can email that sub-list of 100 people, over and over again, getting them more excited about the upcoming launch.** You may drop 1 more email to your main list, to drive them to your sub-list opt-in. But after a few emails, you’ll want to focus all of your attention on your smaller sub-list. These are the prospects who raised their hand and said, “Yes. I want to know more.”

**Because of this, you can email them every day or every other day during your 7 day launch without annoying them.** Since they wanted to know about your bonuses and special offer, giving them information (a piece at a time) will actually be something they’ll look forward to.

Once you’ve pushed people from your main list to your sub-list, it’s time to move onto step number eight.

## **Step #8: Tell Your Sub-List About the Special Offer**

**Step number eight is simple.** Drip information about your bonuses to your “waiting list” during your launch phase. For example, if you have a birthday offer, you’d set up your autoresponder to send an immediate email to the person who opted in, letting them know more about your special offer and your “reason why”. Then, you’d explain that you have a specific number of bonuses that they’ll get when they buy your offer (distributor kit or product).

**Your first email should only sell the first bonus.** Then it should elude to the next bonuses you’ll cover. Every day, up until your launch, you should be dripping information about your bonuses on your sub-list. You need to go into great detail and “sell” the prospect on the overall value of each item you’re giving away.

**With every passing day, you add more bonuses to the offer.** With each day, you’re adding value and excitement. And you’re getting them ready to buy on the launch date. In fact, every email you send to this sub-list should include the exact date and time of the launch.

**This is an important step.** If you fail to “sell” each bonus item... or you’ve chosen weak bonus items... or you haven’t built up a value that’s greater than the cost of the item you’re selling, you won’t have a rush on launch date. However, if you DO really sell each item... and you’re creating massive value for your prospects... you’ll find yourself overwhelmed with response on launch date. These daily emails to your sub-list are critical. Don’t shortcut these. Every minute you spend writing them and making the offer hot will pay you back many times over.

Now we’re onto...

## **Step #9: Launch Your Irresistible Offer**

**Now, at step number nine, you launch your offer.**

**Let’s say, for example, that you’re going to launch your opportunity on Monday at noon, central time.** So every time you’ve sent out an email to your sub-list for the last week, you’ve let your list know to go to a specific website address on Monday, Noon Central, and they can join your opportunity. BUT, they must get one of the available position to qualify to get all of our bonuses, worth a large amount of money.

**If you do this in every email you’ve sent for the past week, by the time you get to the launch date, some people are going to be so excited about signing up, they’ll join immediately.** Within seconds. I’ve experienced this myself. I offered a \$995 product during a similar launch and wrote a long sales letter to sell it. However, when the site “went live”, I had my first sale within 15 seconds. Now, no one could have read my full sales letter and

ordered in 15 seconds. Fortunately, I did the launch the right way... and my prospects were so excited to buy... they didn't need to read the sales letter. Once they site went live, they immediately scrolled to the order button, clicked it, and paid their money. That's the power of a launch.

**So step number nine is just doing your launch and creating this "enrollment event" where many, many people can sign up into your downline all at once.**

Basically, when it's time to launch, you send an email to your list and let them know it's "live". However, if you've already prepped your list in advance... and given them the website, day and time, you'll find that most don't need any pushing. However, just in case, you'll definitely want to send an email to your sub-list letting them know they can now sign up to qualify for all of your bonuses.

Now, if we use our example of having 1,000 people on our main list... and 100 people on our sub-list, signing up 5 to 10 new distributors is definitely possible. Depending on the amount of value you gave to your list... and the cost to sign up for your opportunity... you could have many more sign up.

**Now, you might think 5 to 10 distributors isn't a lot out of a list of 1,000.** However, that is a "burst" of distributors for even people with larger lists. After all, most people who promote network marketing opportunities do what Walmart does 364 days out of the year. They make the same offer, over and over again, hoping to wear their prospects down. Unfortunately, they never take a moment to create special offers or do any launches.

However, if you do these types of launches on a regular basis (one every few months), you can have big bursts of 5, 10, 25, even 50 or more distributors in a week or less... followed by more consistent 1 or 2 distributors per week through your normal marketing.

**By the way, as a side note, I know of one gentleman who, over a 6 year period, has only signed up 200 distributors into his downline.** However, 7 of those people were motivated and also grew their downline. And, over these 6 years, this gentleman grew a downline of over 60,000 people - and now has an annual passive income of over one million dollars.

**Imagine if you could sign up 200 per year using this launch method.** Then imagine if you did that for 5 years in your company. That's 1,000 personally enrolled distributors. And if even a small percentage of those distributors duplicate just a portion of your efforts, you could build a very large downline, paying you a massive amount of passive income.

**However, this will only happen if you create special offers and do launches.** You don't want your prospects to think that they can just join you when they're "good and ready". Unfortunately, many people spend their lives thinking "someday" - and "someday" never comes.

**So you want to create this environment where you have an incredibly special offer and it's only available for a short period of time.** By doing that, you're going to get these big bursts of enrollments, all at once. Then, as you grow your list, you'll find yourself having bigger and bigger launches, where you're enrolling 50... 100... even 150 distributors and more.

**Now, if you have 10 spots in your launch, you'll obviously close the offer once all 10 spots are taken.** Depending on how well you did deciding on how many spots you'd sell, that could be a day, a few days, or a week. If you created a really hot offer, you could even close it within a few hours.

**However, in the event that you do NOT fill all available positions, you'll need to follow up with your list and give those who didn't join the opportunity to join.** For example, if you have 7 positions open and 5 were taken in the first day, a quick email saying, "Wow! I was shocked at how spaces in this special offer were taken. I scheduled a full 7 days to fill all 7 spots, but 5 have been grabbed in just the first 24 hours. That only leaves 2 SPOTS - and I've got 93 people on this list. If you haven't gotten one of these spots, I highly recommend going to (website address) and checking out this special offer. I suspect the next 2 spots will go fast. Once they do, this offer... and all \$X in bonuses will be gone!"

**What you've done is just made your initial offer more scarce, which creates more urgency.** After all, you originally started with 7 positions. Now, you only have 2. And when you let your list know how many people are "competing" for those spots, that makes the scarcity even more real.

**Now here's a neat strategy you can use to make sure you fill all available spaces.** When you're creating your bonuses, create a very high-value bonus that is going to solve a major problem that your prospects have in regards to network marketing. Then, set it aside. Do NOT add it to your main offer.

**Then, see how your launch goes.** If all spaces fill up immediately, you can use this extra bonus as a "Special Gift" for those who signed up. However, let's say that out of 7 spots, you've only filled up 5. And after another day of emailing your list about the remaining 2 spots, you haven't filled those up.

**Instead of re-emailing your list about how scarce positions are (which will start to sound desperate after a few days), you'll want to release your additional bonus.** And, if this bonus has very high value... and solves a major problem for your prospects... you'll knock a lot of the people on your list off the fence and get them to join your opportunity.

**For example, about a year ago, a marketer launched a very expensive training product online.** While there was a lot of obvious value included in the product, it was a significant investment for this marketer's prospects. After the launch, the marketer informed his list that he was throwing in a valuable free bonus: A 3-day LIVE training

workshop. By adding this additional live training workshop, the marketer had a second burst of sales - and motivated a lot of people who were concerned about the price to take action and buy.

**So adding a valuable bonus AFTER the launch can help you fill up any remaining positions you may have.** Or, if you've filled all available positions, it makes you look like a good guy or gal, which is always beneficial in your business.

**Now, if you do fill up all of your positions, don't just let those who joined you know about the additional bonus.** Instead, make sure that EVERYONE on your sub-list knows that the people who joined are getting this valuable bonus item. In fact, I want you to "sell" it. Explain it in detail. Explain the value. Explain the benefits that those who joined you will be getting.

**You're not doing this to sell any more positions.** Instead, you're showing those prospects who did NOT buy from you that you over deliver. This trains them to understand that, in the future, when you make another offer, you're going to give them even more than you've promised. Because of this, prospects who didn't join in your launch this time are more likely to join when you do another launch.

And, since you should be doing multiple launches each year, over delivering for the current launch (and letting your list know about it) can have a positive effect on your upcoming launches.

**Then, after the launch process, you sign people up into the opportunity, you give them their bonuses, and then you plan the next launch.**

**Now, I really believe that all of your launches should be a little bit different.** Each one should be focused around a different event and offer different bonuses. After all, if you do the same thing and offer the same thing, you'll quickly lose the attention of your prospects. So make sure that each launch is unique and exciting.

**Now that doesn't mean that you can't do a launch every year around your birthday or around a special holiday.** It just means that you might call it something different... or give different bonuses... or tweak the launch a little to make it stand out from the previous ones.

But, no matter what the actual launch looks like, you should be doing at least one launch every 3 months. If you do that, you're going to have big spikes in the people you get to join your opportunity.

## **9 Steps to Big Launches**

**As I said in the beginning, this isn't an "instant" or "overnight" way to get dozens or 100's of people into your downline.** You do have to do some groundwork by building your initial prospect list. And there is some planning and work involved in doing this

launch. But, I promise you, if you follow these 9 steps in order, you can hold your own large “Enrollment Events” and sign up large numbers of distributors in a short amount of time.

- **#1:** Decide what you are going to sell.
- **#2:** Add bonuses to your offer Remember: The key to success is that the value of your offer must be greater than the value of their money.
- **#3:** Create a limited number of “positions” that you feel confident you can sell out.
- **#4:** Create your story. Your “reason why” you’re making this special offer.
- **#5:** Create a waiting list capture page.
- **#6:** Decide on your launch date. Then decide on a launch timeline (I recommend 5 to 7 days total).
- **#7:** Drive your list to your capture page.
- **#8:** Tell your sub-list about the bonuses, one at a time, as you get closer to the launch date.
- **#9:** Launch Your Offer. Add your surprise bonus if you don’t fill up all available spaces. When you do fill all spaces, close the offer.

**Of course, it all starts with building your mailing list.** The bigger you grow your mailing list, the larger of a launch you’ll have. If you don’t already have a list... or if you’re not actively building a list... I recommend that you start building your list today. Make sure you have an autoresponder to capture your leads and market to them, using this system.

It does take some time to put together, but once you have a list, you can enroll large amounts of distributors... in very short periods (in as little as 30 to 60 minutes)... thanks to this method. I hope you’ll use it wisely and well.

# I'm Looking for Leaders

I've personally reviewed a lot of wealth-building opportunities and I've finally uncovered a truly unique opportunity that I'm investing significant time and money into.

**Now, I'm looking for motivated individuals who are willing to join me in this opportunity in order to build long-term financial freedom.**

## Here is Who I'm Looking For:

- Someone who is **passionate** about working for themselves and building a **profit-producing business** from home.
- Someone who is willing to take instruction and is an **action taker**.
- Someone who is **committed** to their success. Success happens when you're unwilling to give up. I'm looking for individuals who accept challenges and solve problems.
- Someone who is a **Team Player**. You'll be working with myself and others who will spend valuable time helping you build your business.

**It doesn't matter if you're a million dollar producer with years of experience or a relative "newbie" who is just sick and tired of working for someone else.** I believe the opportunity I've selected has the power to help you achieve the financial and lifestyle goals you've set out for yourself.

If you're looking for an exciting new opportunity, **click the link below** and take some time to review the "Recommended Opportunity".

**[Click Here to See My Recommended Opportunity](#)**

Thank you for reading this report.

I look forward to working with you in the near future.

*Here's to your success...*