

## The MLM Report

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Feed a man a fish and he eats but for a day.  
Teach a man to fish and he eats for a lifetime.

*Proverb*

One Plus One Equals Four...

### A GIFT FROM THE AUTHOR TO YOU

FINISHED FILES ARE THE RE-  
SULT OF YEARS OF SCIENTIF-  
IC STUDY COMBINED WITH THE  
EXPERIENCE OF MANY YEARS.

(Refer to last page for details)

Network Marketing (MLM), as predicted by experts, is showing definite signs of going mainstream. More and more people, who previously rejected Network Marketing, are now getting involved, and large companies that used traditional methods of marketing in the past, are now adopting the concept.

What is it? Network Marketing, as it is called today, has been around since the 1950's. Network Marketing originally known as Multi-Level Marketing (MLM), is probably one of the most misunderstood concepts in America today.

In Network Marketing, companies move products through a group of independent distributors, who buy wholesale, sell retail and sponsor other people to do the same. For your efforts, you can earn overrides on multi-levels of people in your organization.

Often mistaken for pyramid schemes, which are illegal and move no products into the marketplace, Network Marketing allows average people to earn above average incomes. It is a fact that many people are earning a few hundred dollars

a month, sometimes tens of thousands of dollars a month, or even earn in excess of a hundred thousand dollars or more.

What's so attractive about this business is that there is no prejudice. Anybody over the age of 18 can prosper and succeed. No color, race, gender, age, employment or educational background can stop you. All you have to do is be open-minded and follow the simple steps laid out by your company. You have unlimited earning potential. There is no ceiling.

*Simple, Fun, and Money* are three words that can be associated with the most powerful marketing method to distribute products in the 1990's and beyond . . .

Personal growth . . . along with financial freedom are two of the things you can expect from Network Marketing

### **Six Requirements for Financial Independence**

1. Be in business for yourself.
2. Sell a product that is in demand.
3. Absolutely guarantee the product.
4. Give better service than your competitors.
5. Reward those who do the work.
6. You must attain your success by building the success of others.

### **Network Marketing/Multi Level Marketing**

Why am I so confused about it?

First, ask yourself what the difference is between Network Marketing and Multi-Level Marketing. NOTHING! They are one in the same. MLM has been around for forty some odd years now and started as a part time business opportunity (just like it still is). By the middle of the eighties many people were earning substantial amounts of money and were beginning to do the business full time. It was like establishing a four minute mile or Mach-1 in a jet--once achieved, many did it. It became a benchmark.

With corporate down-sizing, layoffs, and jobs no longer as secure as they once were, many people started looking at this business in a whole new light, as a rather inexpensive way to go into business for yourself. By this time the phrase "Multi-Level Marketing" had a pretty tarnished reputation. Well deserved, we might add. Any new industry is going to have its con artists but this had many.

Perhaps that is why a lot of people refer to this as a pyramid scheme (which, of course is false).

By this time, John Naisbitt had published his well received and highly successful bestseller "MEGATRENDS" and devoted an entire chapter on networking. We had been doing it subconsciously all along and we still do. So the industry came of age; more and more people were using the phrase "Network Marketing." Companies selling the concept of "Network Marketing" found their growth patterns astronomical in both the quality and quantity of people and found this marketing concept to be a wonderful way to move products in the nineties and beyond. Network Marketing was born.

In Network Marketing you are not a door-to-door salesman, so lets dispel that myth up front. You are in business for yourself (as an independent agent), but not by yourself. You have very little start-up costs and you buy wholesale and distribute product at retail. But, unlike other marketing methods, you have the ability to build a group of people under you, all distributing a little bit of product everyday and then collecting an override on the organization you helped to create.

Remember, this is a group effort (in business for yourself, but not by yourself) and the big money is in organizational overrides. It's almost like owning a chain of stores, or owning a large marketing distribution company.

In traditional business (lets use a corporate sales organization) the sales manager hires by adding new people and assigning territories. If a person gets terminated or resigns, you subtract. If the sales organization has 100 people you'll probably have a manager for every 5 people. Traditional business is structured a lot like Network Marketing, but in traditional business you don't collect overrides.

How many times have you ever recommended a friend for a job in your company and collected an override for it? But . . . someone on top did!

So, the power lies in the ability for Network Marketers to multiply and duplicate.

You build your organization by going wide and deep. Start by lining five people across. Teach them to line five people across, and have them teach each of their five people. So everyone is working with five people, just like traditional business. Only now, anybody who has desire and the ability to learn simple concepts has the ability to earn vast sums of money by exposing great products

everyday and teaching others to do the same! And in time, you'll have a bigger sales force, all well managed and trained without the headaches of inventory, paperwork, computers, payroll, and staffing. You are an independent agent--all that is handled by the parent company. Once you have successfully trained five people, you go out and repeat the process again, as you will have attrition, but are now multiplying, going wide and deep and just subtracting, not dividing when attrition occurs.

"You can take away my mills, my patents, my customers, and my money. But leave me my five key managers, and before you know it, I will again be number one"

Andrew Carnegie--founder, U.S. Steel.

### **Distribution of Product in Today's Marketplace**

Direct Sales--Traditional method. Most closely associated with door-to-door selling. Goes from the manufacturer directly to the consumer (no store setup). In today's market, cold calling by phone to set an appointment and then visiting in person can allow you to market just about any product you want. You get paid for only what you sell.

Retail Stores--Can be chain, franchise or individually owned (Mom & Pop). Goes from manufacturer to a shelf and waits for people to come into the establishment to purchase. Most advertise, employ people and generally carry heavy risks with less reward.

Telemarketing--With technology, toll free numbers, people having less and less time, this is almost like a modern day direct sales approach. Again, unless you own it, you get paid for what you sell.

Infomercials, Home Shopping, Direct Response TV Advertising--All using modern technology and new trends to reach the modern day consumer. Heavy expenses associated and it employs order takers for practically minimum wage. You must have a hit product or you can go bankrupt rather quickly.

Catalogues, Mail Order--Again with less and less time, people are shopping these catalogues more and more, calling in their orders via 800 numbers and using credit cards or mailing in their orders. Instead of a store, you have a picture display.

## The Power Of Multiplication

If you had the chance, would you rather hire 100 people as in traditional business, or sponsor five and teach them to do the same.

" 3"

2	5
x2	x5
4	25
x2	x5
8	125
x2	x5
16	625
x2	x5
32	3125
62	3905

The power of numbers when you teach duplication is overwhelming, and all you have to do is sponsor 5 people. Look at the number chart above and observe the difference only three additional people make--A whopping 3843 people!

Now, talking to three people a day and teaching others to do the same doesn't seem like a lot, until you see the chart. You have a potential of 3905 people in your organization talking with 3 people a day, which would total 11,715 people a day. Of course this is an illustration and a mathematical model, and should not be construed as what will occur. It might be more, and might be less but a whole heck of a lot more than the original three you're talking with!

Think about all those people, your customers, who are buying great products and all the distributors in your organization. Wow! What an ENTERPRISE!

Are you beginning to see something here?

The hardest thing about this business is that it is so simple. People try to make it hard. They want to change it. All you do is follow the steps set forth by your company and freedom will come your way.

## **To Be Successful You Must Learn To Duplicate**

If you were a forester, you might be planting acorn seeds, growing oak trees. Just like those oak trees, in Network Marketing you need strong, solid roots. You must be at least three levels deep in order to have successfully duplicated. Sponsoring one person and teaching him or her is not enough! And like a oak tree, you want to develop at least one tap root (going to deep into the ground tapping water sources in the event of a drought) and go many levels deep.

People ask me all the time what I do for a living and my reply is always, "I talk to people, and the more I talk, the more my business grows."

**YOUR ATTITUDE, NOT YOUR APTITUDE DETERMINES YOUR ALTITUDE.**

**ENTHUSIASM IS CONTAGIOUS...CATCH IT!**

**SELL . . .**

"I can't, I won't, I don't like to, it's not for me..."

**HOW ABOUT...**

Exposing, sharing, showing, talking.

"If I can show you a way you could earn an extra couple hundred dollars a month and maybe more, would you be interested in listening?"

Now can you do that? Sure! We ALL can!

## **Network Marketing's Key Assets**

Keys to Success

People, desire, knowledge, enthusiasm, attitude, consistency, persistence, respect for others.

## **Getting Educated, Trained, Going Back to School**

Signing an application and sitting back just will not cut it. You must be trained first. We train with our jobs. Or better yet, your city just hired some new police officers and firefighters. Would you mind them going right into action before training? Or, how about the airline pilot you're going to entrust with the job of

flying you to your destination. We guess it wouldn't matter to you if he were trained. Or the doctor, the lawyer...well you get the point.

Like any business, you need to be trained. Actors and actresses rehearse, professional sports teams practice, and so should you.

We have a friend who tells their eleven year old son every day, "Spend 16 years of your life studying hard, without goofing off, and you can be anything you want for the next forty. Spend the first 16 years fooling around, not caring, and the world will own you for the next forty."

Think about what age you are now. Spend some time committing to a new endeavor and you might change the rest of your life.

Like a passion, be prepared at all times. Be ready. Like that hobby you're so well-informed about. It took a lot of effort for you to learn what you did, right? It probably took quite a while to pick all that information up. Other than pure personal enjoyment, it probably cost you money. But yet some people are not willing to commit time to learn something new or have the patience to see it through...and we're talking your life here!

Five, ten, fifteen hours a week--that's all it takes. Consistency--every day, week, month. Commitment, just like you have with a job.

People helping people. Your sponsor is helping you develop five people. You're doing the same with your five people and have those people do the same.

College costs you a tuition. Then you go out and get paid. Here, you learn a new business, have the ability to earn an extra income immediately, have fun, and meet many new people.

Network Marketing attracts people who have a thirst for knowledge and very POSITIVE attitudes.

If I can show you a way that you can go to an imaginary school and learn new techniques, and applying those techniques just the way I taught them to you could help you earn several thousand dollars a month a year from now, would you be interested? It will cost you a small investment of time and money, but will return great gains if you apply it correctly.

After all, what are you really doing now?

Then, once interested, you can tell your people that I, as your sponsor, will make a commitment to you. I will work with you until you have successfully sponsored your first five people if you will make a commitment back to me that you do the same with your five people and help them sponsor their first five people.

### **Simple Business Plan**

Show, Try, Tell, Do.

1. Commit to your Network Marketing Business.
2. Use the companies great products.
3. Expose the products and opportunity to others.
4. Duplicate the above three things by teaching others to do the same.

"Help other people get what they want and you too will get what you want"

Zig Ziglar

So often, a bright person gets hired in a business, gets trained by his manager and winds up doing a better job. What happens? There is only room for one, so, someone gets bounced. In Network Marketing you do not have anyone working for you. In effect the inverse happens--you work for your people. You must help your people earn a check before you can. And you want to attract as many bright people as you can. You wish and teach everybody the ability to pass you, to become more successful than you. After all, you will collect an override on their successful organizations.

You will enjoy doing it because this business attracts nice people who enjoy doing whatever it takes to succeed.

### **WORD OF MOUTH ADVERTISING**

Talking to people you know to distribute product.

You do it all the time.

Now . . . let's get paid for it.

Did you ever go to a restaurant, enjoy it, and tell your friends about it? Or how about that movie you saw this past weekend, or the sale at your local store? Yes, you probably mentioned that too. Did you ever wonder how some hit movies make forty million dollars in a single weekend? Pretty amazing numbers when it takes a lot of seven dollars to equal forty million. Did you ever get a commission for doing that? How about a "thank you?" Not even something free? We're still waiting too!

The idea of Network Marketing is to pay you for your work. Any great company has great products that people use and enjoy so much that they tell their friends about it. These are products that are generally superior to that of anything available in the marketplace.

Using what they call your warm market (those people you know already--it has been proven that everyone knows at least 100 people), you start to recommend products you believe in and are using. Just like you do every day with movies and restaurants, you start to recommend the products you use and your company provides. Because they are such great products and services (the list is growing daily), the process repeats itself with your warm market recommending it to theirs.

The power of Network Marketing is in the multiplication and duplication of yourself.

You earn money recommending people to try a product you're already using.

In traditional business, companies spend huge amounts of money to get the word out. In Network Marketing, you're the advertising and the huge amount of money that went to advertising is no longer needed, so it goes to you.

### **Success In Network Marketing--How Can It Be Achieved?**

You must define what you really want. There are different definitions of financial freedom. Ask thirty people what a lot of money is and you receive 30 different responses. What you are looking for may not be financial.

You measure success by what you want. Okay, what is it? Do you have a plan in place?

"What are the five things you would buy if someone gave you the opportunity and financial resources to get it done? Write them down. How many months of your current monthly income would it take for you to accomplish these five items? Again, do you have a plan in place?" Would you be interested in hearing about a way you might turn these dreams into reality? Would you allow the person who gave you this ability to share his or her plan with you? He or she has one.

See, you need a plan. A road map. Directions. People plan a vacation, but not their life. How can you shoot at a target if you don't know what it is or where it is?

So, you need goals. Three per cent of the country has committed their life plan to PAPER. They control ninety seven per cent of the net worth. They WRITE them, not think or dream them because until you do so, that's what they are--thoughts and dreams.

The definition of insanity is doing the same things over and over and expecting different results.

If you want the same things next year, just keep on doing the same things you did last year. Want it to be different? Well, you better put a plan in place for change.

If you do nothing, you will get nothing.

Start your Network Marketing business by putting together a list of people you know. Everyone. People who are old, young, people you like, or dislike. People you respect and admire. People who are successful, the winners, the ones who like people. Every day add to it. This is your warm market. Write them down--it is critical. It is duplicable. We don't want to hear, "I don't know anyone." Nonsense. Everyone knows 100 people but don't know that they know them. The publishers of this report have a multi-page memory jogger that will help jog people out of your head. It is available by calling 1-917-723-6943 or visiting [www.WilliamMcDermott.com/themlmreport.htm](http://www.WilliamMcDermott.com/themlmreport.htm).

Mark all those people on your list that you believe have the most credibility, open mindedness, trust and respect. Include entrepreneurial people and the "people people". That list is where you will be getting your candidates for your

five people. And by teaching duplication, this is where your five will be getting their list. So you will never run out of people. These are now going to be your future customers and distributors.

Prospecting your list is like exploring for gold or oil. Don't go after people you are looking to change. Please don't ever want something more than they do. You'll burn out and they'll never enter. Because they didn't want to be in it in the first place.

Your job is to present the idea, report the facts, share your opportunity with delight and enthusiasm and recommend the great products your company has to offer. Planting seeds, watching them grow, repeating the same system every day. You're a paid story teller. You tell the same story everyday. Repetition is important.

Winners will be interested immediately and will want to know more. They will begin to push you. You will not be pulling them. Your business will grow faster getting pushed than being pulled all the time.

Remember, this business is not for everybody. But, please, don't prejudge! You'll wind up seeing great people you could have sponsored show up at company sponsored meetings with sponsors who didn't prejudge. Your job is to tell everyone. Theirs is to decide is it for them.

*"There are two types of people in this world, those that think they can, and those who think they can't. They're both right . . ."*

Henry Ford

Don't get discouraged! For every 100 people, 70 like the way they are. You know who they are. The ones who complain about their life, but do nothing about it. They are not open to change. The "get-byers." Did you ever wonder why some succeed and the masses don't? You can't teach ducks to catch mice, but cats do it naturally. You want the cats. The "can-doers."

This Network Marketing business allows average people to earn above average incomes. The ability for common people to achieve uncommon results. It's a business of change, a personal change for freedom and for a better lifestyle.

SOME WILL.  
SOME WON'T.

SO WHAT.

NEXT...

So often, the hardest things are the "NOs." The rejection. But you are only looking for the 30 people out of 100. A .300 batting average gets a baseball player into the Hall of Fame. Just think, if you got only "YESes," it wouldn't be any fun. If you didn't get any "no's," you wouldn't know how good a "yes" feels. Reprogram yourself. Divide your monthly income you plan to earn or are earning in Network Marketing and divide that by how many people you talk to a month. Let's say that will be \$30.00. The next time you get a "no," thank the person for letting you earn \$30.00. Watch how people react. Rejection will no longer bother you.

By joining Network Marketing, you are making a commitment to change. Invest on the inside of your head instead of the outside. Buy motivational books and tapes. Go to personal growth seminars. People have a problem with spending money on them, yet spend huge sums of money on makeovers for the outsides of their heads.

Learn to earn more money than you ever did before. Learn to be a better person than you are today. How do you do it? Hang out with people who have done it. And once you learn it, teach it to others. Tony Cohello, a former Congressman from California who in 1980 was chairman of the Democratic Congressional Campaign Committee (responsible for electing Democratic members to the U.S. House of Representatives), was baffled at the unexpected loss of seats and the remarkable gains the Republicans made. He asked his counter part Guy VanderJagt how the Republicans did it. His reply? "We copied everything you did to us in the past few elections."

Most of all listen. People don't care how much you know until they know how much you care. Learn their needs and help them achieve them.

The degree of success you will have with Network Marketing will depend on your attitude, your willingness to be teachable and your ability to maintain focus along with your ability to become consistent and persistent.

### **The Power Of Residual Income**

So, Aunt Mildred passed away and left you with a million dollars. WOW! Too bad interest rates are not sky high anymore. After all, if you banked it and

collected 10% interest per annum, you would be making a \$100,000 a year, doing absolutely nothing! Well now, if you invested wisely, but conservatively you could expect an annual yield of around 5%. Now your collecting \$50,000 for doing nothing. And you will collect that forever.

In your everyday traditional work environment you trade time for money. The employer in order to retain you generally pays you just enough to survive. That cycle repeats itself weekly, monthly and yearly. If you don't work, you don't get paid.

An author writes a book, a musician records his music, and an insurance agent sells a policy. All required effort in the beginning, but once the work is done; they sit back and collect the income off of it.

In Network Marketing you work hard in the beginning to build your organization and after a while the fruits of your labor begin to pay off. Network Marketing is a whole bunch of people doing a little bit. If you speak to three people a day and teach everyone else to do the same, you have built quite a large organization--well, you do the figuring!

Let's say you earn \$10,000, \$25,000, \$50,000, \$100,000, or even \$250,000 a year. That is like having \$200,000, \$500,000, \$1,000,000, \$2,000,000 working for you. That is the value of your business. Do you see where we say you can enjoy financial freedom?

Since most of us do not have a Aunt Mildred with a million dollars, are not musically inclined, or don't have the ability or desire to write a book, we can still have the power to earn residual income through Network Marketing. Who knows, Aunt Mildred just might be the person who recommended you to the company and products, and is now your sponsor.

### **Modern Day Trends and Network Marketing**

Since Network Marketing has no geographical boundaries you can literally create a worldwide network of people right from your home. Since you have no buildings, no big inventory, no tools or big equipment, all you need to depend on is modern day technologies to help you grow your business.

More companies are sponsoring weekly conference calls where you invite your prospects to listen in on a live business presentation. After, a three way

conference call can be established between you, your sponsor, and your new prospect.

With the phone giants competing so fiercely for your long distance dollar, you can call anywhere in the U.S. and even the world for very affordable rates. You can even arrange to have a 800 number assigned to you to allow callers toll-free access to you.

You can have an answering machine hooked up so your message can be broadcast 24 hours a day, receiving names and numbers continuously. You might even want multiple phone lines as your business grows. With beepers and mobile phones, you can receive calls anywhere. Maybe poolside? And, of course, you can have your calls forwarded to wherever you may be.

Need to get information out fast? Printed information can be faxed rather quickly. In fact, some companies even have fax on demand services, where a complete information packet can and will be faxed in a matter of seconds. With the advent of home offices a lot of individuals either already own a fax machine, use the one at work, or go to the corner store. Overnight mail? Second day air? No problem. You may want to get that new company video or audio tape out to your key people. Or use your camcorder to tape that great training program.

Computers? Wow! They open a whole new avenue. Databases, desktop publishing software, word processors and E-Mail are very efficient ways to get your message out to the public in minutes.

What's great about Network Marketing is that the above tools are available to you. You don't have to use them to be successful. Going next door for a cup of coffee and sharing your products and opportunity still works just fine.

## **NETWORK MARKETING**

### **An Overview**

Think back to a short time ago when we didn't have microwave ovens, home computers, fax machines, mobile phones, VCR's, or CD players. We have them now. When they were first introduced, everyone needed them, although nobody knew that then. The introduction of these products will be applied more and more through the Network Marketing Concept.

It takes time and money to introduce products. They become successful through "word of mouth." You become the shelf and the advertising.

You and your organization are all doing a little. A lot like loaves of bread. Very well distributed--a little bit in each store. In many ways, traditional methods are no different, just misunderstood. How would you like to have been the first person to start distributing bread? Now, in Network Marketing, you will be the builder of the Network, collecting organizational overrides forever. Do you want to start distributing now, or when everyone has it? You are a modern day pioneer.

AT&T took notice. They lost 26% of their long distance market share to MCI and Sprint--companies that have Network Marketing divisions.

"Experts predict that in the 90's "Network Marketing" will fuse Americans coast to coast into one gigantic pulsating sales amoeba."

Success Magazine

May 1990

Many companies are privately held with no need to be publicly owned. After all, their growth is built with self-generated cash flow. Many are giants, listed on the NYSE and other exchanges. Their founders can be seen on the Forbes 400 list of the richest people in the U.S.

If you are looking at a company less than three years old, take a look at management experience. The hyper-growth that takes place needs the strongest and most experienced. If a company in the Network Marketing field survives (they generally do) beyond three years, fasten your seat belts, and just enjoy the ride.

Network Marketing is a business of change. Not only for yourself, but for the way products are moved into the marketplace. The people who see this first, will be the first to prosper. Like any trend, those who get in early, win. For example, Bill Gates, co-founder of Microsoft, the software developer. He saw software, not hardware, as the route to go in the soon to explode personal computer field. Only starting Microsoft in 1976, today he is the richest man in the United States.

Franchising was a misunderstood concept in the 1960's. The masses did not understand it. Today, 600 billion dollars in sales move through franchise outlets. Almost one-third of retail sales.

Well known companies, such as Reebok, The Limited, Home Depot, and Federal Express all started from ground zero. While experts were laughing at them, those who were clever enough to invest in them saw returns of many tens of fold.

With home based businesses growing to 20% by the early 1990's, and predictions of a growth rate of 30% annually, those who understand Network Marketing first, and get in before the industry becomes mature stand to become mighty wealthy.

Network Marketing allows the individual the freedom to manage a business in a way he or she chooses. There is no purchase price, no franchise fee, no employees, no leases, and hardly any start-up costs. There is no guarantee, but it show does have an amazing record!

*"I would rather earn 1% from the efforts of 100 people than 100% from the efforts of myself."*

Andrew Carnegie

### **Understanding the Power of Geometric Progression Versus Addition**

If you will sponsor just one new Distributor each month and teach them to do the same, let's look at what will happen. . .

1st month	You sponsor 1	= 2
2nd month	You and your 1 each sponsor 1	= 4
3rd month	You and your 3 each sponsor 1	= 8
4th month	You and your 7 each sponsor 1	= 16
5th month	You and your 15 each sponsor 1	= 32
6th month	You and your 31 each sponsor 1	= 64

Pretty slow so far, isn't it?

But now watch what happens. . .

7th month	You and your 63 each sponsor 1	= 128
8th month	You and your 127 each sponsor 1	= 256
9th month	You and your 255 each sponsor 1	= 512
10th month	You and your 511 each sponsor 1	= 1024
11th month	You and your 1023 each sponsor 1	= 2048

12th month You and your 2047 each sponsor 1

= 4096

That's geometric progression, and that's how Network Marketing is designed to work. Sadly, the unversed who lack this understanding, give up in the first few months because they think the business is failing. In reality, it's just now building up the momentum to go full speed toward the financial destination originally perceived.

It's very simple, but it does take commitment and time. Just treat Network Marketing like a business, give it time, and watch your goals and dreams come true!

### **Patience is a Virtue**

Network Marketing is a business that most people start doing part-time, while continuing their current employment and growing their earnings to a point where they have an option to go full-time. Or they remain part-time and use that extra income for whatever they desire. It is critical you employ these two methods for your long term success:

Start

Don't ever give up

Network Marketing is a program of long term growth, like a farmer planting seeds. He or she had to prepare the soil, water and feed the seedlings, nurturing them to harvest.

Folks, it takes work! This is not some "Get Rich Quick" scheme. Don't let anybody tell you it is. But all you have to do is employ simple and easy methods everyday. Consistency and persistence are two other key ingredients to your success.

So often, we see people giving up in the very beginning because the power of multiplication is just taking effect (see opposite page), not realizing the explosion about to occur. Yet these same people will stay in the same job for years, sometimes earning little or no raises, and if they receive one it probably would be for less than 5%.

The end result is that people stay in dead-end jobs, just barely making ends meet because they did not have the stamina to stay in and grow their way to freedom!

### **The Snail and Network Marketing**

Imagine you are standing in the middle of a forest in the dead of winter watching a snail start to climb up a fruit tree. A rabbit comes hopping over and proceeds to ask the snail what he is doing (you're probably wondering yourself). The snail replies that he is going to get himself some fruit. With that, the rabbit looks up and sees nothing but barren winter branches covered with snow. As he looks down at the snail he starts to snicker, calling him stupid and informing him of the obvious--there is no fruit up there. With that, the snail replies that when he finishes getting to the top, there will be.

IF . . .

President Bush and Treasury Secretary John Snow called and informed you that you were picked to go to Fort Knox for five full days to take all the gold you possibly could. They had an Act of Congress telling you that whatever amount you got, it was yours to keep--FREE and CLEAR.

YOU'D BE SET FOR LIFE

But, you had to be at Fort Knox 24 hours from now, pay your expenses to get down there, and pay up front all of your carting costs to haul your gold away.

A FEW QUESTIONS:

- Would you be there?
- Could you find the money to do it?
- Would you take a lunch?
- Would you sleep much?
- Would you watch television?
- Would you be focused on the project?

A CHALLENGE:

Join a Network Marketing Company. Let your sponsor be the President of the United States, let your company with its fine products be Fort Knox, and let the people you know and the people they know be your GOLD!

GOOD LUCK!

### Answer to Page One

FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF MANY YEARS.

Go back and read the paragraph once. Do it now and come back. Now go back and count how many F's are contained in the paragraph. Do it once and remember what you counted. Now, to be sure, go back and count the F's again. How many did you count? Three, four, five or maybe even six? Are you sure?

You, probably like most people, counted three F's. Maybe four or five? And you probably counted the same amount the second time around. Now, go back and count the O's in the words OF. Now how many F's are there?

Six, right? That is the correct answer. Now how did you count less? (By the way, a very small percentage of people originally count six-maybe less than 2%) We are taught in school to read phonetically and we read "OF" as "OV."

Now, if you are open minded even to the slightest degree you are saying to yourself, "Just what else am I not seeing? What else am I missing? After all, this is black and white, right in front of me and I missed it!"

We hope you look at this report differently now. A lot of us have preconceived notions. Let's erase these and clear our minds and open them up full throttle. It might be the best thing you ever did to your life!

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