

**THE MLM GOLD RUSH REPORT REVEALS HOW THE  
BIGGEST FORTUNES WERE CREATED DURING THE  
FAMOUS CALIFORNIA GOLD RUSH IN 1848 AND  
HOW YOU CAN MAKE A FORTUNE IN THE MLM -  
NETWORK MARKETING GOLD RUSH**

***"WHEN EVERYONE ELSE IS LOOKING FOR GOLD,  
IT'S A GOOD TIME TO BE IN THE PICK AND SHOVEL  
BUSINESS."***

**--MARK TWAIN, AUTHOR**

**THE CALIFORNIA GOLD RUSH**

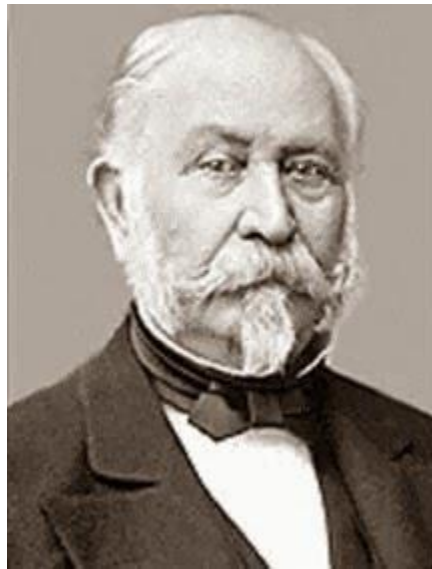


**CALIFORNIA GOLD MINER**

The famous California gold rush began on January 24, 1848 when James W. Marshall discovered a gold nugget in the American River while constructing a sawmill for John Sutter.



**SUTTER'S MILL**  
Near Coloma, California



**JOHN SUTTER**  
Owner of the Sawmill  
Where Gold was Discovered



## **JAMES MARSHALL**

Discovered Gold While Building  
the Sawmill for John Sutter

Sutter and Marshall attempted to keep the discovery of gold quiet, but eventually the word got out fast because of the promotional of Samuel Brannan.

Samuel Brannan was a merchant and newspaper publisher and when Brannan heard about the gold discovery he created a brilliant plan.

He immediately bought up all the tools, picks, pans and shovels he could find within a 1,000 mile distance from where the gold was discovered.

He set up a store to sell all the tools and supplies the gold miners needed, knowing that when thousands of gold

miners came they would need to buy their buy tools and supplies from him.

Being a newspaper publisher he knew the value of publicity, so he ran up and down the streets of San Francisco with a vial of gold that he purchased, yelling:

**"Gold! Gold! Gold! From the American River!!"**

His genius plan worked!

It was Samuel Brannan who went on to become the first millionaire during the California Gold Rush.

He bought up tools for only 15 cents, marked up the price 100 times, and sold them for \$15, allowing him to make \$14.85 profit on every sale.

It is reported that his store raked in thousands of dollars daily, as much as \$120,000 a day.

Then he expanded his operations and profits by opening supply stores in other areas where the gold miners were digging.

Brannan became the first millionaire during the California Gold rush, making his fortune selling tools and supplies to the gold miners without digging for gold himself.



## **SAMUEL BRANNAN**

Store Merchant and Newspaper Publisher  
First Millionaire During the Gold Rush

And so the gold miners came by land and sea.

They came by the thousands, risking their lives, their health, and what little money they had to stake their claim in the California Gold Rush.

The vast majority of the gold miners were poor financially.

The California Gold Rush period was a very dangerous venture.

Many of the gold miners died due to poor health, while other gold miners were killed by robbers who took whatever little gold they found.

Digging for gold was not for the faint of heart. It was terribly hard work.

The California Gold Rush period lasted for only a 7-year period from 1848 to 1855.

More than 300,000 gold miners rushed to California to find their fortunes digging for gold.

But how many people actually struck it rich during the California Gold Rush?

Sadly, very few gold miners struck it rich by digging for gold.

95% of the gold miners failed to find any gold.

4% of the gold miners found just enough gold to barely make a living.

1% of the gold miners got get rich digging for gold.

These numbers are **very conservative** since more detailed studies about the gold rush reveal that it was 1/2 of 1% (about 1,500 gold miners) of the total 300,000 gold miners who struck it rich digging for gold.

## **THE GOLD RUSH MERCHANTS AND ENTREPRENEURS**

But there was a small group of merchants and entrepreneurs who also made their way to the California Gold Rush and nearly all of them became wealthy without digging for any gold at all.

These merchants and entrepreneurs were the clever business people who could see an even bigger opportunity to get rich by supplying the tools and services to the gold miners by selling the following:

- Tools
- Picks
- Shovels
- Sifting pans
- Mining equipment
- Guns
- Gun powder
- Bath houses
- Horses and mules
- Durable clothing
- Banking services
- Mail delivery services
- Armed stagecoach delivery of gold to the bank
- Entertainment
- Bars and Saloons
- Books
- Supply stores
- And other services needed by the gold miners

Who were some of these merchants and entrepreneurs that made a fortune during the California Gold Rush without digging for gold?

**LEVI STRAUSS** came to the California Gold Rush with the idea of selling canvas to the gold miners, but once he saw that the gold miners needed durable clothing that would be tough enough to endure spending hours of digging in the dirt and rocks, he changed his mind and created a patent for LEVI's Denim Jeans. The rest is history. Today, LEVI's is a Fortune 500 Company with annual revenues of \$4 billion a year.



**LEVI STRAUSS**

Founder of LEVI's Denim Jeans  
During the California Gold Rush

**HENRY WELLS** and **WILLIAM FARGO** saw that the gold miners needed reliable banking services, mail delivery and



armed stagecoach services, so Wells, Fargo & Company was born. Today, Wells Fargo is the 23rd largest company in the United States. In 2013, Wells Fargo became the world's largest bank and is worth \$236 billion, according to the New York Stock Exchange, with 270,000 employees and 70 million customers. The company is still headquartered in San Francisco, California.



**HENRY WELLS**

Founder of Wells, Fargo & Company  
Banking Services

During the California Gold Rush



### **WILLIAM FARGO**

Founder of Wells, Fargo & Company  
Banking Services  
During the California Gold Rush

**LOTTA CRABTREE** began acting on stages when she was only 6 years old. Her father, John Crabtree was a bookseller who headed to the California Gold Rush. She made her fortune by entertaining, singing, dancing and playing the banjo for the dusty old gold miners who needed a way to escape from the misery of the hard work of digging in the dirt and rocks all day long. Later she toured extensively and by 1880 she was the highest paid actress in America. She became a wealthy and beloved American entertainer of the late 19th century. She made a fortune of \$4 million, which would be equal to \$46 million by today's standards.



### **LOTTA CRABTREE**

Entertainer for the Gold Miners  
During the California Gold Rush

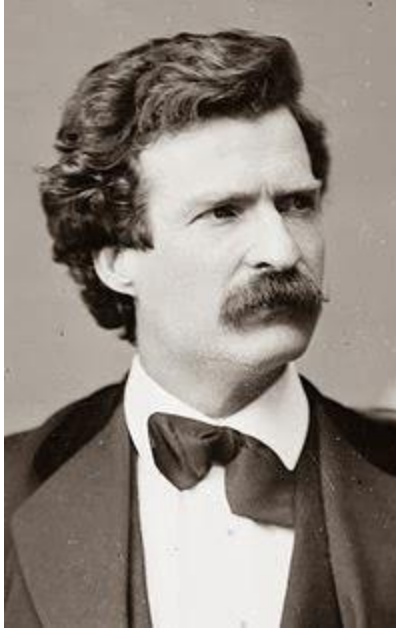
**NELLIE CHAPMAN** saw the need for the gold miners to have healthy teeth and gums during the California Gold Rush. Many gold miners were rugged people and had terrible teeth. Nellie learned dentistry from her husband, who was also a dentist, and opened her own dentistry practice. She became the first woman registered dentist in the West.



**NELLI CHAPMAN**

Dentistry for the Gold Miners  
During the California Gold Rush

**MARK TWAIN** was born Samuel Clemens. He headed West as news about the California Gold Rush spread abroad. He became a famous writer of his life experiences that have captivated the hearts of millions of people. He became a famous millionaire as a result of the California Gold Rush.



## **MARK TWAIN**

Writer/Lecturer/Entrepreneur  
During the California Gold Rush

The secret to creating wealth in the California Gold Rush,  
and in the MLM Gold Rush, was best stated by Mark  
Twain, when he said:

***"WHEN EVERYONE ELSE IS LOOKING FOR GOLD,  
IT'S A GOOD TIME TO BE IN THE PICK AND SHOVEL  
BUSINESS."***

**--MARK TWAIN, AUTHOR**

These words from the legendary Mark Twain, a man who lived during the California Gold Rush, should cause a "light bulb" moment, or an "Ah Ha" moment to go off in your head, for this single statement is one of the greatest statements ever made about making a fortune during any popular "gold rush" trend.

And that brings us to the topic of...

## **THE MLM GOLD RUSH**

We are in the midst of the biggest Gold Rush in history, but it's not in California, so don't pack up your bags and move to California.

It's the MLM Gold Rush, also known as:

- Multi-Level Marketing (MLM)
- Network Marketing
- Direct Selling
- Relationship Marketing
- Customer Direct Marketing
- Home-Based Business Revolution
- Or any income opportunity where you are not only paid on your own sales, but also on the sales of other distributors or representatives in your downline organization.

But to keep things simple, I will simply refer to the industry as MLM and network marketing throughout this website.

## **HOW MANY MLM GOLD MINERS ARE INVOLVED?**

- **15 MILLION MLM GOLD MINERS IN THE UNITED STATES**
- **92 MILLION MLM GOLD MINERS WORLDWIDE**
- **AND THE NUMBERS KEEP GROWING EVERY YEAR!**

The MLM / Network Marketing industry is growing rapidly throughout the world.

Why is the MLM industry growing so fast?

When the economy goes down, or when recessions come, or when unemployment goes up, or when big corporate layoffs happen, or when many college graduates can't find employment opportunities, or when inflation increases and people need a secondary income, or when retirees can't make ends meet after retirement, or when multiple streams of income are needed -- the MLM industry booms.

It is said that MLM is one of the few businesses where average people can make above average incomes without a large investment of capital.

Every 7 seconds someone joins the MLM / Direct Selling industry.

Even though the MLM industry has existed for 50 years, it is rapidly growing every year, while the California Gold Rush lasted only a few years from 1848 to 1855.

**THE MLM GOLD RUSH MAKES THE CALIFORNIA GOLD RUSH LOOK SMALL BY COMPARISON, BUT HOW MANY PEOPLE ACTUALLY STRIKE IT RICH IN THE MLM GOLD RUSH?**

Only a very small percentage of people strike it rich in the MLM Gold Rush, however, the opportunity to make a fortune in the MLM Gold Rush is just as real as the

opportunity was to make a fortune in the California Gold Rush.

I have been studying the similarities between the California Gold Rush and the MLM Gold Rush since 2002 and I am still finding out more interesting facts today in 2013.

Today there are millions of MLM gold miners who are desperately digging to find MLM gold in hundreds of different MLM companies.

However...consider these industry statistics.

95% of MLM / network marketers fail to make money.

4% of MLM / network marketers make a good part-time living.

1% of network marketers get rich digging for MLM gold.

But like in the California Gold Rush, there is currently a small group of modern merchants and entrepreneurs who are getting rich in The MLM Gold Rush without digging for MLM gold.

MLM Gold Rush merchants and entrepreneurs see the bigger "golden" opportunity in mining the 15 million MLM gold miners in the United States and the 92 million MLM gold miners worldwide.

These modern MLM gold rush merchants and



entrepreneurs have all set up shop and services to sell the "picks and shovels" to the MLM Gold Miners:

- MLM tools
- Income opportunity leads
- Automated marketing systems
- MLM sponsoring systems
- MLM prospecting systems
- Information products (CDs, DVDs, books, ebooks, courses, seminars, workshops, webinars, software)
- Personal development programs
- Training programs
- Web and email hosting services
- Virtual office / back office systems
- Software programming
- Compensation plan development
- Advertising in opportunity magazines and newspapers
- Advertising campaign management
- Public relations
- Printing services
- Video production
- Audio production
- Incentive travel and awards
- Cars for company car programs
- Delivery services
- Speaking engagements
- MLM Consulting
- Convention / hotel services
- And many other services needed by MLM gold miners

The owners of these companies have positioned themselves to sell to the MLM gold miners just like the California Gold Rush merchants positioned themselves to sell to the California gold miners.

## **THERE ARE TWO CATEGORIES OF MLM GOLD RUSH MERCHANTS AND ENTREPRENEURS**

### ***The 1st Category - The Merchants and Entrepreneurs Who Only Sell Tools and Services to the MLM Gold Miners and Who are NOT MLM Distributors***

Those in the 1st category are the merchants and entrepreneurs who sell tools and services to MLM gold miners, but have no interest in joining any MLM company or becoming a MLM distributor.

Their only business is simply selling tools and services to the MLM gold miners, just like the merchants and entrepreneurs did in the California Gold Rush.

For example, many MLM gold miners use email autoresponders to automate the delivery of messages to people who have opted into their web capture pages.

An autoreponder company could have 100,000 subscribers paying \$30 a month for the service.

100,000 subscribers x \$30 monthly = \$3 million a month or \$36 million a year.

I have never heard of any MLM distributor earning \$3 million a month. Not saying it isn't happening somewhere, but just that I have never heard of it.

However, I know many, many companies providing tools and services to MLM gold miners who earn far more than \$3 million a month.

This example illustrates the money-making potential of offering a tool or service that everyone in the MLM industry needs regardless of the MLM company opportunity they choose to represent.

***The 2nd Category - The Merchants and Entrepreneurs Who Sell Tools and Services to the MLM Gold Miners and Who ARE Also MLM Distributors***

Those in the 2nd category are merchants and entrepreneurs who sell tools and services to MLM gold miners, but they are also MLM distributors with one of more MLM companies.

As merchants and entrepreneurs they may be earning \$1 million a month or more selling tools and services to MLM gold miners, but they are also MLM distributors in the background who are doing follow-up marketing, or backend marketing, to introduce their favorite MLM opportunity to their customer list who bought tools and services from them.

If the customers of these merchants and entrepreneurs say no to their favorite MLM opportunity, it's no problem,

because the merchants and entrepreneurs are already making money from the customers using their tools and services.

However, most of the merchants and entrepreneurs / MLM distributors in the 2nd Category do not advertise their MLM opportunity first.

Why don't they advertise their MLM opportunity first?

Good question.

Here's why.

It is easier to make money selling tools and services to MLM gold miners first and sponsor your customers into your favorite MLM opportunity last.

Those in the 2nd category advertise their MLM tools and services to all MLM distributors first, so that they always make money that is totally separate from their MLM compensation plan.

By selling tools and services first to the general masses of MLM gold miners, these merchants and entrepreneurs have a higher probability of earning a high six-figure or seven-figure income every year that is not dependent on building a MLM downline.

This kind of immediate upfront cash flow becomes their now money or momentum money, which is money to pay off all their debts, live debt free, become their own boss with an actual business of their own, build great

investments and live well on just a portion of their interest earnings.

This kind of immediate upfront cash flow also places themselves in a financial position where they don't need the money from MLM at all, but they choose to do MLM to build multiple streams of monthly residual income that grows substantially over the long-term.

By selling tools and services first, they build their own customer list, or buyers list, who are spending money on the necessary tools and services they need to become a MLM success.

People that BUY MLM tools, services, and information products to help them be successful in MLM are very serious about the MLM business.

Every successful marketer knows that the very best list of people to market to are your own customers.

When MLM gold miners (MLM distributors) buy the necessary tools, services or information products to help them succeed in building their favorite MLM opportunity, they automatically THINK of the person or company they are buying from as MLM experts, marketing experts, or business experts.

It is easier to sell tools, services and information products first to the masses of MLM gold miners than it is to sell the MLM gold miners on joining your favorite MLM opportunity.

The next step for the merchants and entrepreneurs in the 2nd category is to market their favorite MLM opportunity to their own customer/buyer list who initially bought the tools, services and information products.

You can learn all the details about this process on this website by reading my [Prospecting For Profits](#) page.

**THE SUCCESS PATTERN OF MLM SUPERSTARS IS THIS:**

1. SELL THE TOOLS ON THE FRONT END.
2. MAKE IMMEDIATE UPFRONT CASH FLOW.
3. BUILD YOUR CUSTOMER LIST OF TOOL BUYERS.
4. SELL YOUR MLM OPPORTUNITY ON THE BACKEND.

This is the most profitable method of earning a fortune in MLM.

The MLM Superstars know this and use this method all the time, but this method is rarely ever shared with the majority of MLM distributors.

This is why MLM Superstars sell MLM tools upfront, like MLM leads, advertising, marketing systems, training, personal development books, CDs, DVDs, etc., so that they can:

1. build a high six-figure, seven-figure, or eight-figure annual income selling the tools on the front-end of the marketing process.

2. easily sponsor their customers into whatever MLM opportunity they want on the back-end of the marketing process.

3. build a long-term monthly residual income in their favorite MLM opportunity and create multiple streams of income.

The fact that you are on my website at this time makes you very fortunate indeed, because you know something that very few people in the MLM industry understand.

This information is not being shared in public meetings, seminars, workshops and speaking engagements.

History does repeat itself over again and you can always learn the secrets of success from the past, because true principles never change. There are no new principles, only principles you may not have discovered yet.

And while there have been other kinds of gold rushes since the California Gold Rush -- like the agricultural age gold rush, the industrial age gold rush, the information age gold rush, the communications age gold rush, and the social media age gold rush -- the numbers of people (gold miners) involved with these gold rushes are small compared to the numbers of people in the MLM gold rush.

But one fact remains to be true. The people who are creating the biggest fortunes in any kind of "gold rush" are always those who have positioned themselves to supply

the people who are digging for gold in whatever "gold rush" trend that comes along.

For example, the social media gold rush.

There are millions upon millions of people right now digging for Social Media Gold trying to use Facebook, LinkedIn, Twitter, YouTube and many other social media tools to sell more of their product, service or opportunity.

These are the social media gold miners.

But it's the people supplying the social media tools who have become billionaires or at least mega multi-millionaires, while millions of social media gold miners are out there digging in the social media dirt trying to strike it rich using social media to build a successful business.

Get my point?

So, going back to the MLM Gold Rush, which consists of 15 million MLM gold miners in the United States and 92 million MLM gold miners worldwide.

**WHICH GROUP OF PEOPLE DO YOU THINK ARE CREATING THE BIGGEST FORTUNES IN THE MLM GOLD RUSH?**

Group 1 - The millions of MLM gold miners (MLM distributors) out there digging for MLM gold?

or...



Group 2 - The small group of MLM Gold Rush merchants and entrepreneurs who have set up their shops and services to sell the "picks and shovels" to the MLM gold miners?

If you guessed Group 2, the merchants and entrepreneurs, you're correct!

We're only talking about simple economics here.

It's called:

## **SUPPLY AND DEMAND**

The biggest fortunes in the California Gold Rush were made by the people SUPPLYING the tools and services that were in great DEMAND by the gold miners.

The biggest fortunes in the MLM Gold Rush are being made by people supplying the tools and services that are in great demand by the MLM gold miners.

So, what's the big lesson you can take from the California Gold Rush story to create your own fortune in the MLM Gold Rush?

The lesson is simple:

**DON'T DIG FOR MLM GOLD! SELL THE PICKS AND SHOVELS TO THE MLM GOLD MINERS!**

In the California Gold Rush there were only 300,000 gold miners compared to the current 15 million MLM gold miners in the United States alone, however, the merchants and entrepreneurs who supplied the tools and services to the 300,000 gold miners created tremendous fortunes, and some of those early business ventures are still creating fortunes 160+ years later.

SO...what kind of potential do you think exists for modern merchants and entrepreneurs to supply the needs of 15 million MLM gold miners in the United States today?

Then think of the opportunities for supplying the needs of 92 million MLM gold miners worldwide.

And every one of these MLM gold miners are desperately digging to find MLM gold in hundreds of different business opportunities, and there are hundreds of new MLM opportunities starting up every year.

There are MLM Superstars who have created multi-million dollar a year fortunes selling tools to the MLM gold miners, while slowly building a massive monthly residual income by sponsoring their TOOL customers into their favorite MLM opportunity for long-term wealth.

Since many of the MLM Superstars are living, I will not go through a list of individuals by name. Some of them would not want to be listed here, so I won't, but you have probably heard of many of them already.

Think of the person you already know as a MLM Superstar, a famous and rich MLM distributor who is known throughout the world, and you will find they are selling reports, books, CDs, DVDs, magazines, newsletters, courses, training programs, seminars, webinars, workshops, coaching, personal development products and programs, information services, directories, ebooks, software, marketing systems, prospecting systems, advertising, website capture pages, video marketing, leads, lead generation systems, speaking, consulting, programming, MLM funded proposal systems, virtual office systems, and more.

To the untrained eye it appears like it is all MLM, because the MLM Superstars are also MLM distributors for a specific company too, but they are really involved in two businesses at the same time:

1. The Direct Marketing Business with their own company name for selling tools.
2. They have a MLM distributorship like any other MLM distributor with their favorite MLM opportunity.

In many cases today's top MLM Superstars (just pick one) are making millions of dollars annually, and in some cases hundreds of times more than the commissions they are earning from their MLM company and downline.

I know a well-respected former MLM Superstar, who earned \$40 million a year in his training business, so what

did he do? He got out of the MLM business to focus on selling training to MLM gold miners throughout the world.

There are also other marketers and business people who just prefer to make millions in the Direct Marketing Business selling tools to the MLM gold miners only, and they have no interest in working the MLM business.

This is evidence that it is far easier to make millions of dollars selling tools to the MLM gold miners than it is to dig for MLM gold.

The MLM Superstars know this, but of course this topic is never discussed in public. I am sharing this knowledge with you because this site -- [TheMLMGoldRush.com](http://TheMLMGoldRush.com) -- is all about opening your eyes to how the biggest fortunes are being created in the MLM industry and what you can do to profit from it.

Your opportunity to create a fortune in the MLM Gold Rush is tremendous, if you open your eyes, think out of the box, and see your potential fortune in supplying the needs of millions of MLM gold miners.

It's funny that the miners in the California Gold Rush were called prospectors and the MLM industry term for finding people interested in a business opportunity is called prospecting!

How about that? Another similarity.

**AND WHAT IS THE NUMBER #1 TOOL NEEDED BY ALL MLM GOLD MINERS? AND IF THEY DON'T HAVE THIS TOOL THEY WILL SURELY FAIL IN DIGGING FOR MLM GOLD?**

**ALL MLM GOLD MINERS NEED A REGULAR MONTHLY SUPPLY OF "PROSPECT" LEADS!**

Without MLM leads every MLM distributor is destined to fail as 95% of MLM distributors already do.

Every MLM gold miner in every MLM company and in every MLM downline must have leads, because very soon they will go through their list of family and friends and become members of the **N.F.L.** -- which means **No Friends Left!**

I laugh sometimes when I hear a MLM leader tell others to just talk to people they know, and yet behind the scenes that same MLM leader is running ads, doing personal lead generation advertising, buying income opportunity leads, and doing advertising co-ops with other MLM leaders, while their MLM newbie is struggling talking to people they know.

**WHAT ARE LEADS?**

**A MLM LEAD OR INCOME OPPORTUNITY LEAD IS A PERSON WHO IS:**

1. **A BUYER** - A person who has spent money on an income opportunity, money-making opportunity or a money-making information product such as a book, course, seminar, workshop, newsletter, marketing tool or marketing system. They have spent money which means they are a higher quality of prospect lead and considered to be a hot lead.

2. **AN INQUIRER** - A person who has inquired or responded to information about a money-making opportunity or money-making information product. They have raised their hand by saying, Yes, I am interested in a MLM opportunity or home-based business income opportunity.

3. **A COMBINATION** - A mixture of buyers and inquirers.

## **ABOUT PERSONAL LEAD GENERATION**

### **The Good News!**

YES, you can generate your own buyer and inquirer leads from placing your own advertising for your MLM tools or money-making opportunity. Many MLM Superstars do this all the time. Just check out the pages of popular home business opportunity magazines and you will see this for yourself.

### **The Bad News!**

Personal lead generation is a very difficult thing to master and you can lose a lot of money very quickly if you don't know what you're doing.

You can spend \$500, \$1,000, or \$2,000 monthly or more on placing ads in home business opportunity magazines.

To generate your own leads, you have to be very good at writing effective headlines, advertising copy, direct response marketing, and creating an effective marketing and selling system.

After all this, you may still spend \$500, \$1,000, or \$2,000 on an advertisement and get very little leads, or no leads at all, from the advertisement.

Even ads run by the pro's fail too.

But there's a better solution for most people and that is:

## **THE GUARANTEED MLM LEADS SOLUTION**

You can do what I and many other people in the MLM industry do and spend only with a MLM lead subscription.

I like the guaranteed MLM leads solution, because this way, I know that I will always get leads monthly... guaranteed!

Even if I were to run a full page advertisement in a home business magazine, spending \$1,000 on the ad, there is no way I will be guaranteed to receive MLM leads. In fact, I may only get 5 or 10 leads, or none, and my \$1,000 ad cost is money down the drain and I could have very few leads to even show for it.

But the really good thing is that I can share the same guaranteed MLM lead solution with anyone that joins my favorite MLM opportunity, so that they TOO can receive a guaranteed direct mail MLM leads a month.

**ALL MLM GOLD MINERS (DISTRIBUTORS) NEED A REGULAR MONTHLY FLOW OF PROSPECT LEADS AND A MARKETING SYSTEM TO CONVERT THOSE LEADS INTO CASH FLOW NO MATTER WHAT MLM OPPORTUNITY THEY HAVE CHOSEN TO BUILD**

There is a big problem in the MLM - Network Marketing industry that is called the MLM battle.

It goes like this.

You're with MLM company A and you contact a lead or someone involved with MLM company B.

This is where the MLM battle begins.

You proceed to tell them why your MLM company A has the best product, the best compensation plan, the best



company leadership, the best team of scientists, the best famous celebrity spokesperson, etc., and the person in MLM company B proceeds to tell you why their MLM company B is better than your MLM company A.

This MLM battle has been going on for decades in the MLM - Network Marketing industry, because everyone thinks their favorite MLM business opportunity that they have chosen to become involved with is better than all the rest.

In this case, you both lose and no one makes a sale.

But the MLM battle ends when you introduce a MLM LEAD PROGRAM into the conversation.

You say...

*"Hey, John, I am with MLM company A and I know you're with MLM company B."*

*"You're not going to join me in MLM company A and I'm not going to join you in MLM company B. We know this is a fact since we both love the MLM companies we have chosen to represent."*

*"However, I am going to be a friend and simply share a tool with you that is helping me build MLM company A and I know this same tool can help you build MLM company B."*

*"John, if you were going to build a house, you need a PLAN and TOOLS to build it, or you will not succeed in building the house. It's that simple. You and I know it would be very foolish for anyone to attempt to build a house without a plan and the necessary tools to do the job."*

*"And the same thing goes for the MLM business."*

*"If anyone is trying to build a MLM business, without a plan and the necessary tools to do the job, they will not succeed."*

*Every MLM distributor needs a plan, leads, marketing system, cash flow and reps in their MLM downline or they will fail."*

*"I am a member of a MLM lead program that will deliver direct mail income opportunity leads -- names and addresses of people who have bought or inquired about a home-based business opportunity or money-making program -- and these leads come printed on peel and stick labels and delivered to you every month by U.S. Mail to help you successfully build your MLM company B or any MLM opportunity you want to build in the future."*

*"And, John, let's say one day you decide to quit working MLM company B and decide to go with another company called MLM company C. In this case, all you would do is just take the same MLM Lead Program with you over to MLM company C to help you build it successfully, because*

*you are still going to need tools -- monthly leads, a marketing system, additional cash flow, to help you sponsor more reps in your MLM downline as you build MLM company C."*

*"And let's say you're talking with someone about MLM company B and they say no to joining you in MLM company B. That would normally be the end of the story, and you would lose out on the opportunity to make money."*

*"But when you share the MLM Lead Program with them and they join you in the MLM Lead Program, you still win by making money even when they said no to your favorite MLM company B."*

*"Your MLM Lead Program referral commissions continue to grow each month as members in your MLM Lead Program downline share it with others."*

*"Get it?"*

*"You see, John, approximately 90% of the people you talk to are just not going to join you in whatever MLM company you're involved with, for whatever reason, and no matter how much you're excited about it, but when you share your MLM Lead Program with them, you dramatically increase your probability of getting a yes and a sale from 90% of the people who would ordinarily say no to MLM company B."*

*"Actually, with a MLM Lead Program, you may find that you make more money from 90% of the people that say NO to your MLM company B than you do from 10% of the people who may say yes to MLM company B."*

*"When you sell a MLM Lead Program, you're not competing with anyone's primary MLM opportunity, because they all need leads anyway to build their MLM business."*

*"But there's one more thing you should know about promoting a MLM Lead Program. The MLM Lead Program I represent is also a network marketing company with a simple compensation plan to reward its customers for sharing the MLM Lead Program with other people."*

*"The extra money you earn from sharing the MLM Lead Program can help you offset your own MLM lead subscription membership, so that you are getting your MLM lead subscription at no cost, because you would be earning more money than your monthly subscription cost."*

*"It's like getting free leads month after month!"*

*"Your customer downline in the MLM Lead Program may consist of thousands of MLM distributors who are all involved with hundreds of different MLM business opportunities!"*

*"When you share the MLM Lead Program with other MLM*

*distributors, network marketers, and anyone interested in building a home-based business, your monthly referral commissions could grow to a 4-figure monthly, 5-figure monthly, or potentially even a 6-figure monthly income as your MLM Lead Program downline grows.*

*"The more you share the MLM Lead Program, you will find some very serious MLM distributors who will also get access to the exact same tools as you do, who are willing to go to work, willing to spend time and money on marketing their MLM business, and willing to do whatever it takes to become a MLM success."*

*"Many of the people you share the MLM Lead Program with may also be looking for a great Primary MLM Company to join, and because you have been helpful in sharing the MLM Lead Program with them, he or she may want to know more about YOUR favorite MLM Company B that you are building with the MLM Lead Program."*

*And even if they are not interested in your MLM Company B opportunity, that's okay, it's no problem, because you are still earning monthly referral commissions from their membership in the MLM Lead Program.*

*This is how joining a MLM Lead Program can help you get more leads, more cash flow, and more reps to build ANY favorite MLM opportunity you want to build."*

*"That's why you should market a MLM Lead Program along with your favorite MLM Company B opportunity to build it faster and better."*

Many emails bounce or are routed to spam folders automatically. The emails that make it into the inbox have low open rates. Calling by phone is tricky today, even with leads, as many people don't answer the phone and others just get mad that you called even though they may have requested information about a home-based business.

Direct mail has a high 98% deliverability rate, is more welcomed than intrusive emails and phone calls, and makes more money than all other forms of marketing - TV, radio, newsprint, Internet, social media - combined!  
(According to Advertising Age magazine)

Offline marketing makes more money than online marketing, but the most effective way to use direct mail today is hybrid marketing.

Hybrid Marketing is combining offline targeted direct mail with 24/7 recorded messages, websites, and online presentations to make the sale.

## **YOU CAN BUILD A SUCCESSFUL MLM BUSINESS BY DIRECT MAIL!**

In the book: *How A Shy Guy Like Me Earned A Million Dollars In Network Marketing Without Phone Calls, Meetings, Or Any of That Other Stuff That Nobody Wants to Do* -- Author, Joe Brown shares how he built a MLM downline of 160,000 people using 100% direct mail.

And your direct mail leads come already printed on peel and stick labels to make it easy for you to market with direct mail.

Since your leads are your leads, you can copy and use these leads as many times as you wish to promote any kind of MLM, network marketing, home-based business opportunity you choose to sell now or in the future.

You can even resell your monthly leads if you choose and start your own lead business with people buying leads directly from you!

Everyone in MLM, Multi-Level Marketing, Network Marketing, Get Paid Today Opportunities, Direct Selling,

Party Plan Selling, or any kind of home-based business opportunity all need one thing -- leads!

MLM can be a highly competitive business and since there are hundreds of different MLM opportunities, the rejection can be high in getting people to say YES to your favorite MLM opportunity.

But here is what separates the MLM pro's from the MLM newbies.

MLM newbies try to make money only promoting their favorite MLM product or opportunity and nothing more.

If someone says no to their favorite opportunity, they don't make any money.

MLM Superstars sell tools and services upfront to all MLM distributors no matter what company they choose.

This additional cash flow comes to the MLM pro's regardless if someone says yes to their favorite opportunity or no to their favorite opportunity. Either way, they make additional cash flow to increase their probability of making money.