

## ***“Thank You For Your Leadership!”***

Dear friend,

This ebook, isn't really what I'd consider and "ebook", as it's not designed to be an "educational" piece in the traditional sense. More than anything else, it's a public celebration of leadership for the 12 individuals included in these pages.

They took what they learned in the pages of Magnetic Sponsoring and bent it to their will, forging new futures, and touching countless lives around the world in the process.

From the single mom of 3 who built a team of 763 in 43 days, to the 29 year old whiz kid who's made over \$305,000 in the last 15 months...

Their courage, their leadership, and their spirits deserve to be recognized and applauded by you and I.

It's my hope that you will find inspiration in their stories, wisdom in their advice, and solutions to the challenges you might be facing because the answers are out there. They do exist, and the proof is in these pages.

With that said, help me applaud these 12 "Everyday Heroes" who wouldn't settle for anything less than victory.

Sincerely,



Mike Dillard

<http://johntrayhorn.magneticsponsoringonline.com>



**P.S.** If you think you could benefit from the lead generation and marketing techniques I teach in the Magnetic Sponsoring Course, you can get your very own copy right here. If you have any questions about Magnetic Sponsoring, contact the person below who is a valued independent affiliate.

John Trayhorn  
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**Before Magnetic Sponsoring:  
8 Reps in 10 Months.**

**After Magnetic Sponsoring:  
25 Reps in Just 2 Months!**

The ad said “...**Instantly Profit from this Multi-Billion Dollar Industry**” and I was hooked. Sound familiar? All I needed to do was sponsor 1 person a month and I would be raking in the riches. And I could do it part time! This was March 2005.

Let me first say that I was in a network marketing opportunity for about 2 weeks about 15 years ago and have never touched another one until I saw this ad. Almost my entire professional life has been with the forest service and forest fires – so network marketing was not something I had really any talent or training for.

One thing I did have going for me was a work ethic – you need that fighting forest fires. So I did a little research, purchased a list and started phoning people...and phoning more people...and phoning more people. It wasn't too long before I figured out that cold-calling leads was **not** going to build my business for me, so I searched for a better way.

Then I stumbled on an ad that read:

***“...Because Only Suckers Think They Have to Buy Leads and Cold Call to Succeed in MLM.”***

Well that sucker sure sounded like me, so I bought the course, Magnetic Sponsoring. That was November 2005.

I'd like to say Magnetic Sponsoring instantly made me successful and turned my business around but it wouldn't be accurate. By the end of December 2005 (10 months since I joined my network marketing opportunity) I had only sponsored 8 people, had spent a few thousand dollars and didn't even qualify for commissions. But other people were making commissions...

So I went **back** to Magnetic Sponsoring and there was the answer - smack-dab in the middle of page 20. It talked about the problems Mike Dillard had before he became a success and his first primary problem was:

***“Me – I take FULL responsibility for my past/current shortcomings and failures. Every leader does. Make sure you do as well.”***

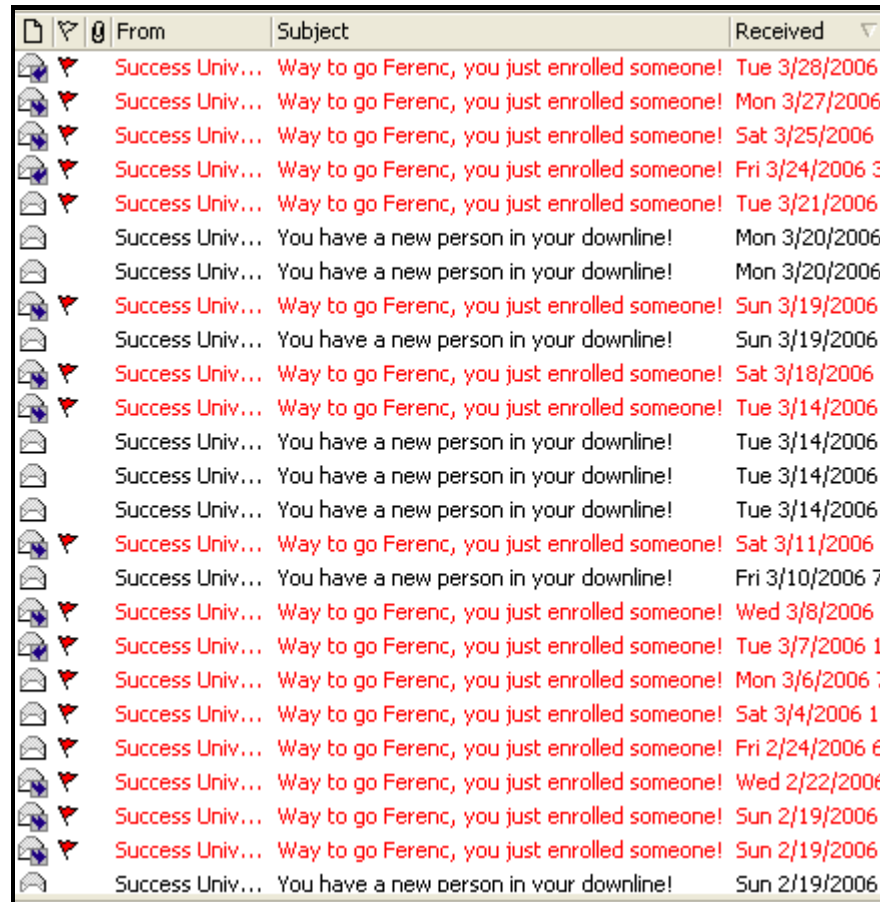
That was the light-bulb moment. If other people were making money with my program it HAD to be me, also.



I read more. I learned and DID. I became the leader. I joined the affiliate program and began using Magnetic Sponsoring as a recruiting tool. I did *everything* Magnetic Sponsoring said to do.

**...And I went from sponsoring 8 people in 10 months to Sponsoring 25 people in January and February 2006.**

And my downline keeps growing... Have a look at the e-mails I have received from my company:



	From	Subject	Received
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Tue 3/28/2006 9
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Mon 3/27/2006
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Sat 3/25/2006 2
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Fri 3/24/2006 3
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Tue 3/21/2006 3
	Success Univ...	You have a new person in your downline!	Mon 3/20/2006
	Success Univ...	You have a new person in your downline!	Mon 3/20/2006
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Sun 3/19/2006 1
	Success Univ...	You have a new person in your downline!	Sun 3/19/2006
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Sat 3/18/2006 1
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Tue 3/14/2006
	Success Univ...	You have a new person in your downline!	Tue 3/14/2006
	Success Univ...	You have a new person in your downline!	Tue 3/14/2006
	Success Univ...	You have a new person in your downline!	Tue 3/14/2006
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Sat 3/11/2006 2
	Success Univ...	You have a new person in your downline!	Fri 3/10/2006 7
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Wed 3/8/2006 1
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Tue 3/7/2006 1
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Mon 3/6/2006 7
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Sat 3/4/2006 1:
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Fri 2/24/2006 6
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Wed 2/22/2006
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Sun 2/19/2006 3
	Success Univ...	Way to go Ferenc, you just enrolled someone!	Sun 2/19/2006 3
	Success Univ...	You have a new person in your downline!	Sun 2/19/2006 3

Am I a millionaire? Not yet. But this turnaround story has only just begun.

And just to set the record completely straight, Magnetic Sponsoring **did not** build my downline – I did. Mike and Magnetic Sponsoring did put me on the right track so that I could, though.

Thanks Mike.

Ferenc Scobie

## **29 Year Old Throws In The Towel When It Comes To Calling Leads.**

**...Makes \$306,270.02 In Just 15 Months.**

I have been psychologically unemployable since high school. Being an entrepreneur was a necessity for me. I'm 29 years old now, and I've been in the Network Marketing Industry for 4.5 years after finishing college.



I had read many, many books about Network Marketing, but not one of them contained the information you'll find in Magnetic Sponsoring. I already knew that the people who were really successful did things differently, but I didn't know exactly what.

(And thank God, it's not calling leads!)

When I started in Network Marketing I had zero skills. I had no sales skills, no marketing skills, no confidence, no direction, no warm market, no clue. I started from nothing.

Most of the how-to books in the industry are written by distributors who have a vested interest in maintaining their downline and selling the dream. This is where Magnetic Sponsoring is so revolutionary.

When I read it, I was hypnotized. Even though I had discovered some of the secrets the hard way, I was shocked how different/opposite the content was from every other MLM source I had heard from before. Magnetic Sponsoring is the first book that put into words what the leaders actually do in Network Marketing.

It was nothing less than revolutionary. For me, it was the difference between moving forward in the dark like a blind man and having a light so I could actually see the correct path.

To be fair, I had figured out a small portion of the Magnetic Sponsoring Secrets the hard way, but even the bit of information I had learned was unfocused and I was not able to fully apply it for myself nor to teach others how to become successful. (And your upline may be the exact same way. They may be unable to verbalize what they do.)

*When I was reading Magnetic Sponsoring, I was constantly going through ah-ha moments. It is one of the most clearly written books I have ever read. I can say confidently that Magnetic Sponsoring is the most densely packed content-only information book I have purchased online ever.*

The most important Magnetic Sponsoring concept is how to actually and easily transform yourself into a leader. That is the one thing that will get you results instantly. (And forget everything you're been taught about "having posture" at MLM events in the past.

It seems like a huge topic, and one that would take a long time to properly communicate, but Mike somehow makes it deadly simple if you just take action and apply the information in the book.

When I started to refine my position as a leader, my income skyrocketed. First I created a website that sold myself as a leader, then I created reports so that my autoresponders could qualify leads for me. Finally, I developed a high-end internet/network marketing training site that I decided to keep off the market and use as a huge value-added proposition for joining me in the business.

This is a huge difference from my years of struggle in Network Marketing endlessly calling leads before I started positioning myself as a leader, when after 18 months full-time, my biggest check was a paltry \$386 Canadian!

**In the last 15 months, I've earned \$306,270.02 in this industry.**

And what's better than that, I have people calling me who are ready to sign up with me before I even talk to them once! My income will conservatively double over the next 12 months, but perhaps more important, is that I have actually developed into a leader in the industry and I'm now comfortable speaking on stage!

Because I look for quality, I don't call leads anymore and I have a fully-funded flow of high-quality prospect who **call me** and sell me on why I should train them!

Marketing is critical. If you're not learning about marketing, you might as well give up now. I've studied online marketing, but when I discovered in Magnetic Sponsoring about self-liquidating leads (which basically means you make a profit on your marketing), I was shocked at how easy it is to implement. Personally, I haven't fully applied this part of the course because of all the business I'm generating just by applying the other parts of the book!

Instead, I focus on a specific market and of the last 305 leads I've generated, I have brought 102 into the business. In fact, my closing ratio is so high (because of what Mike taught me about being a leader) that I'm only marketing to about 5% of my marketplace right now.

In fact, I have too many leads. I don't even call the people who fill out my form indicating they have already studied all of the material about my company, I just wait for the most proactive and decisive people who call me directly.

It's so true that the top networkers always have prospects chasing them. I wait for them to call me. And it's gotten so crazy that I actually did an experiment. I removed ALL of my advertising for 36 days, and amazingly I still made 20,375.51.

I'm making a **minimum** of \$20K a month in my primary business, plus I'm always working with the sharpest people. I have it both ways and you can to.

Sincerely,

Andrew Murray

## “Single Mom Of Three Builds Team Of 763 Paying Members In Just 43 Days!”

Yikes, Mike, you're killing me here! Are you serious??!? You want “the ONE most important concept I've learned from Magnetic Sponsoring?!”

No way, man. I can't pick just one... it's like you're asking me to eat only ONE “Lay's Potato Chip!”

I'm not gonna “play favorites” with topics like branding yourself (not your company, product or opportunity), positioning yourself as an expert (with something of value to share with others), establishing the unique “niche” that sets you apart (what makes you different from all the other experts).



And I haven't even mentioned the concept of funded proposals (the key to getting you and your downline members quickly into profit by developing a retail product).

Now, there is no way I'm gonna pick the most important concept Mike, but because I like to follow the rules (as much as possible), I will hone in on just one concept.

I'll pick the concept of branding yourself because establishing and refining “who you are” before moving onto the other concepts is “key.”

So, with “branding” selected as my topic of choice, I'll be addressing these main concepts:

- Branding yourself (not your company, product or opportunity)
- Positioning yourself as an expert (with something of value to share with others)
- Establishing the unique “niche” that sets you apart (what makes you different from all the other experts)

What if I wrote the following headline? Notice it “brands” the product. I might have been inclined to use something like this “before” Magnetic Sponsoring:

**“The Amazing Superfood that EVERYONE WANTS!”**

Now, how about a headline that “brands” me. What if I wrote:

**“How an ex-business consultant, single mom of three (turned network marketer) used "real-world" business strategies to build a downline of 763 paying members in just 43 days.”** (BTW... this is the truth!)

Of course, all good MS students will pick the second one as the best headline.

With this one sentence I've begun to “brand” myself. By saying, “ex-business consultant” I tell you what sets me apart from most networkers.

“Single mom of three”... makes me “human” and helps the average person identify with me. It also implies that if a busy single mom of three can be successful so can anyone else.

Next, “...used ‘real-world’ business strategies to build a downline of 763 paying members in just 43 days” shows that I have something of value to share because my business strategies created measurable results... in other words, they worked.

It’s also worth mentioning a small but very useful point I’ve learned from MS. Be specific with numbers. I never would’ve thought of this myself but it makes a lot of sense. It’s far more powerful and believable to say, “...763 paying members in just 43 days” than to use estimates or less specific numbers. Had I said, “...800 people in less than 2 months” the impact would have been much less powerful.

Now as I mentioned before, those numbers are real. They all became members who paid \$49.95 or more. And one of the primary tools I used was the concept of “branding yourself.” Try it. You’ll love the results.

Gotta tell ya, Mike, when I read anything from MS it’s always a “breath of fresh air.” Your copyrighting skills immediately put me in the coffee shop with you and reading becomes a pleasure rather than a chore.

It’s like pulling up a chair with Elvis and having him reminisce about the beginnings of rock and roll over a “cup of joe”. Everyone loves to learn about things that interest them when it feels “kicked-back” like that.

Everyone idealizes about being able to chat with a “master of their craft” who will simply and clearly tell them (personally) step-by-step what they need to do to make millions.

Your copyrighting skills do just that. They deliver valuable information in that “kicked-back” style as though you were there “in person.” I’m certain that anyone who perfects the MS concepts over time has a terrific chance of tapping into great financial success.

My next task is to begin to master the art of copyrighting (hopefully as well as you have, Mike). Then I’ll delve into the topic of funded proposals. As a biz-consultant and life coach, my primary focus was on the amazing power of the non-conscious parts of the brain.

The topic is fascinating and the results people achieve can be simply astonishing.

I am currently brainstorming ways to weave these skills into the products that I design and also incorporate this “theme” into how I brand myself.

Thanks again for everything!

Katie Bernhardt

## **“I’ve Created 1,221 New Leads In 6 Six Months...”**

Magnetic Sponsoring has given me a completely “New Outlook on Life” that has boosted my business an astronomical amount, and has single-handedly laid-out a path in front of me that is absolutely LIMITLESS.

Everything I’ve accomplished in this industry has been a direct result of the principles I first learned with MS. Sure I use a bunch of different resources now, but I would have never found them and known how to utilize them without Magnetic Sponsoring.

So what concept do you think started it all for me? It would have to be the art of the funded proposal that has had the biggest impact on my business.

How and why?

Having a good system in place to market a front-end retail product (or in my case, a series of retail products) will not only give you another place to earn money, but at the end of the day you’ll sponsor a ridiculous amount people.

And while I’m capturing leads for retail products (like the Magnetic Sponsoring book) they are automatically added to my list and put on an Auto-Responder.

This is the most beautiful thing I have ever come across. I mean seriously, a tool that you can set up to do all of the work for you. AUTO-MATICALLY! You can beat that.

So that’s basically all I do.

1. Direct traffic to get into my system.
2. Capture their contact info.
3. Once they’re in the system; my Auto-Responders do all the work for me.

I’ve developed a list of around 1,221 people that is growing everyday. Every time I come across a product that I think will help them, I shoot them all an email with the click of one button.

This makes me money on the front-end and people just kinda fall into my “Opportunity” that I keep on the back shelf. It sure is funny how that works. I sponsor more now because I try less.

As funny as that sounds, it’s true. And the secrets of Magnetic Sponsoring teach that. I can’t imagine where I’d be today without it. They don’t call it Magnetic Sponsoring for nothing.

Best Wishes,

Brady Paulson



## **“My Downline Grew From 50, To 600+ Within A Few Months Once I Started Using The Magnetic Sponsoring System.”**

It was 2 o'clock in the morning. Cold and rainy night. I finally broke down and bought some leads again.

I have been diagnosed as a lead-o-holic. According to the Webster's dictionary MLM edition, it is a form of addiction that the distributors keep buying the leads thinking next batch will bring them a fortune.

It all started innocently. After I completely exhausted my contact lists without any success, my upline gave me some leads for free. For the next few years, I kept buying the leads without much of success. I kept saying to myself “I can quit buying the leads any time I want.” or “I will quit after this batch.”



What my Network Marketing Company forgot was to put the line that says “Distributor shall get a marketing degree” on the back of my distributor agreement.

I was brought to an intervention after my family learned that I pawned my grandma's wheelchair to buy some leads on a street corner.

Thankfully, I recovered from being a lead-o-holic and built a small downline organization. However, I still needed to find out the way to build a large downline organization efficiently. Either I had to create the system which truly can be duplicated or find one. Since neither I am smart nor creative, I decided to look for a system.

A few months ago, I came across the home page of Mike Dillard. It caught my attention because what Mike said made so much sense to me and he was offering some FREE stuff.

I don't know about you, but I am attracted to the word “Free”. So, I decided to get FREE 10-day Magnetic Sponsoring Boot Camp, the book, and the 13 bonus reports.

It didn't take 10 days. The very first day of the boot camp changed entire my understanding and concept of prospecting! I was magnetized to Magnetic Sponsoring System.

What the most important concept I learned from Magnetic Sponsoring is that you need to understand the three important marketing basics before you start prospecting.

1. Who are your targeted prospects.
2. What you are promoting. (It is a solution. Not your company, products or opportunity)
3. How you promote.

Before I started using The Magnetic Sponsoring system, I used the old fashioned “My opportunity is better than yours” system, and I taught my downlines to do the same.

Unfortunately, this old fashioned system doesn't work well because you have to be a very good sales person to throw a good convincing pitch. Now there's nothing wrong with buying leads or making contact lists. However, if you are approaching your prospects with "My opportunity is better than yours" pitch like your upline taught you to do, you were wasting your money and time.

Today I use the Magnetic Sponsoring System which generates the leads and some revenue at the same time for me. The best part is that prospects are asking me about my company, products and opportunity.

But in the end, all that really matters is that my downline grew from 50 to 600 within a few months once I started using The Magnetic Sponsoring system and it's still growing strong.

Get 10-day Magnetic Sponsoring Boot Camp and see for yourself. It's free!

Sincerely,

Mike Kakihara

**“...That Means That I Have Generated Those 1,265 Exclusive High Quality Leads At An Average PROFIT Of \$1.21 Per Lead! And The Best Part Is That Once I Set Up The System, I Have Spent ZERO Time Managing It... It’s All On AUTOPILOT!”**

Magnetic Sponsoring has taught me a specific step-by-step process for using a targeted information product to not only attract highly qualified prospective partners for my business, but also how to convert my marketing from an EXPENSE to a additional PROFIT CENTER.

The ongoing training provided by Mike has also opened my eyes to the potential for significant additional profits to be earned by providing value to those who choose NOT to join my primary business as well as to those who team up with me.

Prior to reading Magnetic Sponsoring I relied on paid leads. That was a very time consuming and frustrating path, but it was all that I knew how to do once I was past the “friends and family” market. Most of my free time was consumed by my business.

I spent HOURS every week sifting through those leads for the few nuggets of gold amid all the dirt. And I was paying up to \$500 per month for leads that were mostly “tire kickers” or broke or looking for a job. And even though I sponsored a few of them each month, I never found someone who pay that price to duplicate my efforts.

Since implementing the MS strategy 5 ½ months ago, I have generated 1265 leads to individuals who are serious about building a network marketing business with just one little ad on Google. I have earned \$4,420 selling my information product and the ad has cost me \$2882 for a NET PROFIT of \$1,538.

That means that I have generated those 1,265 exclusive high quality leads at an average PROFIT of \$1.21 per lead! And the best part is that once I set up the system, I have spent ZERO time managing it... It’s all on AUTOPILOT! And the Magnetic Sponsoring book has taught this same concept to each of my new partners.

This is the single best idea I have run into in over 20 years in the network marketing industry! This is a profitable lead generating machine!

In fact, I was so quickly overwhelmed with the sheer number of these high quality leads that I had to create an automated follow up system to handle them. Mike Dillard has been a tremendous coach in that regard as well. I now have a fully automated business with several profit centers.

Network marketing is about building relationships, so it’s still critical to talk live with your potential partners, but now I only talk to those who are already educated about my business and



who WANT to talk to me... My SYSTEM does the sifting and sorting for me. This is as close to networking heaven as I've ever been!

Sincerely,

Doug Jones

## “I Turned Two Ideas From The Book Into A New Car!”

Hi, my name is Tom DeMaio, and the two most important concepts that I have learned from MS, and have implemented are:

1: “In order to **get more get**, you have to **give more give**”, and by providing prospects **free**, useful information I can attract them to me, develop a relationship and eventually they will sell themselves on my product or opportunity.

2: My list of customers, prospects, friends and the 90% who have said no to my initial offer is clearly my business’s **most important asset**.

I came to network marketing with a “corporate” mindset... Made the classic mistakes, lost \$1,000’s buying leads, calling people I didn’t know, and led with my opportunity.

I had a 3-5% success rate and even “tossed” the info on the 95% that said no. (Another bonehead mistake)

Oh ya, I also posted flyers, placed classified ads, and dropped business cards. Since MS, my mindset and my business has changed dramatically. Now I attract people with relevant, useful products and information, newsletters, samples, unconditional guarantees, reports, postcards, testimonials, scientific proof of the efficacy of the products, and then follow up to build that relationship.

My list has tripled since MS, and will continue to grow rapidly as I create more information products, and expand my affiliate relationships.

The most visible result that I’ve seen was qualifying for a **bonus car** in six months from one of the companies I represent, which happened to be during the same time period I started using Magnetic Sponsoring.

Perhaps the most important long term result that I see now is that my mindset has changed from doubt and concern to one of confidence. Confidence that I can grow my business and residual income through loyal product users, and through my leadership.

Best wishes,

Tom DeMaio



## “How I Generated Over 100 Leads And An Extra \$400 Cash In My First 30 Days Using Mike’s Strategies...”

My name is Doug Mann and there are actually two main areas where Mike Dillard’s training has really exploded my MLM business. Before I was introduced to “Magnetic Sponsoring,” I was struggling with taking my Network Marketing business to that next level.



I was having success, but I was mostly working with “opportunity-seeker” leads and that was a tedious, time consuming job of sorting through thousands of people to find the few that would say, “Sure, I’ll give this a try.”

Generally speaking, most “opportunity-seeker” prospects don’t know anything about the wealth-building power of Network Marketing, they have no clue that there are start-up and operational costs, and they are ignorant to the fact that there is a way to make an income that is not trading time-for-money, so you must spend a lot of time in actual “selling” mode selling people on these ideas before they will ever consider joining your opportunity.

The Magnetic Sponsoring Boot Camp and book taught me to approach my recruiting efforts in a completely different way. Now, instead of chasing after opportunity seekers and trying to educate them that I am the leader they have been searching for, I have learned to first “Brand” myself among other network marketers as a leader which, in turn, attracts them to ME.

The first step toward getting a steady stream of other networkers coming to you and asking to join your business, is to put into motion a system that automatically builds a contact list of these individuals; this is one of the key areas where the Magnetic Sponsoring Boot Camp shines.

By promoting the 10-Day Boot Camp through the various methods that the system teaches you like Forums, Yahoo groups, FFAs, Ad Coop sites, Google Adwords, website banners, email signatures, etc. your list will grow like crazy in no time.

**Within my first 30 days of promoting the free 10-Day Boot Camp, I had grown my contact list of other network marketers to over 100 and made almost \$400.00 in additional income from the sales of the Magnetic Sponsoring Book.**

I was really jazzed! The extra money from book sales really increased my advertising budget, but I also became a true believer that this was a way for new team members in my business to generate some quick cash to offset their business expenses.

There are two main areas where Mike Dillard’s training has really exploded my MLM business. I purchased Mike’s program called “MLM Traffic Formula.” This course has been an invaluable resource and I highly recommend it to anyone who wants to learn how to drive traffic to their website and doesn’t want to pay a fortune for that education from separate places.

In this training series I learned how to get traffic to my website using Google Adwords, Articles, Press Releases, Blogs, Ad Coops, etc. I also learned how to create Gateway and Sales Letter Pages with truly effective ad copy. Even though I focus my marketing on magnetically attracting other networkers to my business, I still want to also find those needles in the “opportunity-seekers” haystack.

With what I learned from the Traffic Formula, I created a capture page that uses some of the key principles that Mike has taught me. First, my capture page does not promote a particular business opportunity, nor does it mention that it's network marketing. Instead, it promotes generic information that opportunity seekers are looking for such as: Learning the closely guarded secrets of how a millionaire made a global fortune with a home business right from his kitchen table and how they can too!

Secondly, I created my page layout using the information in the "Copywriting" portion of the "Traffic Formula" series. Here are a few of the basics I learned about the layout when creating a good ad copy page: Start with a Pre-Headline, then the Headline, the Sub-headline, the story or problem, the solution, bullet-pointed benefits, testimonials, the offer, bonuses, the guarantee, call to action, and a personal signature and P.S.

I also offer access to the Free 10-Day Magnetic Sponsoring Boot Camp as a \*Bonus\* just for filling out their contact information and watching the video. This bonus also works well in email campaign messages.

The Magnetic Sponsoring System has been a huge contributor to the success of my network marketing business and I will never be without it. Also, by applying the simple techniques that I learned in the Traffic Formula training I am driving visitors to my site from multiple sources AND I now have a sales letter and capture page that sorts them for me and gives me qualified people to work with.

Thanks again Mike,

Doug Mann

## **“Leadership And Marketing Sell Products And Build Downlines - Nothing Else!”**

Mike, when I read that statement, the light finally went on!

You see, I am an attorney and a real estate investor. I desperately wanted to leverage my time and effort so that I could have more free time (and, of course, more money).

This is why MLM made sense to me in the first place. I thought this was a selling point that every professional person could relate to.

Even though I told lots of professional people like myself about my new business, they were not joining. The most common excuse was that they did not have time to build another business, but I secretly suspected they really would not be caught dead doing MLM.

Then I decided to let Leadership build my downline and let Marketing sell my products. That's when things really took off.

I thought long and hard about Leadership and what it looked like. I wrote a Leadership Profile, listing all the traits that leaders have, such as self-starter, self-motivated, self-confident, willing to do whatever it takes to succeed, personable, coachable, wants to help others succeed, works smart not just hard. . . . You get the picture.

I put this list on my bathroom mirror, next to my computer, and next to my bed. It's the first thing I see when I wake up and the last thing I see before I go to bed at night. I look at it all day long and it's doing two things. First of all, it's reminding me that I want to be that Leader, but secondly, it's my message to the universe that I want to attract that sort of Leader to my organization.

Right away I decided to commit to doing the ten core actions suggested by my upline. I exposed two or more people to my product or business every day. I sent marketing materials to out-of-town prospects. I kept reading motivational books and listening to success-oriented CDs, and I stopped listening to negative people. I attended group meetings and I took a week's vacation to go to the national convention.

Then a funny thing happened. I got a call from a woman (a local doctor) whom I had sent a letter to about two months ago. She told me she had just found my letter in a stack of unopened mail.

When we got together, she loved my product and the compensation plan my MLM company offers, and joined my organization on the spot. She has hit the ground running and is a Dream Recruit that everyone in my organization is drooling over! Imagine that!

Before long, I had won two coveted rewards for becoming a Leader. I was invited to have breakfast with the founder of my company and his wife. (See my picture taken with Shirley



Stonecipher!) And just last week, I got a call congratulating me on winning an all expense paid trip to Lake Tahoe in July. Woo-hoo!

Leadership and marketing are both important. But for me, becoming a Leader has made all the difference in my business.

Sincerely,

Krista Goering, Esq.

## **“Since Implementing Your Strategies, The Number Of Leads I’ve Been Creating Is Up By 600%, And I’m Actually Serving People First And Foremost Which Is A Practice That Has Started To Pay Me Back Ten Fold.”**

One of the things that caught my attention in the Magnetic Sponsoring 10 Day Boot Camp, is how you flipped absolutely everything that we have been taught in network marketing inside out.

Now I know that isn’t exactly being specific, but more importantly it is being honest, and as I read through your lessons I kept thinking to myself of a regular basis “Hey I honestly never thought of looking like it that”, which had me very intrigued.

So without hesitation, I decided to take action and immediately setup my very own network coach website were I placed pointers and guides for others to follow, uploaded essential audio materials, “how to” guides, scripts, etc... Then I set about inviting others to my web forum.

This changed my approach from “Come join my opportunity, it’s fantastic and the pay plan is brilliant” to “ See I told you I can help you build your business, just by applying yourself as I do”, and “Follow ME the leader, because I know 100 % for sure when an opportunity has all the right foundations in place to succeed.”

Since implementing your strategies, the number of leads I’ve been creating is up by 600%, and I’m actually serving people first and foremost which is a practice that has started to pay me back ten fold.

In the end, the most important advice I can offer any reader, is to constantly seek out new information. READ books like Magnetic Sponsoring.

When you’re ready to start a business, analyze the opportunity before you begin, measure its competitors, then focus on that opportunity and never ever quit. Set your goals high, hit your targets, then raise the bar. And for every NO you are that much closer to a YES.

Success is not a destination it’s a journey.

Best wishes,

Steve Roberts



## **“The Answer I Was Looking For Was Right Under My Nose And Sitting On My Bookshelf. Yep, You Gussed It... In Magnetic Sponsoring!”**

My name is Justin Christianson and I have been in marketing for about 3, going on 4 years now. Countless hours and several business opportunities later here I am.

I was told about Magnetic Sponsoring by a friend and business partner of mine Brady Paulson. I trusted Brady in his insights and bought the book! At this point I had read hundreds of self help and business books, so to me it was just another book (whoopee). I read it for the first time naïve to what Mike was trying to tell me.



Due to me being set in my ways and not understanding that if I wanted to be successful that I had to change some things. Oh did I mention that for the first, well almost 3 years I showed almost no success in this industry. I just put the book on the shelf with all the others I had read and not seen any results from reading. Boy, I think that was the dumbest thing I could have ever done.

After continuing down the road of failure, I knew there had to be an answer to my problems and why I wasn't becoming successful. "Maybe it was the company I was with?" So I changed companies. To find out later that it wasn't the company that I was with that was the problem. It was me! Plain and simple.

The answers I was looking for in business were right under my nose and sitting on my bookshelf. Yep, you gussed it Magnetic Sponsoring!

I have since read the book several times and implemented most of the concepts in my business.

Before I figured out that Mike's book was the answer I was still approaching people in the mall, bugging my friends, and annoying my family by asking them to "Join My Business!"

I learned from Mike and the MS system that you can't lead with a business opportunity, people don't want that! They want answers. Who wants answers? Other marketers want answers to why they are not making the kind of money they were told they were going to make!

Help people! Give them guidance. Build relationships with people. After all this is "NETWORK marketing," Not "JOIN MY BUSINESS marketing."

Lead with answers to people's problems. That is what I have found with Magnetic Sponsoring. I learned this the long hard way and the answer was in the book all along!

Stop trying to push people into business with you! I used to do that and would sponsor a few here and there but wasn't as successful as I wanted to be.

So my partner and I put together a resource site with a handful of great business tools and a newsletter with generic training info. This is some of the outcome of the MS book and system.

I have gone from not going hardly anywhere in business to building a list of high-end prospects of over a 1,000 in just a handful of months. I am on the short road to success now, instead of the long road.

Not only did I learn the RIGHT WAY to do things but I have also learned a GREAT MINDSET, along with a life changing experience. I owe this change to Mike Dillard and his book/system Magnetic Sponsoring.

I mean you don't have to get it right, you just have to do it! Listen to the Nike Commercials and "Just Do It!"

MS has definitely helped me to "Just Do It" better! So thanks again Mike for all of your insights and concepts. I owe you a ton!

To Your Success,

Justin Christianson

## **“...Now I’m Generating Up To 20 Leads Or More Per Day, And It Doesn’t Cost Me A Dime!”**

Let me say this: prospecting sucks. For 5 years I have been an avid student of network marketing. I’ve listened to hundreds of tapes and filled my library with all of the right books. I got into the right mindset, put affirmations all over my home office, and I’ve worked – HARD.

I purchased opportunity seeker leads, learned how to set up an autoresponder and tweaked those campaigns for YEARS. I tried every recommended lead provider I could find and jacked up my credit card bills to buy said leads.

I pumped those expensive, and not so expensive babies through my autoresponder and watched as my live leads poured in, WOW! Now we are getting somewhere, I thought...

I called every one of those hard-earned live leads. I sponsored upwards of 50 people relatively quickly. But they dropped. 99% of those people dropped. They couldn’t duplicate what I was doing. They especially couldn’t pick up the phone and make the calls, because prospecting sucks.

Somewhere around my third year I got enough guts to start calling other networkers to see if they’d be interested in looking at our opportunity. I made 50-100 dials a day for weeks on end. I’d get totally burnt out and take a few days off, then go back to it. I fared no better than I had before. The only difference was that the networkers were nicer to talk to!

Finally, in June of last year my business changed forever. A great friend introduced me to Mike Dillard’s Magnetic Sponsoring. I learned exactly why I had been ‘spinning my wheels’, and why I was only making a fraction of what I should have been making after all of those years of hard work. Most importantly, it was as if all of the bits and pieces from everything I’d ever read came together and it was like ‘Ah HA!’, I get it.

I immediately stopped doing all of the silly crap I’d been up to- and went to work with the knowledge that my work would actually pay off!

So what did I change about my business? I decided I would make money, not spend it! Seems obvious, but if you realize that most home businesses fail because they are too expensive to maintain, I think you’ll have to agree with my changes. I changed the way I approached my business in three fundamental ways:

First, I made the decision that I would NEVER spend more on my business than I would receive as a check for said business. That meant that I would even cancel my autoship if my check did not exceed the cost of product.

Second, I realized that until my income justified it I could not buy a single lead, or place a single paid ad. I had to generate my own leads, for free. I had to do the legwork to find out where the best advertising spots were, and I had to take the time to post in these spots on a daily basis.



I learned to use free ezine ads, forums, and networking sites.

Third, I learned the best way to construct an ad so that people absolutely have to click! I learned about psychological triggers and how to apply them in different ad types.

After taking the time to learn these new tactics, I developed a system and found that I could effectively work my business without making 100 dials a day or selling my first born to the leads companies.

I learned to generate 10-20 leads per day (sometimes A LOT more). I still have leads to call, but they are exclusive, live leads that I generated for free. I am making money, not spending it.

So yes, prospecting sucks- but it can be easier, if the right marketing tactics are used. When you work smart, not hard, the end result is time and financial freedom...what was promised to you when you first signed up!

Happy Networking!

Melanie Milletics

If you think you could benefit from the lead generation and marketing techniques I teach in the Magnetic Sponsoring Course, you can get your very own copy at the website url below:

<http://johntrayhorn.magneticsponsoringonline.com>

If you have any questions about Magnetic Sponsoring, you can contact our valued independent affiliate:

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<http://www.johntrayhorn.co.uk>

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