

MLM Big Money

How to Make Big Money in Any MLM Program!

Robert Blackman

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Testimonials



“Robert Blackman is one of the few people who deliver value for money you spend. He writes good ad copy, but has the goods to deliver behind the scenes.” Rod Cook B.S.C., M.A., M.B.A. www.MLMConsultant.com
www.MLMWatchdog.com



“I’ve known Robert for five years and his handshake is good as a contract. If you’re trying to make money in MLM I suggest you try Robert’s program as I’ve seen many people under his wing make lots of money.” Alex Mandossian, www.MarketingWithPostcards.com



“Robert Blackman is the Jonas Salk of MLM! His materials are crisp, original and chocked full of money-right-now-turn-key information. Moreover, Robert is cutting a new path for networkers with the razors edge of Mail Order & Internet mania. If you’re not a student of Robert’s books or tapes consider yourself roughly \$10,000 in the hole! Only because without Robert’s insights, that’s what most networkers usually toss away in a few years’ time due to miss-marketing. Don’t be a marketing mouse. Instead, become the wizard of odds by following Robert Blackman’s organization architecture point-by-point. It’s Doctor’s orders! Joe Schroeder, www.MLMCowboy.com



“Robert Blackman is one of the great marketing minds in the Network Marketing business. I have read his books listened to his Audio trainings and have seen his Videos and there is no doubt everyone serious about becoming successful in this business can benefit from them as I have. Corey Augenstein, Editor-in-Chief, www.MLMInsider.com



“Robert Blackman has a heart for the people in our industry. He has paid his dues, and gone through the hard knocks of our business. I know that he can help any serious network marketer’s path to success much easier and quicker. His insight and knowledge into the emotional and psychological aspects of the business will help you make a lot more money.” Dale Calvert,
www.MLMHelp.com



Any good teacher will tell you that to succeed, you must master the fundamentals. Robert Blackman is a MASTER at teaching the fundamentals.” Len Clements,
www.MarketwaveInc.com



“When it comes to MLM and Network Marketing, it seems to me that everything Robert Blackman touches turns to gold. This guy absolutely knows his stuff. And, if you’ve got a chance to work with him, you must do it if you’re serious about success in this tough business. Jump on his bandwagon, no matter what it is...and do it right now before he realizes he should be charging TRIPLE what he does.” Brian Keith Voiles,
www.BrianKeithKillerCopyClinic.com



“Robert Blackman’s training is the best I’ve ever seen and heard. At age 28 I now earn upwards of a Million Dollars a year in MLM residual income. Without Robert’s training and book, I know I wouldn’t be earning the kind of money that I am today. I still refer to Robert’s books and audio training every month. I recommend that everyone in my downline get Robert’s mastermind course and I recommend that you get it today as your MLM career will never be the same after reading his tips, techniques and one-of-a-kind MLM training! Thank you Robert for changing my career and my life! Brian McMullen,
www.BrianMcMullen.com



“After being able to get Robert’s advice for an hour, it became obvious just how good a deal this is! I would have paid \$250.00 just to pick his brain! As a full-time Networker, I am always looking to help my group build faster and stronger. Robert identified several areas that will help me save time and money, while attracting a better quality prospect. To learn from someone who has really paid his dues in MLM is invaluable!” Frank Garon,
www.InternetCashPlanet.com



“Robert, Profit Leads is awesome! This is the type of mentoring program we have all been waiting for. Robert, I like the fact that you are still in the game. You are a great training and a top producer. Not like the other so-called MLM trainers you read about. They say they love the MLM Industry but they do not play the game. I feel confident using your Profit Leads System to train my team!” Carlos Aponte, Jr., www.CarlosAponteJr.com



“Your testimony of how you went from rags to riches has more than once been an inspiration for me. You also offer practical help and encouragement for those involved in our industry. I have read all your books but I really, really enjoyed Results of 1,000 Phone Calls! Thank you Robert for all that you do to help people in our awesome MLM industry. Your life has impacted my life and I bet you didn’t even know it! Delina Villa,
www.DelinaVilla.com

In the 19 months I have lived by Robert Blackman, I have learned a great deal about myself as well as a very strong man who continues to challenge me to be the best by taking the reins and leading by example.

He is an exemplary father and husband.

Robert faces the same obstacles we all face. The difference is his compelling drive to be successful. I don't think he sleeps as he is always working! I have learned a great deal about the network marketing business, which helps me to evaluate the companies that are publicly traded and use this business model.

Most importantly I am fortunate in that I have the ability to call Robert Blackman a friend.

B. J. Cowan, Financial Advisor

Raymond James Financial Services, Inc.

<http://www.raymondjames.com/bjcowan>



Robert Blackman, is very knowledgeable, competent and insightful network marketer. His ideas on building are, in my experience, right on the money. His delivery is very down to earth, making him one of the better trainers in our industry. He also asked me to mention his good looks and full head of hair, so in the interest of being completely honest, did I mention he is a heck of a good trainer?

Greg & Pattie Arnold, www.Greg-Arnold.com

Special Thanks...

I want to give special thanks to the men and women listed below for having such a positive impact on not only my MLM business, but my life outside of this business. Each one of you, in one way or another, inspired me to be better. You inspired me to set high standards and to push myself when I felt like giving up:

Joe Schroeder	Rod & Marcie Cook
Rich Reckenbeil	James Rensvold
David Nelson	Len Clements
Corey Augenstein	Phil Longanecker
Bob Schwartz	Brian McMullen
Bill Britt	Paul Miller
John Merris	Kelly Masters
Greg & Patty Arnold	Johnny Keller
Tom Chenault	Dale Calvert
Tom "Big Al" Schreiter	Gery Carson
Bob Schwartz	Mike Dutcher

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Socrates

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Dedication in Memory of...

"A ship is safe in harbor, but that's not what ships are for."

William Shedd

At the ripe old age of 48 I sit here before you missing both of my parents, Bob and Joyce Blackman.

Today was a "normal" day at the Blackman household. My wife and I networked with our organization and we picked up our kids from school.

We all attended a neighbor's birthday party (their twins were 7 today).

As I tuck my 4 year old into bed tonight I wish my Mom and Dad could see my children...but then again, I do BELIEVE they can see them every day, just not from this world's viewpoint.

I've often wondered if my success in life both business and personal is "because of" my parents, or "in spite of" my parents.

I'm sure you've probably felt the same way.

You see, both of my parents were alcoholics.

Mom was the "worse" one when she got drunk as she got very loud and sloppy. And Dad was the "mean" one when he got drunk.

When he got mean, he hit, period. So, you learned at an early age to lock your door and hide in your closet or under your bed when Dad got drunk.

At age 7 one weekend I found myself answering questions from a Police Officer, whom I played baseball with his Son, about if I saw my Dad hit my Mom multiple times as she claimed.

I just remember the torment of wanting to say "yes" at that very young age, but also realizing that once these "strangers" left my home, the drinking, the yelling and the fighting would begin again.

Then, at age 12 my parents "got religion".

Mom was in the hospital for enphuzema and a liver and kidney problem.

A lady from the local church had visited her in the hospital and Mom had accepted Jesus Christ as her personal savior.

When I came home from school that day Dad sat me down and said he wanted to talk to me.

I was so scared that he was going to tell me that Mom was going to die, or had died that I could hardly keep the tears back.

Instead he said:

“Son, your Mom has found religion. She’s stopped smoking and drinking and so have I. When she gets home we are going to start going to church every time the doors are open. If you give me any @\$% about it I will bust your butt.”

Looking back on that statement I now realize what Dad was trying to say.

At the age of 53 he had stopped drinking and smoking and he was going to start going to church to save the life of his wife, who was 36 years old.

But, as you could imagine, I grew up going to church thinking the entire time I was there for Mom and I never paid attention to anything the preacher or Sunday school teachers said.

Dad died of lung cancer in 2002 right here in my home as he and Mom moved in with us during his last three months of his life.

Mom passed away from a stroke in the summer of 2007.

What is so ironic is that on my Dads’ death bed instead of crying I stood over him yelling at him that he couldn’t hurt me anymore. Mom wanted him to move back into our house instead of going to a nursing home and I yelled at her “he’s your problem now!”

Needless to say, that put a big wedge between Mom and I. After Dad died she started drinking and smoking again...almost 35 years after she had quit.

Her stroke was brought on my binge drinking and prescription drugs.

Now, you might be thinking, why in the world would I be dedicating this book to these two people and why am I telling you all of this?

One, time does heal old wounds.

Two, I want you to know that regardless of your past or your upbringing you can change your life, both financially and spiritually. My life wasn’t and isn’t perfect.

My parents didn’t know anything at all about MLM, and never did really understand it. In fact, Dad would sit me down and look at a

big check of mine and quiz me to how I had achieved it...like it was illegal to make that much money without having to physically work all the time.

That makes sense, because he grew up during the depression and was a WWII veteran...he was what you call a “man’s man” at six foot three and 250 pounds!

I forgive you Mom and Dad for anything you’ve ever done to me, and please forgive me for anything I may have thought you have done to me.

I’ve finally moved past the past, if you know what I mean.

I realize today that alcohol really changed who my parents were at their core. They were both addicted to booze and they both became some other person when they drank.

When they finally quit drinking and joined the church, they became what I call “dry alcoholics”. I saw them as the same people, but now they acted one way at church and another way at home, so I saw them as hypocrites.

What was really happening is that they were adapting to their new lifestyle and they were fighting change.

Plus, I still remember some good times.

Yes, I question if the Mom and Dad I romanticize about really even existed as time goes by, but I truly have learned to focus on what love they gave me and have chosen to forget the other stuff.

Finally, I just flat out miss not having them around.

Both of my parents were entrepreneurs and I saw them both FIGHT for their freedom. That was probably the best thing they could of ever done for me...been an example of never quitting!

I thank you both for the “little capitalist” you created between your scotch and water and gin and tonics! You both were rebels with your own causes and I love you for that!

In spite of everything, I learned a valuable lesson from both of you—BE YOUR OWN BOSS and NEVER GIVE UP!

For the last 30 years I’ve done just that and I’m very, very happy that I am my own boss.

So, Mom, Dad, this book is dedicated to you.

When you read it, it's okay to smile, as you DID have something to do with my success...whether it be "*because of you*", or "*in spite of you*" or a little bit of both!



I also dedicated this book to my beautiful wife Sheri who has stood by my side through thick and thin like nobody else in my life! You've encouraged me, you've challenged me and most importantly, you've loved me regardless of our bank balance. I love you with all my heart and thank God every day for you!

What I Guarantee You'll Learn By Reading This Book

A Blueprint. A simple, and proven game plan.

No smoke, no mirrors, no hype.

I'll give you so many stats, figures and numbers it will make your head spin! You'll be coming back to those chapters again and again with a pen and calculator I guarantee you that!

There is no other book in the world today on the subject of MLM that documents as many stats as mine does. I really love books on the subject of MLM, but what I've always wondered is why in the world these authors never put in any stats? After 30 years of keeping good notes, you'll not accuse me of holding anything back, I guarantee you that!

Not just that, but a **PROVEN** game plan where you will know **EXACTLY** how to replace your income at work.

A game plan where you can start part-time with a few hundred bucks and parlay that into a full time income of millions of dollars, if you desire.

You see, you'll quickly learn that the MLM business model itself does not discriminate.

That's what I really love about this model.

You perform, you get paid, period.

It doesn't care who you are, if you do the work, you get paid.

You get paid, you get to BUY YOUR LIFE BACK, or what I like to call “*Buy Your Freedom*”.

I’m not a lover of money.

Money is not my God. Ask my wife, I’m not even motivated by money. I do not worship money.

Instead, I have learned that without freedom of choice, there is no true freedom for you and I.

What does that mean to you?

It means that once you read this book, you’ll have a choice.

Your choice will be to either apply the principles you’ve learned and get rich, or ignore them and hope and pray that you won’t die broke.

It’s really that simple.

Sure, you’ll learn how to make \$100,000 or even \$1,000,000 a year.

But, that’s not your goal.

Your goal should be to “*replace*” your income at work as quickly as possible so you can come home and do what you want and when you want to do it.

That’s what I call real freedom!

Freedom could be \$2,500 a month for you.

Or, it may have to be \$25,000 a month.

Either way, you’re free, right?

Some people find it hard to believe that when I made \$200,000 in one month that I worked fewer hours than when I used to take home \$400 a week running a printing press for my Dad!

It’s true.

Remember, if just hard work was all it took to get rich, then all construction workers and printing pressmen would be pulling up to work in a Mercedes Benz! (I borrowed that quote from Joe Schroeder, by the way, thanks Joe)

I work hard and I work smart as well.

The smarter I work, the less hard I have to.

You’ll learn this system and then you’ll have the freedom to choose if you want to use it or not.

The choice is yours...and I hope and I pray you choose to use this business model to become not just free when it comes to waking up and checking your bank account.

But, that one day, you'll be so free, that you'll not remember the last time you DID check your bank account!

When you get to that place, then, you are truly free in this world of ours! I initially wrote this book out of frustration over the last few years.

After 30 years in this business I've seen it all. And, it seems some people just won't believe me if I tell it to them over the phone, put it in an email or post it on a blog. But, they will believe it when they read it in a book!

My second reason was to write this book for my four children. At ages 6, 8, 13 and 15, they "kind of" know what Dad does all day, but not really. I wanted to document for them, step-by-step, what to do just in case they ever wanted to follow in my footsteps.

So, as you're reading this book you will notice the time and passion I am putting into explaining each subject...I'm doing that for you and for them, so this is very personal and very real for me.

Almost so real that you'll think twice before jumping in head first!

But, just like a marriage, if you knew everything you'd have to go through before you said "I Do", you'd probably think twice. But, just like marriage, there are numerous rewards once you fight the good fight.

This business has giving me a roof over my head, a fresh hot meal every day on my table and friends and experiences all of the world that I would never of achieved if I wouldn't have worked through my fear and gotten out of my shell and stayed with this business year after year since I was 18.

It's also allowed me to be my own boss, which was my #1 objective when I started this venture 30 years ago. All I can tell you is this business does not discriminate against you.

Now, the people within the industry most certainly will, as in any business or organization. But, this business model works. If you perform, you get paid, period.

If you're looking for a venue to be your own boss and write your own paycheck, you've found the perfect business model. Sit back, grab a pen and paper and get ready to learn in a few days what it took me 30 years to realize!

Preface – What is MLM?

“All truths are easy to understand once they are discovered; the point is to discover them.” – Galileo Galilei

Warren Buffet owns one. Donald Trump does, too. Amway Global did over \$8 Billion in sales in 2009. And, both Amway and Avon are running ads on TV now! The MLM model is being used by industry giants like Coca-Cola, Gillette, Colgate-Palmolive and MCI. MLM is a 60 year old industry and it’s spread world-wide and changed the lives of millions.

MLM is not void of the problems of life and business like franchising, real estate, traditional business and even the stock market. Yes, Bernie Madoff has helped make MLM look like the smartest investment I’ve ever made!

Some people don’t like the letters “MLM” and have tried to steer away from it and call it Network Marketing or Referral Marketing. Kind of like when the pork people started to say it was *“the other white meat”*.

I’m a MLM guy.

Love the letters MLM as it’s easy for this Okie to remember them. Love the business model and have never missed a meal since I began as a MLM distributor almost 30 years ago.

So, what is it?

Here’s my definition:

MLM is about people, not products or pay plans. People are the ASSET in MLM. You have an ARMY of sales people and customers who move a product or service for you and you benefit from that down multiple levels through a compensation plan.

If you want to build your MLM business focus on building your people first, then the sales will come right along after that! Build their belief in your company, your products, the industry and themselves and you’ll never have to worry about paying your bills on time again—ever!

MLM doesn't discriminate against you based on your age, ethnic background or education. If you and your team perform, you get paid, period. I like that!

Since MLM became a viable business model almost sixty years ago our culture has changed dramatically. You used to want people to come over to your home for 2 ½ hours and talk about your business. Today, you're lucky to get the attention of someone for 2 ½ seconds! MLM is based upon you getting customers and distributors who buy not just once, but again and again.

That's where you'll hear the term "residual income", much like residuals from a stock dividend, oil, gas, music or book royalties. This business started with one person talking to another and doing home and hotel meetings. But, since how we communicate as a society has changed, this business model has also moved through those vehicles.

Mediums like:

- Direct Mail
- Fax-on-demand
- Cassette Tapes to CD's
- VHS tapes to DVDs to Online Video
- 24-hour recorded sizzle lines
- Full page & classified ads
- Newspapers
- Voice broadcasting
- Email broadcasting
- The internet
- Texting
- Social media

The initial idea behind the MLM model was to have a volunteer army of sales people who you paid only when they performed. That's a businessman's dream! I grew up in a printing plant where my Father had 300 employees that worked 7 days a week.

He always had to go down to the plant on the weekend and got calls all the time at midnight when the graveyard shift needed some help.

- Payroll taxes killed him.
- Turnover killed him.

- Mistakes killed him.
- Employees killed him.
- Competition killed him.

Not to say that you can't make money in traditional business. Instead, MLM became an offshoot of the negative of traditional business. An alternative way of thinking, let's call it. What most people don't know about MLM is it's still about building relationships.

People do business with those that they know, like and trust.

And, most importantly for you to learn today is that people cannot recommend something that they haven't personally experienced. In fact, when was the last time you recommended a bad movie, restaurant or hotel? How about never? In fact, you probably went out of your way to warn everyone you know, like and trust to not do business with a particular person or business, right?

So, although our culture has changed, the MLM business model hasn't. It can't, because it deals with people. And, although we'll evolve in how we communicate we can't change how our inner soul is wired. What it needs and what it longs for is personal relationships, recognition, consistency, challenge and love.

One of the issues in today's culture is that we don't want to know, like or trust anyone!

I know that sounds a bit harsh or skeptical, but think about how our media has changed the way you and I live. Everything has to be at our fingertips or we get frustrated and bored. Fast-food convenience has turned us into fast-everything junkies! Yes, the baby boomers are getting older. And the generation "Y" people don't even own a laptop, they do everything from their Iphone or Blackberry.

So, how can you still build a viable MLM business that's based upon knowing, liking and trusting in midst of a culture that is anything but that? Simple. You get excited and you share. You share and you either get a customer, a distributor or a referral.

You learn a new trade part-time, understanding that the MLM model is here to stay. And, it is the only way that I know of that

the average person, with a couple of hundred bucks a month, can make what someone who bought a Million dollar franchise can. But, with less headaches and more time freedom.

Meetings, one-on-ones, mailing, emailing, phone calls, webinars, YouTube, the internet and social media are all just adjectives.

MLM is the noun!

Sound like something you'd like to explore?

Then, read on, as I promise you I won't bore you, nor will I mislead you when it comes to getting the facts to what it really takes to make enough money to quit your job and make your MLM business your full time gig!

Forward by Joe Schroeder



The Robert Blackman Nobody Knows

Everyone in MLM and who has an internet home business asks:

“What’s the system?”

Everyone and their brother will stand in line to buy splash pages, auto-responder letters, join ad co-ops and anything else that will bring them leads and prospects and anything that will help them (yawn) build their (list) downline.

And yet almost no one will seek the ultimate secret and source and the leading indicator of success as a marketer, *which is to learn how to become a fifth degree marksmen level master’s degree genius of sociology*; better known as a psychology major who can predict and know, in advance, not only what people think, but how they think, as they as think.

Here’s a little \$5,000,0000 secret.

If you knew that secret you would have already built mega-downlines. Already have ads everywhere. Already know how to write ad copy, write ads, build 1-800-tele-prospecting systems and know how to recruit and sponsor thousands of people and make oodles and gobs of money; because without the skill of psychology you can’t even imagine how other humans think which then excuses you from your own ability to market to them.

Which is what this book is about:

The Psychology of MLM Marketing.

Social Psychology is the Secret

Which is the “secret” and elusive “what is it” and “X” factor that separates those who make a living in this industry and between those that do not.

You can buy 10,000 leads. Super! But if you don’t know how the mind of the prospects thinks while making an MLM “buy” decision, those 10,000 leads become about as useful as a stick of gum stuck into a newborn babies mouth.

The \$7,200 Full Page Ad

You could also spend \$7,200 and position yourself as a “Guru” in an MLM magazine and use that \$7,200 to place a full page advertisement.

From there though, as the hundreds of people would jump from that magazine to your own internet system, if you don’t know what to show them, in what order and also, what not to say and then know how to create and sculpt auto-responder follow up letters, oops!

There goes another \$7,200 down the drain.

Two words: Marketing Psychologist.

Nine more words: *Robert Blackman is a “Who’s who” of marketing psychology.*

Over 298,000 Pages!

I did a “Goggle” today with the words, “MLM Systems” and sure enough, wouldn’t you know that there were 298,000 pages. Almost three hundred thousand pages. Over a quarter a million pages, and people, parading around as “experts” of MLM. Wow.

But here’s the problem. I would bet you that not twenty of those 298,000 “experts” have ever . .

- ** Built a \$900,000 per month residual business
- ** Built a 12,000 downline
- ** Written thirteen books on MLM and downline psychology
- ** Created their first \$10,000 check while working MLM PART-TIME!
- ** Built a one Million Dollar in one year “I can prove it” check.

** Spent \$100,000 on actual ads and actual marketing.

Big Robert Blackman “Master of Social Psychology” has.

Somehow, and I totally salute you for this, you have gotten here, to Robert Blackman, and to this brilliant man’s doctoral level psychology book on marketing, and you really have to appreciate just how diligent, and smart, that makes you.

Everyone else is on-line right now and chasing each others tail. All you have to do these days is make a video, appear as an authority, sound great and speak with conviction and power, and people act like little puppy dogs, they lay down, roll over and they get “punked” by nobodies, posturing as big shots, and not a one of them ever asks, “what is your stats?”

Not one of the “blind” who blindly follows the others who are blind, ever ask:

“Where are your ads?”

“Have you ever made \$25,000 in a month and can you prove it?”

“Where RIGHT now can I witness your marketing?”

Do people realize that video’s and splash pages are no more “marketing” than say, a sign above a pizza joint that says, “Pizza!”

Marketing is an entire system that supports the future buyer as they prepare themselves to buy something. Marketing isn’t selling, marketing is having the support systems in place, to prepare the suspect to order; later on.

You have ads everywhere. You have web-pages. You have 1-800 information sizzle lines. You have eBooks and booklets to support your sales objective. You have post-cards and you have hundreds of follow up auto-responder letters to incubate your future buyers, over time, as your buyers use weeks and often months, to decide whether or not they like you, not to mention trust you.

Oh, and did I forget to mention that without knowing the psychology of people none of the above could be created?

The power of Robert Blackman and his profound message that you are about to “decode,” is not so much that he is taking you back-stage and showing you the secret MIND and techniques of true Networking mastery, but in the idea that Blackman can even explain his unique genius. Because once and for all, you have finally met someone who has actually ridden the holy-grail themselves!

Did you hear what I just said?

Robert is such a rare bird because so few who do reach Million dollar status can actually explain how they did it.

Oh, the Guru will sell you an ad co-op ticket. She will even sell you a monthly auto-ship ticket in order that YOU can use her “system.” But few, very few, if pushed to explain what they have achieved, few can and Robert does!

There’s an old saying in our crazy, beautiful, nutty and wonderful industry and it goes like this, “*A lead is only as good as the person prospecting the lead*” which means, it’s all about the psychology the prospector (you) know or failed to learn.

You can buy every last book on “hits and clicks.” You can load your buckets with 20,000 new leads a day. But without the quickening knowledge and genius level psychology of people, knowing what to say and how to say it and how to “trigger” people, without that knowledge, shooting fish in a barrel then becomes just a boat with a leak in it.

On-line, “everyone” is branding themselves as an expert. All you do is puff your chest out, think and speak with big powerful energy and you too are a home based Millionaire!

Not!

In the end though, everyone can be examined to the nth degree and everyone, with no exceptions, can be truly “found out.” With simply one sentence, “How many are in your downline?” and then get them really mad and ask, “What was your TOTAL downline sales volume last month?”

Mine was \$190,000.

This book was written by someone who knows what \$900,000 looks like.

Congrats my friend, you finally found an American original and located a true honest to God MLM Master with DOCUMENTATION to back it up.

The secret is sales psychology.

Not splash pages, video’s or lists.

Sales psychology comes before the people and if you fail to learn sales psychology you fail to build a list and fail to move people toward you.

Nothing more true in this industry have you ever heard.

No better teacher will you ever find.

Ladies and Gentlemen, may I introduce you to one of my best of my best all time friends and genius Psychologist and Master MLM coach, Robert Blackman! Someone who actually “wrote the book,” created a downline of 10,000 plus people, broke the \$100,000 EARNED in a month and lived to tell you and the world about.

There are maybe, maybe, twenty networkers alive today with Roberts stats, documentation and has blessed all of us with his refined wisdom.

I salute you all.

Strength and Honor,

Joe Schroeder

www.TheMillionMindMarch.com

Introduction – Three Events That Turned Me Into a Lifetime Entrepreneur.

“There is only one you... Don't you dare change just because you're outnumbered!” – **Charles Swindoll**

The first was at age twelve.

I remember my Father, Bob Blackman Sr. coming home and Mom getting all excited when he showed her a check that came in the mail.

That month's oil royalty had just come in...we were going out to a nice dinner.

Dad had inherited the gas and oil check(s) from his parents and once a month he treated all of us to a nice dinner.



When I asked him where the money came from and what he had to do to get it he would say:

“Son, as long as those oil wells keep pumping, we keep getting these checks!” I remember one day driving by an oil field with all of these rigs pumping up and down and I asked Dad *“which one is ours?”*

He chuckled: *“Those aren't ours. The ones we get paid on are in Illinois. These belong to someone else”.*

I starred in amazement as we drove by miles and miles of oil rigs pumping up and down, knowing that somebody else was taking their wife and son to a nice dinner every month as well! It was at age twelve that I realized you could make residual income every month just by owning a share in something you didn't have to babysit every day.

I thought that was pretty cool. The idea that I could be doing what I wanted to do all day with my life while this big piece of medal was pumping 24/7 excited me about the possibilities of doing more than your typical 9-5 job!

The second was at age sixteen.

When I was thirteen a good friend of mine had a motorcycle. I begged and begged Mom and Dad for a dirt bike so I could ride with him. Then, one day a kid that I went to grade school with hit a telephone pole head on without a helmet and he was paralyzed from the waste down.

That evening at supper my parents told me if I would stop bugging them for a motorcycle they'd buy me a car when I was sixteen.

Although I realized that I had to wait three years for the car, I heard them loud and clear and never asked for a dirt bike ever again. And, that's a classic case of learning "delayed gratification" at an early age. That's a concept our culture has certainly forgotten.

Sure enough, on my sixteenth birthday my Mom took me to Russ Rogers Chevrolet in Bartlesville, Oklahoma.

She had saved up \$6,000 in cash. She had sixty \$100 bills in an envelope. She grabbed me up after school one day and said:

"Rob, we're buying you a car today!"

I'll never forget that day.

As we were driving to the car dealership I asked Mom where she got all that money. She replied:

"I've been saving up for the last two years. A little here and a little there. Since I own La Femme (a beauty salon) I did extra work in the evenings and the weekends just for you!"

WOW!

For two years my Mom had been working for me and my car. Sure enough that day we went and bought a used 1977 Monte Carlo!



I sat there stunned like a deer in headlights watching the car salesman count out those \$100 bills one at a time! Although I wasn't inspired to be a beautician that day when I drove out of the parking lot, I was inspired to own my own business!

The third incident was the summer I was seventeen.

One of my best friends and I were playing catch in his front yard when his Dad all of a sudden drove up into their driveway. This was odd, as it was a Monday morning and he was slumped over the steering wheel and he looked like he was sobbing. Before we got a chance to go over to the car, he got out and was carrying a small brown box. He went to the front door where his wife met him and she started crying.

He had been laid off after 35 years of service to one company.

When he went to work that early Monday morning, he was met at the front door by two security officers and asked for his badge and keys. He was then handed a box of his personal affects that they had gathered the night before and handed them to him.

When he asked if he could go inside to at least say goodbye to his friends he was told a firm NO!

**Thirty five years of service, to only be met
at the door and be treated like a vagabond!**

That left a huge impact on me. This man had been my baseball coach since Little League. He was like a second Father to me. I vowed that day to never put my financial future in the hands of some corporation whose only interest was in the bottom line!

I had no idea what MLM was at the time, I only knew I wanted to be my own boss and call my own shots, even if that meant making less money and working more hours. I wanted to be in control of my own financial destiny and my entire outlook on College and my career path changed that day.

Chapter One – You Don’t Have To Change To Be Successful in this Industry

“All you can do, is all you can do.” Art Williams

Buying and reading this book today is all that you’ll ever need to be successful in MLM. You are already a successful networker, you just haven’t been getting paid for it! All the skill sets and contacts you’ll ever need to make money in this industry are at your fingertips right now.

This book will simply tell you how to release this hidden power within you and give you a map to guide you. You will, though, as you go along your journey in any MLM program change for the better.

- You’ll gain more people skills.
- You’ll gain more confidence.
- You’ll learn more about your products and services.
- You’ll become more of a “math” person.
- You’ll become a darn good marketer for sure.

This is a “How-To” book.

It won’t be filled with a lot of fluff or “*feel good*” mantras. Although, those are here, the main focus of this book is How-To.

There is not a Chapter of “*How to Overcome Objections*” in this book. I don’t like selling and neither have the majority of those who are in my organizations over the last 30 years.

Either a prospects window of opportunity is open, or it isn’t.

They are either open minded to take a look at your product, service or opportunity or they aren’t. They either care enough about you to look and give you a referral or they aren’t.

I’ve signed up people drawing a few circles on a napkin at a Denny’s before.

I've also paid for people's way into the business and they did nothing.

Don't be a window basher in this business!

Be the person when they open their window there is a note from you saying "call me". Sure, you'll need to learn some new skills along your journey, but the point being, you already have your degree from MLM University.

If you want to get your Masters or PhD. in MLM, then you can. I have, but you won't have to in order to be successful in this industry...that's what makes it so great!

Anyone can do it.

This business model does not discriminate against you. Now, people within the industry can and will, but the model itself is pure. If you and your team performs, you get paid, period. You don't have to punch a time clock, you don't have to work every day and nobody gets to second guess you all day long.

But, remember you're on 100% commission. Which scares the hell out of some people while it inspires others!

The key is to keep your day job while you build your MLM business on the side and I'll talk more about this later in the book.

After 30 years I can tell you honestly that the "spirit" of MLM is that you don't have to change or go through hours of training to start making money in this business. You don't need a weekend training of the top 10 objections and how to overcome them to be successful. At least not in the beginning.

If you require everyone in your organization to be "*trained*" before they take massive action you are doomed to fail. Remember, everyone is already "*pre-trained*" to recommend a product or service they like. So, you're getting an army of ready to go recruits. Don't over complicate it, or you'll delay your success.

Everyone has a "window" open for health and wealth at least one time a year.

Here's a quick story to prove my point...

In Norman, Oklahoma there used to be a restaurant called *Danny's Steakhouse*. What was so unique about Danny's is that they had a limo that they would come pick you up, give you a free glass of champagne, take you to dinner, and then drive you home.

Now, there were only three to four couples a night they would do that for so there was a waiting list.

I decided to ask my wife to marry me at Danny's.

I called a couple weeks in advance and made a reservation. Sure enough, at 7pm sharp, a white limo pulled up and knocked on our door. Inside the limo was champagne waiting and off we went to eat a nice steak dinner. After dinner I got down on one knee and proposed. She said yes, and then we heard something unusual.

We heard clapping and people yelling "congratulations".

Consequently, we received three free bottles of champagne from other patrons. Obviously, we couldn't drink all three bottles that night, so they allowed us to take them home with us!

All in all, it's one of the greatest nights of my life. About 12 months after that night, I was at a gas station. A young man in his 20's pulled up next to me and said "*Hello*".

I replied "*hello*" as well and he asked me if I lived in the area. He went on to say the he and his wife had just moved into town and tonight was their 1st anniversary.

He asked if I knew of a place nice he could take his wife to celebrate. What restaurant do you think I recommended to him?

Danny's!

I told both him and his wife my story and gave them their phone number and location. His wife literally gave me a hug and he shook my hand and drove off.

I have no idea if that couple ever went to Danny's, but it put a smile on my face and gave them a sense of hope and direction that day in a new town where they knew nobody.

What happened that day at 7-Eleven happens every month to you and everyone you know. Someone asks you for a recommendation and you give one. Either positive or negative, but you give one.

Or, you simply say "*I don't know*".

If I asked you where a great Sushi bar was in your town and you have never eaten Sushi what would you say? You can't recommend something that you've never experienced right?

Most people can't.

And, that's why most people quit their MLM program. They join to make \$5,000 a month. And, in 90 days when they are \$1,000 in the hole, they can't recommend it to anyone!

But, if you have a product or service testimonial, then regardless if you are making any money or not, you can at LEAST recommend your product/service, right? Now, I didn't make a commission from Danny's that night, but I gave them a referral anyway.

Why?

Because it's human nature to want to help others when they ask you for it even if you get nothing in return. My point is when that anxious young man asked me for a nice place where he could take his wife on their 1st anniversary I didn't have to get out my list of "possible objections" and remember any kind of script.

- I wasn't nervous when I told him about Danny's and their great products.
- I wasn't worried if they asked me how much the steaks cost or what desserts they had.
- I didn't know if the beef was from Oklahoma or Nebraska.
- I didn't know their prices.
- I didn't know anything about the owner.
- I didn't even know their hours or days of business.

- I wasn't scared if they said "NO" to me...or that they might be vegetarians.
- I didn't over analyze the situation and have to think about what to say to them. I just talked normally while I was pumping gas into my car.

I shared something from the heart and I really didn't care if they went there or not...but I told them if they did, they would really enjoy their experience there!

This is the purest form of MLM or Network Marketing!

You get paid when you refer someone to a company, plain and simple. You also get paid multiple levels when those who you refer also refer others and so on. Millions of people do this business every single day of their life, they just don't get paid to do so!

Danny's Steakhouse never sent me a check, but I've sent him a lot of business over the years. Again, you can't recommend something that has never worked for you, can you? That's why many distributors never tell anyone about their program. Or, they tell a few and then stop.

When you get into a program for the sole purpose of making money and then in 90 days you still haven't made a dime you can't, in good conscience, recommend it to anyone.

Furthermore, if you join a program and the product or service is just an "excuse" to make money, you can't in good conscience recommend them either.

In other words, if Danny's Steakhouse was paying me a 10% commission to refer customers to him, yet I had never visited his restaurant I couldn't recommend him long term.

Neither can you.
Neither will your organization.

Sure, there are personality types that will recommend anything if they can make money at it.

But, that's not the masses.

The point to remember from this Chapter is that you are already an experienced and successful networker. You really don't need any further training...you're done when it comes to being qualified to do this business. You've spent your life telling others all of your likes and dislikes when it comes to things and places you've visited.

You've been networking all your life.

You've recommended movies, restaurants, books, car mechanics, hair dressers, etc., your entire life without getting a commission. MLM is about getting paid for those referrals, plain and simple. You don't have to change to start making money in this business.

But, you will, eventually.

You'll become a better person and a better networker as you start to see how this business model and its products change lives.

You'll learn how to professionally contact more and more people and how to develop leadership within your organization that actually duplicate your efforts.

That way, the promise of time and money becomes real to you. This book isn't about turning you into a MLM Salesperson. Instead, it's about showing you how to tap into your existing network of contacts that you've spent a lifetime developing.

And, how to show your organization to do the same thing. All the while, creating NEW contacts so you have a constant, never-ending source of qualified prospects (called a marketing funnel) for your business for the rest of your life! That way, your check keeps coming in month after month and year after year.

What I love about this business model is that it does not discriminate against you. If you perform, you get paid.

Now, people in this industry can and will discriminate against you, but the business model will not! I'm always amazed at the different types of people who are turned on and turned off by this business model.

Some say it's an illegal pyramid. Yet, at your job it's unlikely you'll ever make more money than your boss.

Some say it's a Ponzi scheme. Yet, our own government promotes taking money from the first people in and giving it to the last ones in with something we call "Social Security."

Some say they'd never bug their family and friends. Yet, most of the companies who are in the Top 100 do just that!

I'm not much into politics or game playing, that's why I never really fit into any corporate environment where I was told to be someone I wasn't just for a paycheck.

My dream wasn't MLM at all.

I wanted to be a professional baseball player.

At age 12 my comrades and I were one win away from going to the Little League Baseball World-Series! At age 12 I was six foot tall and could throw that speed ball by you better than anyone in the region (Bruce Springsteen stole that line from me, by the way!)

It wasn't until my sophomore year in college when I tore my rotator cuff that I realized all that I had lived for since I was eight years old was gone.

My dream was dead...and for the first time in my entire life I had no vision, no direction and couldn't see my future.

I had to get a new dream.

That dream turned into moving back home in Bartlesville, Oklahoma and helping run the family printing business.

Within the first year I quickly realized my Father had no intention of letting me take over the family business. For \$10 an hour I was running the printing presses, binding the books, driving to Tulsa to get supplies, emptying the trash, talking to the customers at the front counter, delivering the orders and collecting their payments.

I was more than willing to do all these necessary things to earn my stripes and show my Father that I was worthy of running the entire show.

But, something funny happened to me.

When I was running a printing press on a Saturday morning I had picked up a copy of Entrepreneur magazine. I started reading all the classified ads in the back. I spent one entire Saturday answering every single ad in the back.

How else was I going to determine which offer was the best for me unless I evaluated all of them, right? I wanted to be my own boss. And, I knew in my heart and so did my Father...that he could never give up the reins to me, regardless of how well I performed and how deserving I might be.

Therein began my new journey...

A journey where my mind became a sponge to all kinds of different types of information when it came to business and marketing. As my wife says:

“It has taken me 30 years to become an overnight success.”

What I’m about to share with you is 30 years of knowledge that I’ve acquired along my quest of becoming the best I can be. What you’re looking at is the finished piece. Like looking at a sculpture for the first time and wondering how in the world the artist ever saw this beautiful piece of bronze out of a block of clay!

Once you have the knowledge all that is left to do is to take action.

My psychology is sound. My techniques are proven. I’ll give you the stats and math to back up what I’m saying and not fill you with a lot of “old, worn out theory”.

You will be able to read this book and then wake up the next morning and take IMMEDIATE action with a proven phone script, email and letter (yes, I said letter that you drop in the mail).

This book can be your very own training manual for whatever MLM opportunity you are in, yes, it’s that powerful!

My hope is that you will take this piece of clay and turn it into your very own piece of art, whatever that may be.

Chapter Two: How You Can Realistically Get Rich in any MLM

“All MLM’s work, it’s just the distributors who sometimes don’t!”
Robert Blackman

I want you to put your “Common Sense” hat on today.

I want you to realize that this business model works, but you and your team have to work it consistently to make it last. There are thousands of former MLM distributors whose resume says *“I used to make \$10,000+ a month in XYZ program”*.

The term “walk-away residual” income is quite attractive to the masses. We’d all love to do the work once and then get a check forever.

I still get a small gas and oil check that my Father passed down to me. What do I do for that each month? I drive to the bank and deposit it and that’s it.

MLM has that possibility, but I want you to realize that it’s not the norm. The majority of distributors give up and quit before they even get started. As if signing the distributor agreement were the first and last action steps into the industry.

Saturation will NEVER occur due to the fact that duplication stops. In other words most people never duplicate. If they did, the model of five who get five would be a reality.

Over half of those that get married in the U.S. get a divorce. And, do you realize the time, effort and money put into a wedding? Not, to mention that you used to be 100% in love with that person even to the point you’d die for them! And, now you can’t stand them!

Then, one day you are sitting in front of a judge and you get a divorce. If 50% of those that get married get divorced what do you think the “MLM Divorce Rate” is?

It’s higher than 50% for sure. It’s easy come, easy go. Most MLM’s offer a low start-up cost—normally below \$500. Then, you

have a \$100 or more monthly autoship for products to help you qualify you for commission.

In five months you've spent at least \$1,000 whether you've ever hit a lick or not. See my point? If 95% of all small businesses in the U.S. close within their first five years of operation then it's safe to say the same goes for a home based MLM business.

Most Fortune 500 Companies are ecstatic if they have a 30% retention rate of their customers!

I would say you should expect the same with your downline members. They join, they do nothing, they blame you, the company and the industry for failing to make them rich, and they quit.

That's the norm. Get used to it. Your Uncle Henry probably won't make you rich, only you can do that. Don't get caught up in the hype. Get caught up in making your MLM your own form of Social Security.

Or, if you're like me, find a way for your MLM to replace your income at work so you can basically "buy your life back". So, you own your time, not a boss or corporation.

To get there, that might mean \$1,000 a month. Or, \$2,500 a month, or \$5,000 to \$10,000 a month.

Whatever the number is I can help you figure that out as it is simple math equation (*x number of distributors in your downline times x number of sales volume is the number on your commission check!*)

**What you have to determine is
if you're prepared for the journey.**

One of the ways to do that is get a map, a game plan and the proper expectations, so you won't quit when you get a flat tire.

Once you realize this fact, then you start to focus not only on your daily action, but you focus on identifying those in your downline who really duplicate.

**If you build people, they will build
the business with you...that's the key!**

Here's the beginning of understanding what it really takes for you to get rich in any MLM program:

- 1) Find a hungry market and give them what they want.
- 2) That could be product focused.
- 3) That could be compensation plan focused.
- 4) That could be system focused.
- 5) That could be your one-on-one support or help.
- 6) Teach your team a duplicatable system that they can start day one. Don't make them change, they'll do that later.
- 7) Discover the wealth of unlimited prospects within the warm market (people who currently know you by name).
- 8) Discover the wealth of unlimited prospects within the cold market (people who don't currently know you).
- 9) Understand that talent isn't duplicatable in MLM.
- 10) Know that you can use an unduplicatable talent to make a check, but to get RICH, you'll need to teach a system that anyone can use. Whether it be your 12 year old child, or your 89 year old grandmother!
- 11) Build your people and they will build your business.
- 12) Create a culture. I didn't say a "cult", but a culture, there is a big difference.
- 13) Get behind a movement. Weight Loss, Nutrition, Legal Services, Skin Care, Website Service, whatever it is, get into that movement big time!
- 14) Have your own product or service testimonial.
- 15) Have your own income testimonial.
- 16) Be PASSIONATE!

There is a market for almost any kind of product to sell in the MLM industry.

- The top ten companies have health and nutritional products along with skin care. Or, transfer buy type products.
- Those are already billion dollar industries.
- Those are products people can buy at the mall or online any day of the week.

Are you the same person you were ten years ago?

In other words have you changed any since you:

- Got married?
- Had children?
- Changed jobs?
- Moved?
- Lost weight?
- Gained weight?
- Got divorced?
- Remained single?

In other words, we all change as we get older.

So, the question is, “*Robert, do I have to change in order to get Rich in MLM*”.

No, you don’t have to change to get started in MLM. Why not?

Because in order for this business model to work you have to understand the concept that initially, you need your entire team to “tap into” their lifelong lists of contacts.

They’ve already built rapport with their own lists and they don’t need to change as a person to contact them. What they do need is training on how to contact them, that’s all it takes to get started.

In fact, I couldn’t tell you how to overcome an objection...I don’t worry about that. Either someone is open minded or they aren’t. They’ll either look at your opportunity, product or service or they won’t.

What I do is expose this business and let the prospects sell themselves on either the product, service or the business opportunity.

**I don’t sell, I solve!
I’m a MLM Matchmaker.**

The simple point is in order for MLM to work effectively you shouldn’t require your troops to go through 16 weeks of training before they hit the streets and contact their lists!

In order for MLM to work, you have to teach your team that they have been networking all their lives, they just haven’t been used to being paid for it!

Case in point...in your everyday lives you recommend:

- Movies
- Gas stations with the lowest price
- Restaurants
- Shoes
- Concerts
- Hair dressers
- Golf courses
- Casinos
- Spas
- Hotels
- Airlines
- Vacation spots
- Organic products
- Books
- Schools
- Tutors
- Cleaners
- Lawn guys
- Handyman
- Roofers
- Mechanics
- Seminars
- Churches
- Just about anything you like or have an enjoyable experience you can't stop talking about it to your family, friends and co-workers!

When you finally GRASP this concept you start to realize that it's okay to recommend a MLM that has a great product or service you are using, doesn't it?

The only difference is you're getting PAID to do so.

When was the last time Paramount pictures sent you a check for all the movies and DVDs you have talked about and have recommended over your lifetime?

Get the picture?

When your new prospect joins they should correlate their MLM business to their regular lives. I mean did you really ever get upset when your best friend didn't go to a movie or restaurant you recommended? Did that put a rift in your relationship with them? Of course not!

Don't make your MLM experience any different.

Everyone has busy lives. Our culture has changed drastically since the first 2 ½ hour MLM presentation 50+ years ago of SA8 and a shoe shine party!

**The only way to get my friends over for 2 ½ hours
is to cook them a 10-ounce filet, give them lots
of wine and help them find a babysitter!**

Make your MLM fun. Make it simple. Make it seamless in your everyday life.

Understand that when most people get home from work they want to change their clothes and RELAX! Very few will be willing to go to work at a business all by themselves! Be excited and create a magnet for your family and friends to SEE!

You want an Army of independent distributors recommending your products or services every single day without fumbling through a 100-page starter kit looking for the perfect way to contact their prospects!

Here's how you should approach those that you already know:

Hey John, this is Robert I just wanted to call and see if you could do me a favor, can you help me out? (WAIT FOR RESPONSE)

Sheri and I have just started a new business that we are really excited about and we are looking for a couple of people with leadership and management abilities and we naturally thought of you.

I have no idea if you would personally be interested in joining us, but I know you know the right kind of people who might. I just need you to do me a quick favor and watch a short DVD and tell me who you know that I should talk to, can you do that?

(80% will say yes, the other 20% might ask something like what is it, or is this MLM. OR, IF THEY ASK ANY QUESTIONS SAY...)

All of that is covered on the short DVD, when do you want me to drop it by?(Of course you can send them to your website to watch it as well)

And, when you have an ARMY of people doing this every week your business will grow. Success in MLM is about EXPOSURE!

I don't care what your product line is, what your pay plan is or what the price of the product or service is.

Have you ever bought a pair of jeans for \$50? And, do you own a pair of jeans that cost you \$20? Sure you do. Did the company you bought the \$50 pair of jeans rip you off? Have you ever bought a gallon of gas only to find it 10 cents to 20 cents cheaper per gallon just five miles away? Are these companies a scam? Or, did they just offer a different price based on location or any other variable that allowed them to justify charging a higher price?

MLM products will more than likely cost more than you can get them at your local store. That's for two reasons. One, commissions have to be paid. Two, they are normally of better quality or value.

If you're excited, your friends will want to know what it is that has gotten you off the couch and out of your "funk". Yes, it will grow out of sheer exposure...even if nobody knows the pay plan, what's in the products or how much they cost.

I will tell you that over 95% of those in this industry who are making \$10,000 or more a month couldn't tell you precisely how they got paid. In other words, if you sat them down with their check and a downline printout they'd stumble trying to explain it to you!

It's easy to get involved in a lot of over-thinking about what you should say and what you should do.

The less you say in this business the more money you will make, I guarantee you that!

That's the beauty of what we call "3rd party tools".

Let them do the presentation for you. If everyone in your group has to change or become someone they aren't, or turn into an instant salesperson, then they'll never take consistent action and your group just won't grow.

You can lose as many people each month as you put in.

Sure, you will change as your business grows. I'm all for self-development, reading books and listening to motivation speakers.

I'm a firm believer that every time you feed your body you should feed your mind!

But, not at the expense of holding everyone up when it comes to taking action. Make contacting people an easy proposition to your group and you'll find your check growing leaps and bounds every month!

Captain, we have a Saba tore on board!

Is it possible to get to the top of your companies pay plan without ever changing? It's possible, but not likely. Just imagine giving \$10,000 a month to your 16 year old. How do you think they'd react?

Exactly.

You'll find that most people in your organization are 16 year olds when it comes to making lots of money. The year I took in over a million dollars just from one website I worked fewer hours than the year I worked for \$10 an hour running a printing press.

If you're not prepared mentally for that type of process it can really mess you up. You don't feel worthy. If your self-esteem isn't built up you'll more than likely sabotage your success. I know I was guilty of that and didn't realize it until the money and the downline disappeared!

Don't misread what I'm saying here.

1. You can get rich in MLM without initially changing. In fact, I feel that this business model is made to specifically

reward those that refer and recommend the most just like I did at the gasoline pump recommending Danny's!

2. You will have to focus on self-improvement along your journey. You may come into this business with no self-esteem at all. Self-help books, CDs, conference calls, conferences and meetings will aid you in your confidence of reaching out to others. Consequently, if you're already successful in life and in business you may not need as much of that when you get started. But, trust me, once your group starts growing and you're pulled every which way but loose, you'll need to work on your own attitude and your people skills. You don't want to get to the point where you "hate people", but "love money". Trust me, I've been there. When I started saying my job was an "Adult Babysitter" I realized that I had to change my attitude and that my business wouldn't grow unless I grew as a person. Sometimes the biggest obstacle of you becoming successful in this business is YOU. Your check can outgrow your belief system quickly, so be prepared for the reality of self-improvement!
3. In order to stay at the top of your company you're going to have to evolve. You won't be the same person in five years that you are now. Look, people are going to quit on you. Once you start making \$10,000 to \$100,000 a month and have all your needs met you're perspective on life changes. I know that mine did.
4. Consequently, if you have a difficult time signing up any customers or distributors you will find yourself challenged and thinking about quitting becomes a consuming habit. Reading books and listening to how others have overcome the same issues will serve as a source of encouragement to you. That's why I recommend a monthly CD to be sent along with your monthly products!

Chapter Three – The How-To Doesn't Matter Until You Know Your Reason's Why!

“Success is living your life working towards worthy goals. After you reach those goals you are no longer a success...UNLESS you set new goals!” **Dale Calvert**

Starting your own MLM business is one of the smartest investments you can make of your time and money.

But, before I get started teaching you all the “how to’s” of MLM and a proven recruiting system, let’s go over a very important point that you need to address with yourself and with any family members who may be involved with your decision to make MLM an investment of your time and money.

What are your “reasons why” for joining a MLM program?

What are your “reasons why” for sticking with your program for the future? What motivates you every Monday thru Friday evening after you get home from a long days work? Starting your own business is not only an intellectual decision; it’s an emotional one as well.

One of the biggest reasons your distributors in your downline do nothing and eventually quit is by the time they get home their dream has fizzled. They got up at 6am. They showered, ironed clothes, got dressed, fed the pets, made breakfast for the kids, cleaned up the kitchen, got the kids up, dressed them and took them to school. Then they rushed to work so they won’t be late. Then, they spend the entire day on someone else’s time frame. They get frustrated at work when they see injustices or incompetence and they aren’t allowed to do their job as they see it. They rush out to lunch and back or they sit in their cubicle eating a ham sandwich they brought with them. It’s not that they really hate their job or their boss and co-workers, they are just unfilled. They need the steady paycheck to pay their bills or they are out on the streets. They take the “I’m lucky to have a job” attitude and spend time in the break room listening to other disgruntled employees until they start taking on their attitude more and more. By the time they hit the parking lot and put in their keys they are ready to rush home and take a nap!

This is why so few make it in this industry. It's this fact alone why saturation will never occur. It's tough as hell to work all day, have a career, a family, a night life, a work-out routine and build a part-time business on the side! You need to equate your MLM business to a gym membership. You are the gym owner and every January your membership soars due to New Year resolutions. But, as the months go by you see memberships drop. You see less and less of those eager beavers show up at 6am. In the Gym world they talk about getting a "work-out buddy". Someone who picks you up in the morning or someone you agree to meet at the gym at 5:30. This person is there for you and you are there for them. This is your upline in your MLM...they are your "MLM Buddy", so to speak. Without one, you may last a month or two when it comes to rolling up your sleeves and coming home with a sure-fire game plan.

Just like in working out at the Gym, you don't need to "work" your MLM business every night. Set aside two, three or more evenings or weekend days where you "work" your MLM business. Take the other nights off. Give yourself permission to do that and don't make yourself guilty when you do. You have to have a life outside your MLM. If you make your MLM business your entire life you will be on one big emotional roller coaster due to the inconsistencies of your downline members.

Remember, you'll eventually be making a full-time income off the efforts of part-time people! This is a volunteer army. You are not their boss and they don't want another one as they are pretty much fed up with the one they have at work!

Be an example or leader to your group. Be the kind of work-out buddy that when they think about missing the meeting or conference call they say: *"I've got to go, as I promised Robert I'd be there. I don't want to let him down!"*

When you and your entire team have a list of their "Reasons Why" in their billfold they have to look at it each day when they are rushing in line at lunch to get back to work. They have to look at it when they are getting gasoline at 5:30 and they are late for picking up their kids from daycare. They have to look at it when they pay the Pizza guy that night due to the fact they were running behind and too tired to cook a good dinner for their family.

Your "Reasons Why" is crucial for your success.

"FATIGUE MAKES COWARDS OF US ALL!"

Vince Lombardi

When someone in your team drops off the face of the earth never to be heard from again it isn't your fault, unless you FAIL to expose them to this concept. If you expose them to making a list of their "Reasons Why" and they refuse, then you kind of know what their state of mind is and you can pretty much predict that they won't be around after 90 days!

Without a list of your "Reasons Why" with you as you go through your day you will eventually get fatigued and quit. I know I have. I used to sit at a stop light after working thinking nothing of hitting the couch and taking a quick nap. Then, I'd quickly remember I had a Hotel meeting that night. I'd immediately start to think of a dozen different excuses I could come up to call my sponsor and tell him I wouldn't be there. I'd hit the steering wheel and say "I want out of this damn business, it's controlling my life!" But, in reality, it wasn't controlling my life. I was at the steering wheel of my life. You are with yours as well. While sitting at a stop light one day I reached up to my visor to pull it down to block the sun and low and behold out dropped a small sheet of paper with my "Reasons Why" and a date when I wrote them on it. I began to cry. I was fatigued both mentally and physically. I remember the guy who wrote those reasons down. I aspired to be that Robert Blackman right then, but couldn't see any way I could get there. It was like it was all a dream. As I looked at my "Reasons Why" I knew I still wanted them, I just didn't want to work anymore to get them. But, the reality is I knew I hadn't even worked to achieve them in the first place.

I knew in my heart of hearts that I had "half-assed" my MLM business. Yet, when my business required my attention I blew it off and blamed the company, the industry, the products, the pay plan and my sponsor for failing to reach my goals in the first 90 days. This is a crucial moment in your "MLM Career". If you or your team don't have their Reasons Why at their fingertips you'll find your dropout rate very high. You'll find your downline driving home and finding this month's autoship sitting on their front door just freshly delivered by the UPS driver. All sorts of emotions and thoughts race through you mind as you walk up to that package. Thoughts like:

"I totally forgot the autoship was this week, I better go check my bank balance to be sure I'm not over drafted".

"This is nuts. What was I thinking? I'll have to hid this package along with last month's from my spouse in the garage now. I'm never going to do this thing, I just might as well quit".

“Let’s face it, I’m a loser. I say one thing and do another. Here’s another pipedream staring me in the face. When am I going to find the time and energy to do this thing? I’m going to call the company and send back the last three shipments that I have stuffed in my garage, get my money back and call it quits. What a relief!”

“I better hurry up and hide this before my spouse gets home!”

Without a “Reasons Why” following you and your team around as a constant reminder of the reason why you joined your MLM program in the first place you’re left with these types of results. And, no, you can’t be in their car with them and talk them off the ledge when they drive home and see that package.

Note: This scenario isn’t for everyone in our downline, but it is for the masses. Yes, you’ll find those that love their job and on their breaks and lunch periods they are calling prospects or doing product demonstrations. They are the exception and not the norm!

Vince Lombardi is right. When you are tired and fatigued you can very easily become a coward. Not just with your MLM business but with everything else in your life. It’s the little things. You don’t make your bed in the morning. You don’t get your clothes ironed the night before. You don’t put all the dishes up. You blow off cleaning out the garage. Fatigue doesn’t have to be just physical. It’s mental as well. Your “Reasons Why” is your work-out buddy. It’s a way of you going back in time and replaying that day over and over again in your mind when you sat down all excited and made that list. It’s the only way I know in 90 days for you to not quit because you are making yourself accountable. And, once you have a team full of people who have their “Reasons Why” lists dropping out of their visors at a stop light after work, you will truly have permanent residual income and you’ll start finding that your list of “Reasons Why” start becoming a reality!

You have a life outside your MLM program and now you’re going to have to slowly and steadily incorporate this business into your day to day life. I want you as a friend, customer and Independent Business Owner (a Distributor) for your entire lifetime!

I know that is a bold statement, but I want you to treat this business as your own form of full time income and/or retirement plan. You may have a pension, social security or even investments to look forward to. But, I also want you to discover that MLM can be a very significant long-term income stream for you and your family!

But, just like with any new venture (like building a new home) you will have to put in more time in the beginning without a lot of return. This will cause doubt, indecision and lack of consistent effort. In MLM you work your hardest and spend your greatest amount of time your first year of the business. Yet, that is most likely a year where you earn the least amount of money compared to later years as your business grows.

Most of us are used to going to a job, working 40 hours and getting a steady, predictable paycheck from our employer. In MLM you get paid a commission up to five times a month, depending upon when customers and distributors purchase product.

Treating your MLM business like your very own form of Social Security or Pension Plan is a great delayed-gratification mindset to have. What I want you to understand is the “cycle” of being in MLM. At the beginning you are laying the foundation of your business. That will mean learning about the products, how to retail the products and how to recruit and retain new distributors.

Just like going to college for 4 years, you’ll need to get educated in how exactly the MLM business model works and how you incorporate it into your day to day life. At first that might seem easy as you are very excited about the products and about your new found ability to write your own paycheck and be your own boss.

But, as time goes on, the emotions of this business eventually wear off..life gets in the way. How to insure that you and your entire organization stay focused until your goals are reached is to make a list of your “Reasons Why” and keep those reasons in front of you every day.

A few real-world examples are when you make a New Year’s resolution to lose weight, stop smoking, or to join the gym and start exercising every morning before you go to work. The first few days or even weeks of the new year seem to be easy and fly by. You feel good about yourself for sticking to your new goals and you’re starting to see an improvement in your attitude and outlook on life!

Then, one day you sleep in late and you don’t go to the gym. (Or, you find an old pack of cigarettes in a coat pocket and start again). You justify it in your mind why you missed but eventually you start to sleep in every day until you find yourself calling the gym and cancelling your monthly membership. If you’ve experienced this before, don’t feel bad. This is a common problem in life and a common problem in MLM.

One of the biggest reasons I wrote this book is to give you the proper expectations and mindset to turn your dreams into reality with your MLM business.

Success leaves clues.

And, after 60 years of existence, the MLM industry has left many “clues” to what makes one distributor successful while another fails. Consider this training a blueprint or guideline to your financial success!

The first step of action for you today is to take a look below and print this out and make a list of your “Top Three Reasons Why” you’re building your MLM business:

My Top Three Reasons Why I’m Building My MLM Business Are:

1. _____

2. _____

3. _____

Print one out for you and print one out for your spouse, or significant other. If you have a boyfriend or even a girlfriend, get them to fill one out with you, or at least tell them why you’re doing this...to make a difference in your life and possibly theirs!

Letting your family and friends know what you are doing is a very significant thing. If nobody in your sphere of influence supports you, don’t worry, you’re not alone, that’s not uncommon.

IMPORTANT POINT: do get a copy of your “Top Three Reasons” into the hands of your sponsor or upline that you are working with so they know your Reasons Why!

Also, put a copy of them:

- In your wallet
- In your purse
- On the door on the way out to your garage
- On the door on the way into your house
- Your bedroom door
- Your bathroom door
- Your bathroom mirror
- The door into your closet
- Next to your computer at home
- Next to your computer at work (if allowed)
- On the refrigerator
- In the car
- In the pantry
- Guys, next to the grill outside (yes, laminate them)
- Guys, on the back of the remote control!
- Gals, use it as a book marker
- And, most importantly, next to your phone!

You get the idea!

Put your “Top Three Reason’s” why as a constant reminder why you’re building your business.

- Is it for your retirement?
- To get out of credit card debt?
- Get a new car that starts every time you put in the key?
- Get a bigger house?
- The kid’s college education?
- Pay off back taxes?
- Help a loved one?
- Join the gym?
- Hire a personal trainer?
- Get a nanny?
- Have a weekly date night (remember those?)
- Give more to your favorite charity or church?

Whatever your REASONS are, even if they sound silly to someone else, write them down and put them where you will see them on a daily basis to help you FOCUS on the business!

Your Reasons Why are the SECRET to your ability to stick with this business when you hit a wall. Without them you'll quit and I don't mean maybe, I mean I 100% guarantee that you and your entire organization will quit. That's why saturation never occurs!

SPECIAL NOTE:

The biggest challenge you'll ever have is getting your new distributors to take action. They come home with good intentions and then life gets in their way. They lose focus at home. They get distracted at home. That is why you need to get with them in person or on the phone so they can create their REASONS WHY for doing this business and have them give you a copy of it. That way you can gently remind them when they get off course why they need to stay in when they feel like quitting.

Your work has just begun after you sign them up.

Customers, on the other hand, are different. Get them to give you referrals. If you are have a weight loss program get them to "weigh and measure" before they start so they can SEE their results so they'll order month after month!

I've felt like quitting a thousand times and if it wasn't for my REASONS WHY I'd still be running a printing press in Bartlesville, Oklahoma!

To read the rest of this book please go to:

www.MLMBigMoney.com

When you do you'll also become an affiliate for free to sell this book and earn a 50% commission on each sale! Plus, you'll get a free 15-minute phone consultation with me so I can specially help you with you and your program)

Recommended Resources

MLM or Business Opportunity Leads

www.ProfitLeads.com

Phone Burner

www.MLMMastermindPhoneBurner.com

Coaching, Copywriting, Design:

www.MLMMastermind.com/coaching

Magazine Advertising

www.MLMMastermind.com/hba

Internet Sales Letters

www.KillerMLMLetters.com

MLM Autoresponders

www.MLMMastermind.com/ar

Profit Leads Membership Application

- Yes Robert! I want to join your Lead Program!**
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 - My own built-in autoresponder.
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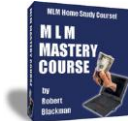
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