



TOP **10** WAYS TO
JUMP START YOUR
NETWORK MARKETING
BUSINESS TODAY...

By André Vatke



LEADERSCLUB®

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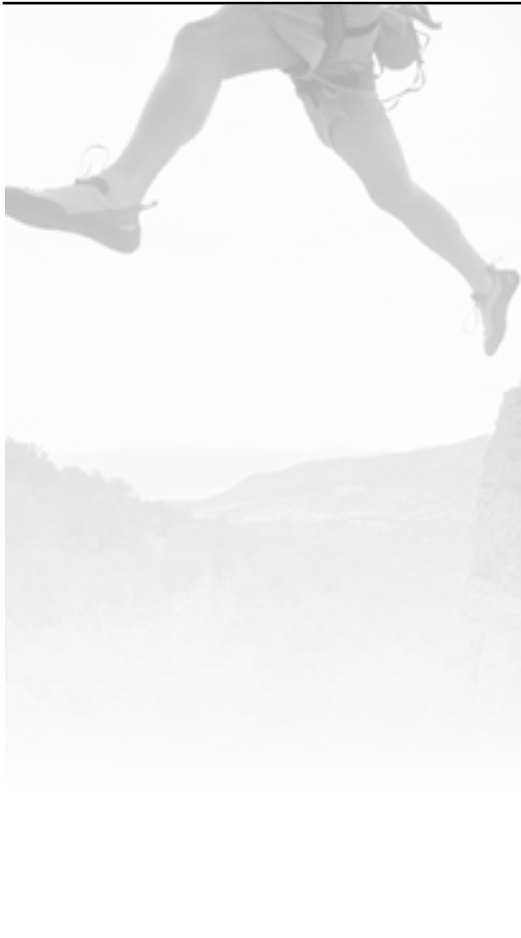
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It's not like someone else will ever build your business for you – no matter what they promise.



What's going to make the next 12 months different?

One of the distinct gifts of being human is our ability to create our own destiny. Isn't it surprising how many people never accept this gift or just give it away, making someone else responsible for it?

These days there is no shortage of advice from network marketing guru's on how to make your fortune in network marketing. How do you know who you can trust?

Or does it even matter? It's not like someone else will ever build your business for you – no matter what they promise.

That's what makes what I'm about to share in this report so noteworthy...

- ★ I don't have any magic formulas.
- ★ No wealth magnets or hypnotic messages.
- ★ No get-rich-quick promises.

The good news is that you don't need those things.

In fact they have probably done more harm in your quest for success than good. Guru's know those are the things that will sell their courses or get you to join them and spend thousands of dollars promoting them.

TOP 10 WAYS

These “10 Ways” are based on how people like to be treated – with honesty & integrity.



What you will read comes from methods that have delivered real, measurable results for thousands of marketers worldwide. More than just my own experiences and marketing experiments, the concepts in this report are based on the success and failure of thousands of organizations.

These “10 Ways” are based on how people like to be treated – with honesty and integrity. There’s no manipulation, no taking advantage of others greed or ignorance, no questionable ethics. And it’s not about hype either. It’s the unvarnished truth. In fact, the most successful network marketing businesses have not been built through mass marketing or ‘Internet systems’. That’s why you most likely won’t read about them in reports!

What matters most is having strategies that actually work for you in the real world rather than just in theory. That’s what this report is all about.

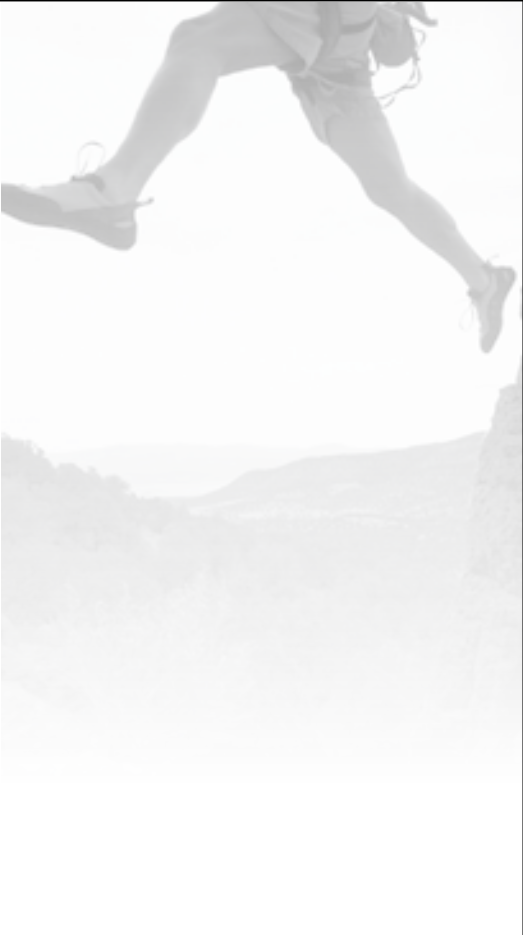
How it all came together for me...

Back in the late 1980’s I got the network marketing bug. I fell and I fell hard for this tremendous business. Still in high-school, I gave up a scholarship option at a prestigious University because I thought for sure that I was going to be rich in no time.

I made my list of warm market contacts. But how many contacts does a 16 year old really have? Heck, I couldn’t even join my network marketing company without first forming a partnership with my grandpa!

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No matter how hard it was, I didn't give up on my company. I still believed that I could do it.



I called my list, even though I got cold sweats just holding the phone. I got shot down by my first prospect – or what I mistakenly assumed was a prospect at the time. I got shot down again and again, but I kept picking up the phone and inviting my acquaintances to “meet this guy who wanted to share a business idea.”

In the end, I did manage to sponsor a few people. However, I wasn't very good at this approach and quickly ran out of people to contact. I was also branded “The MLM Guy” and I managed to strain relationships with some of my closest friends and family as a result.

No matter how hard it was, I didn't give up on my company. I still believed that I could do it. I talked to my upline (a network marketing millionaire and author) to figure out what I was doing wrong. I was desperately searching for anything solid to get some traction for my business.

I didn't find it. The best I got was a pat on the back, and a “you're doing a good job” speech.

I started to figure out that I needed a whole lot of enthusiasm to make my business work. Only it was running out for me. I had no contacts left. I wasn't even allowed to advertise (company rule) and received zero help on how to prospect in a way that didn't make me feel like a slime ball.

So I put my business on the proverbial back burner. But only for a while. Like I said, it had gotten in my blood!



People could benefit from what I learned through trial and error, hard work, many sleepless nights & even a few tears.

In college I started dabbling in various network marketing programs. I started to apply real world marketing practices to my business and through a fair amount of trial and error and just a little bit of luck I managed to start building an organization.

I was ecstatic! In just a few months I found I was making a very decent income (for a college guy) while my fellow classmates had 2 or more part-time jobs and struggled to get their bills paid. Not that everything always turned to gold, but I had cracked the code and I was actually a little embarrassed that I didn't figure it out earlier!

I also realized right then that there were a whole lot of people just like me that could benefit from what I learned through trial and error, hard work, many sleepless nights and even a few tears.


I personally used my observations on how network marketing works best to create over \$1 Million in income through network marketing by the age of 26.

That was over a decade ago.

Since then, through Leaders Club, the training and support company I founded in 1994, I have helped thousands of people realize success for themselves by helping them implement the strategies you are about to read. I'm proud to say that some of the biggest names in network marketing found their start and a foundation for success in Leaders Club. We continue to welcome those leaders who share our motto that it's better to have one thousand people earning a thousand dollars each than one person earning a million.

TOP 10★ WAYS

A whole lot of people just like me that could benefit from what I learned through trial and error, hard work, many sleepless nights & even a few tears.



What I offer you here is the opportunity to once and for all take control of your future by first accepting responsibility for your own success and then acting on it based on what really works.

My formula for success is simple – follow the rules!

Rule #1: You must know how your product, service or opportunity relates to your target market.

Rule #2: You must find a way to differentiate yourself from your competitors.

Rule # 3: You must push through the learning curve doing what the majority will not. Success takes more than just knowledge.

These simple rules are at the root of all success from Arbonne to Xango and from Apple to Wal-Mart.

Work with them and you'll find success. Ignore them and you'll always fight an uphill battle.

Stop the hamster wheel
& start seeing real, measurable success...

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It's easy to get excited about a new marketing method and invest a lot of money before you really understand what you got into or how it really works.

If you're new to network marketing or have been struggling to make it work for you, it is easy to get overwhelmed and lost in the sea of opinions. When it comes to building a successful network marketing business you will find no shortage of ideas.

So how do you figure it all out?

Most network marketing success strategies seem to be the equivalent of saying that you can instantly make a fortune in poker by having a winning hand! A true statement, but so ridiculously oversimplified it actually becomes dangerous. There's no real plan, no inclusion of reality to even give it a chance at working.

It's easy to get excited about a new marketing method and invest a lot of money before you really understand what you got into or how it really works. Google PPC ads are a great example and something a lot of network marketers have gotten into – often with dire consequences. Remember that no matter how good something sounds or how much you want it, don't let emotion and enthusiasm trump common sense.

Even a good idea poorly executed will result in failure.

Success takes more than a great idea and good intentions. It takes more than a wish to make it happen. Success requires due diligence. Maybe that's common sense, but the stories of folks who have spent thousands on Google ads, websites and leads only to end up with nothing, are piling up like never before. Maybe that's because due diligence is hard work?



The learning curve is the single biggest factor that limits how many people will ever make it to the top.



Don't get me wrong. Ads, websites, and leads are all important – but you need to understand when, where, why and how to use them in order to make them work. Without this vital context the advice you get is about as useful as the one about having a winning hand in poker. A true statement, yet completely inadequate and it's already cost good intentioned, hard working folks millions in misguided marketing investments.

True success only comes by design...

My hope for you – and another reason this report is free – is that even if you choose never to do business with me or my company, you'll have a basic map to follow. Take it to heart and you'll be able to make better decisions about your business and take more effective action.

When you make better decisions, you change your odds significantly!


Learning how to troubleshoot solutions to your marketing challenges will help you not only get better results, but you'll spend less time spinning your wheels and wasting money on things that really won't work.

Success requires going through your own learning curve.

The learning curve is the single biggest factor that limits how many people will ever make it to the top. Not because they are not capable – but because they are unwilling to keep going and give up.

TOP 10★ WAYS

Even when things seem simple we often need to adjust, tweak, analyze & try again.



Anyone can read a book, take a course or attend a seminar. Knowledge alone won't fix your marketing problems. Knowledge is important but it's only the beginning. And for knowledge to really stick, we have to put it into practice.

Practice. What a marvelous concept!

Not too long ago I was invited to dinner by one of my neighbors. They had this awesome marinated Asian Flank Steak as an appetizer. I asked for the recipe and the next week tried to make it at home. I had all the ingredients. I even followed the instructions, or so I thought. But my results just were not the same. It takes practice to get it right. Even when things seem simple we often need to adjust, tweak, analyze and try again.

Success in network marketing works the same way. You not only need the map – the instructions and the context - the time line - in order to be in control of your future you have to act. Doing nothing is a guarantee that you'll stay where you are. And you have to be prepared to go through the learning curve no matter what.

From now on, you don't have to wonder about what move to make ever again.

The 10 strategies in this report may be simple. But they are not oversimplified. They are easy to learn, maybe a little harder to put into practice. Yet average everyday people can master them. How do I know? Because that's my golden rule: I don't teach a strategy unless regular people have proven they can make it work. You don't need to be an elite marketer, drop thousands into ads, or sell your soul. These strategies are for the 12 million people in the USA alone who are searching for a better way to build their network marketing business.

JUMP START YOUR NETWORK MARKETING BUSINESS TODAY

*Embrace the moment.
Take action. Make it
happen for your family.
Make it happen for your
downline, and most of all,
make it happen for you.*

This report is a reality check...

Only an honest business reality check will enable you to make the kind of decisions that will result in success. In the next few minutes I will provide you with 10 solutions that will radically change your outlook and success in network marketing.

What does all this mean for you? The future is coming and there's nothing you can do to stop it. Your goals may take some work. Worthwhile goals usually do. You can act now; taking the necessary steps to accomplish your goals and enjoy the rewards -or- you can still be putting them off, in 12 months or even five years from now, because they take too much effort or too long to achieve.

Here's the cool part...

You get to decide, right now, where you want to be. You are in control of the possibilities. Only you can set the intention. If you could have the future anyway you wanted, what would it be? What would it sound like, smell like, look like and feel like? Listen to your intuition. Envision your future. Embrace the moment. Take action. Make it happen for your family. Make it happen for your downline, and most of all, make it happen for you.

It's never too late to make your business work. No matter how many times you have failed in the past. No matter how far off your goal may seem. You can have control of your business! I invite you to start using these strategies TODAY. And if what you read makes sense to you, why not share the gift and pass this report along to a friend or associate?

Warmly,



André Vatke, Founder
Leaders Club

TOP 10 WAYS TO JUMP START YOUR BIZ...



1. Have A Realistic Goal

With ads, and web sites telling you how much money you can make and how quickly you can make it, it's hard not to get a little blinded by the lights. But success comes not from following a single success story or from simply dreaming big. Success comes when you are pursuing realistic goals. The keyword is 'realistic' – how can you know what is or is not realistic?

Take a lesson from one of the worlds most successful investors and richest people, Warren Buffet. Since the creation of his investment holdings company, annual returns have averaged around 20%. Now this may not sound like much with some investment funds advertising annual returns twice this rate. The key and clue as to why this is so significant is found in the fact that over the past 40 years less than a handful of investments have consistently produced this type of return.

There have always been success stories – those few who have made the big bucks. But is this really a good measure for your own business?

It's not following the one time success or the statistical fluke that delivers success. It's the consistent application of tested strategies and principles that delivers long-term success. There are few if any true shortcuts to success. Too many people find themselves caught in the search for the shortcut that they miss the very real path in front of them. Don't be seduced by people who could care less if you succeed or not. Simply applying success rule #3 "doing what others won't do" can lead to spectacular progress.

Just like what's true in investing, anytime there is an opportunity for a quick profit there's also the opportunity for a huge loss. You run a real risk of losing big-time if you get too greedy, don't do your homework, or don't allow time for your experience to build. Instead, learn and follow proven methods for becoming truly unique in the eyes of your prospect. It's these strategies that have enabled many Leaders Club subscribers to beat industry averages by over 1000% for the past 14 years!

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"Leaders Club goes against everything the 'hype' tries to tell us but that's what is so good about it! When you expect completely unrealistic goals (such as making 6 figures in 6 weeks or that it will be easy and takes no effort) then you set yourself up for failure. Thank you for all the insightful audios!"
– **Angie Waldauer**

"I continue to be so elated how Leaders' Club 'hits the mark' with their audios. Goals are important for all of us. We must always measure our goals and see how they help us progress not only in business but in life. I have always had goals and have been able to accomplish many of them. However, since entering the network marketing business I have become frustrated. My goals have not been met. Now I know there are solid ways to see those goals fulfilled."
– **James Lane**

2. Create A Realistic Plan

Starting a network marketing business usually only takes a couple hundred dollars and a few minutes on a Web page. This low investment or easy entry is a great feature but often leaves new marketers in a mode of trying new things rather than creating a clear and realistic plan. (Leading them to break success rule #3.) A great example of this is to imagine if you were to invest \$150,000 into a new business, would you treat it differently than you do your network marketing business?

One of the basic rules of business is that you must know every facet of your business in order to make it work. And when business people are not in the know, they either hire an employee or find a consultant that is.

Network marketing may be easy to get in to, but it's still a business not a lottery. It's not a chance to play 'double or nothing' on the casino floor. The rules of business still apply. Whether you want to earn \$10,000 or \$100,000 a year you better learn to follow them or be prepared to lose any investment you make into it.

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Simply trying new marketing methods, lead sources or even network marketing opportunities will not drive your success. A shotgun approach won't bag you the big game. A realistic plan is the sight that will let you focus in and hit your goal. For you to reach a realistic goal you will need to take the steps to learn what it will take to get there. That will either come from the school of hard knocks (experience) or from someone that's unbiased and willing to share from their experience.

What ever you do, don't just make a plan based on what you assume is the right thing to do. Too many marketers plan their marketing based on a wish (you don't have to sell, you don't have to talk to prospects, just run our ads and landing page...) without any independent research to know if they are investing properly. This is as dangerous as buying a stock based on a random e-mail that landed in your inbox or spending your last \$100 on lottery tickets.

The secret to success is not in gambling. Yet so many people unknowingly approach their business in this way – with a hope, a wish, that it will somehow all work out. The catch is that with this type of approach, it never will work out. The house is the only one who wins.

Once you have a realistic plan you have to work at it consistently. If you find your goal is going to take more time, money or skill to get there than you first thought, don't get frustrated. Instead adjust your plan accordingly. Success is the by-product of hard work no matter how you slice it. There is no such thing as 'plug and play' success. If there were, wouldn't everyone be successful?

Your best bet for success is in having an expert mentor there to guide you – and that's something that's very unique to network marketing – even though it's no secret that not every upline or sponsor does this well or is even qualified to mentor you.

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"Leaders Club defined very well how to define goals that were realistic for me. Breaking them down to smaller increments helps building momentum as you reach each step. By nature I am optimistic but I do tend to overreach in as far as my expectations of myself."

– *Mary Morrison*

"Not having been one to take the time or make the effort to fully understand what it takes to accomplish goals, Leaders Club has been a real eye opener as to why I have fallen short of accomplishing certain goals that I have set for myself in the past."

– *Jeff Coleman*

3. Set And Follow A Marketing Budget

Most people lose money in network marketing because they simply don't pay attention to their spending. They end up buying too many cases of product, spend too much on Google or get into leads before they really understand their options, what's involved or have a realistic game plan.

By creating a marketing budget you set yourself clear limits as to what you are prepared to invest into your business and set yourself apart from over 90% of all network marketers. In doing so you also naturally ask yourself the next logical question and that is, "Where is my money best invested?"

Thinking in terms of return on investment (ROI) is almost unheard of in network marketing. In fact before Leaders Club it was unheard of! Yet ROI is so important it's covered on the second day of any business school curriculum. At Leaders Club we make the ABC's of getting results within your budget the top priority! (...it's another reason this report is FREE!)

There is a reason most marketers don't talk about ROI and it's not because they haven't heard about it. It's because when you are excited and enthusiastic about a company you are likely to spend money based on your anticipation of a return. This is a dangerous formula that has caused billions in cumulative losses.

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When you have a realistic goal, a realistic plan to work and have a set budget you don't have to worry about becoming a statistic. Most importantly, your odds of true success go up exponentially. Your marketing budget will limit your investment risk and make you think twice about the ROI of everything you invest in.

"I like the fact that you emphasized working within your budget and making sure anyone listening does know that it's not smart to rack up credit card debt to start your business."

– **Sonner Station**

"Leaders Club taught me that you can't just focus on one area, you have to consider all three; time, effort and money. You can't forget your family and personal time - make time for what is really important and schedule your business around this. To have more of a balance and still be able to grow your business consistently."

– **Becky West**

"Leaders Club showed me that I could start small and still grow my business! Great advice on what to spend your money on and what to watch out for! Even how to build that budget to grow your business!"

– **Diane Stephens**

4. Balance Your Lead Generation

Lead generation has changed radically in the last 5 years. It's not better, it's not worse – only different. If you don't adapt to the changing environment you'll inevitably get left behind. There are no less than 10 unique categories for lead generation. All of them have potential yet not a single one is perfect – not even on the Internet!

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And when it comes to the Internet, it's really opened up a new marketing frontier. There's almost no limit in what can be done. If you listen to the buzz, the "next big thing" on the Internet is always just around the corner. You can go crazy trying to stay on top of Google, PPC, SEO, YouTube, Facebook, MySpace, Twitter, Websites, Podcasts or whatever else is hot for the next twenty four hours.

Successful lead generation isn't so much about the brush as it's about the artist.

Anyone telling you that there is a 'new way' or some 'secret formula' for generating prospects, getting sales or finding downline builders is missing the big picture. Most people are unaware of the many opportunities available to them for lead generation and the pros and cons of each. Often folks only end up spending money in areas that bring little return.

Prospecting and lead generation are issues faced by all businesses and there is no single clear solution. (Except for those folks who are trying to sell you one!) For 14 years Leaders Club has taught marketers big and small how to understand the role leads and lead generation play in business and how to get the most out of any prospecting situation before they invest into a lead generation solution.

I understand that this may be an unusual move for a lead company – but I think it's the reason over 75 other lead companies have come and gone since I started Leaders Club in 1994! When you look at Leaders Club from the inside you'll see that we're far from mainstream.

When you do invest into advertising or a lead solution, make sure to stay diversified by having more than one way to generate prospects. As competition increases or ROI changes in one area, another will often make up for it. Those that implement multiple lead solutions are the folks that always have prospects to talk to and are most prepared to take advantage of new opportunities.

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A prime example of this are the changes Google continues to make in its AdWords program. It can totally wipe out entire marketing systems in one fell swoop just like e-mail laws and filters changed that medium years ago.

While some marketers are always scrambling to figure out how to survive after every housecleaning, Leaders Club subscribers have nothing but more effective marketing to look forward to! Why? Because Leaders Club marketers have learned (through our comprehensive PPC & Internet Marketing training programs) to tune their marketing to their prospect's goals and those of search engines like Google. Rather than try and manipulate the search engines, they work with them for greater long-term results.

"When I read that Leaders Club will teach me how to generate my own leads I figured there had to be a catch. How many lead companies do that? ZERO! I was pleased to find that there's not only no catch – knowing my options and how to best use them has not only saved me thousands it's allowed me to finally start sponsoring people and earn a profit."

– **Richard Garner**

"Leaders Club taught me that there are ways to advertise and create leads that will help save you money. You need to make sure you test what you are doing all the time and know the conversion ratio and your ROI."

– **Monica Fisher**

"I looked at a lot of lead programs over the years and I never joined any. The problem with most lead deals is that the top performers are cross marketing, trying to get you into their deals. I didn't see that in Leaders Club. There's no hype. Beyond the power of their leads, beyond the power of their products, beyond the power of all the technology they have, I don't have to worry about getting an e-mail every day blasting something new to my organization. I'm proud to be involved in Leaders Club and you will too."

– **Joe Schroeder**

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5. Learn How To Talk To & Convert Prospects

The real truth about lead generation, websites and marketing of any kind is that they are worthless without conversions. It's not about the technology, it's about understanding the prospecting process.

Network Marketing businesses don't magically build themselves just by showing your opportunity or product to a prospect. Having a well crafted website is no guarantee that you will make sales or recruit people – even if you have excellent search engine ranking. I can also tell you that no matter how or where you get your leads, you will not have people banging down your door to jump into your business.

Prospecting success boils down to conversion.
(Leading us back to the first 2 rules of success.)

Technology such as e-mail and websites have certainly changed the way we build network marketing businesses - in some ways making it easier to contact prospects. What hasn't changed is the fact that network marketing is, in the end, a relationship business and the ability to initiate, cultivate and maintain relationships is the cornerstone of any successful business.

There's simply no replacement for YOU the marketer. And that's a really good thing! If technology could do your job better than you, why would anyone pay you for it? That's something that phony guru's would rather you didn't think about.

...and yet, it's the very foundation for long-term success in network marketing!

The best tool for relationship marketing is still the humble and lowly telephone. (OK – yes, I am aware of the BlackBerry and the iPhone!) Face to face meetings are nice, but the phone is efficient, allows you to be a truly 'home based' business and allows you to converse with anyone in

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the world (language barriers aside!). If you want to be a master prospector learn how, when, and who to use the phone with.

Learning how to sort and qualify will enable you to drop your sales pitch and work only with top-notch prospects no matter how you get them. By learning an effective qualifying process, you'll spend your most precious and limited resource – time – with only those prospects that show a true interest in your offer. This is a process Leaders Club subscribers learn extensively.

Nothing else will deliver the same ROI, nothing!

"I learned that 'posture' is very much different than a 'script'. There really is no word for word response to objections and roadblocks prospects throw up. I also learned that just because someone starts off with a bad attitude, as a professional, it is my job to break the ice with that person."

- **Jerry Meyer**

"The samples and role-play demonstrating how to use scripts was very helpful... keeping a prospect positive in a cold-call environment is a challenge, and your examples are a good reminder of how straightforward it can be."

- **Jeffrey Eliassen**

"If you're serious about building your business, then you must become a professional and treat it for what it is: a business. This means educating yourself about your company and the network marketing process. Leaders Club provides the nuts and bolts to allow you to succeed regardless of what company you're in. Leaders Club helped me see where the hype was in the industry and totally changed my approach in my prospecting."

- **Glenn Burks**

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6. Create A Follow-up System

A lack of a long-term follow-up plan is the hallmark of a short-term marketer. If this is you – it's a clear signal that you are destined to fail. But it's easy to change...

Generating qualified prospects is simply too expensive to allow any of them to fall through the cracks. And yet most marketers are wasting 80% to 90% of their marketing budget by giving their prospects only a limited number of opportunities to get involved or purchase. They seem to think that they are their prospects only option, when nothing could be further from the truth.

The Internet has changed just about every aspect of our lives. Media has, is and will continue to change. Prospects have more choices for free information than ever.

Just think about how easy it was for you to get this report! A split second of thought on whether or not to click a link - then maybe a minute or two to decide if you would enter your name and e-mail to download it. Does this make you a truly qualified prospect? Maybe. Maybe not. That's where knowing how to qualify a prospect and good follow-up comes in!

The name of the game in the Internet Age is "Trust Building." Your first goal in follow-up is to break the barrier of anonymity and skepticism that defines how we interact online. Prospects today have more choices than ever to find a competitor or to research you and your opportunity before they get involved. Understanding this simple fact can lead to great improvements in marketing results.

Building trust starts with being credible with your prospect. As you plan your marketing, ask yourself if each activity enhances trust or destroys it. Is your message consistent from one week to the next or from one month to the next? Does each message draw your prospect closer – wanting to know more about your solution and try it, or does it push them further away and into the arms of a competitor?

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Following up is also not a “one size fits all” solution. There are both long term and short term follow-up strategies and what you implement may change based on your offer or how a particular prospect falls in your sorting process.

With a little pre-planning and tracking, follow-up doesn’t need to take a lot of personal time or a lot of money. It’s one place where working smart can increase your end results exponentially.

“I learned that it’s OK to email or call prospects, depending on time constraints. I discovered subject lines to use on follow-up e-mails if I call and don’t reach the prospect. I also found out that there two ways to leave messages depending on the type of answering machine you get.”

- *Lyman D. Baird Jr.*

“I learned that the average person sees 5000 ad’s per day and gets 50-100 emails per day. Email allows you to maximize your relationships if done the right way. It promotes, reinforces a message and is a high response medium. But you MUST have good copy. There are no absolute truths or formulas. Leaders Club taught me how to keep the message unique, get their interest, and focus on the Primary Want.”

- *Pamela Means*

7. Reconnect With Old Prospects & Downline

One rule I drill into my students is never to make assumptions about the actions of others. Applied to prospecting in particular, we don’t assume we have a solution for the prospect until they have told us what it is they want to accomplish. The same holds true for people who told us “no” somewhere along the line.

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You can assume they don't like you, your company or your product and take it personal. That would most definitely prevent you from reconnecting with them. And the reality is that you would be wrong 9 times out of 10. If you make any assumption at all, let it be that the old prospect or ex-downline has a pain that needs fixing. Figure out what it is and you both win – even if you don't have a direct solution.

If you haven't been following up with prospects that were not interested, now is your perfect chance! Lack of communication will make your list grow cold – but if you've contacted them before why not give it another try.

Whether by phone, e-mail or postcard, reconnecting with prospects that have requested something specifically from you or have talked with you by phone or email, is something that can jump-start your business in exciting new ways.

Attrition is another fact of life in network marketing. Connecting with inactive or ex-downline is one of the most overlooked sources of business in network marketing. Many marketers are afraid to contact downline members who have quit – taking their leaving personally. This is a big mistake. In some cases people quit because they feel they were misled by their sponsor or upline, but often it's for other reasons unique to them.

Provided you haven't set out to intentionally mislead your prospects, you should not assume you know the exact reason they quit – even if they did tell you. Give them time to cool off and reconnect with them. Many marketers don't end up finding success in network marketing until the second or third time around (or the tenth for that matter). Be sure to direct focus on what will be different this time around (what can you offer to help them help themselves?) rather than on any negative experiences they may have had. If there is still an ember of their original reason for joining network marketing it's possible to nurture it back to a full flame.

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"I learned so much with Leaders Club training that it has literally changed the way I think about my business. I now know what it will take to establish a successful business. I am really impressed with the audio programs and as I grow my business with Leaders Club I will be telling all of my people to listen to these audio's, they are that powerful. Really impressive guys and really well worth the membership fee alone."

- *Gillian Davis*

"Thank you very much for the encouragement along the way with my Individualized Success Plan. My business has progressed during the last 45 days or so, but it could have seen double the growth had I spent more time in prospecting than what I did. I truly do believe in myself and believe that Leaders Club will help others who are serious about success and willing to put in some effort to get trained to build their business."

- *Robert Newman*

8. Reconnect With Retail Customers

If you have retail customers be sure to connect with them on a regular basis. A quick phone call is an efficient and very cost effective way to introduce new products, ask about reorders and maintain a relationship with your customer. This is something retail stores are just not able to do very well.

Too often I see marketers forget about retail customers or assume that they will call if they need anything. Network marketing products tend to cost more than their retail competitors. Make sure you deliver a level of service that makes this completely worthwhile for your customer.

Having a plan for year round retail sales will not only keep you organized and ahead of the curve, it will enable you to maximize earnings from your retail customer base without having your customers feel pressured or anything other than a natural connection with you. Leaders Club helps you get everything you can out of everything you've got.

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I can't tell you how many times I have been thanked for revisiting customers. Sometimes they didn't even think they deserved it because of the small amount of their order. Yet it always generates orders I would not have had without this contact. That is the power of a proven reconnecting strategy.

And if you don't have retail customers (your warm and local markets are ideal) you are missing out on an easy \$200 to \$1,000 in monthly profit. What would that do for your marketing budget?

"Retail sales are an important aspect of your network marketing business. Leaders Club showed me how to put together a year-round retail marketing plan, and then tailor it towards each individual customer. Tailoring offers to the customer requires that you know something about them (their interests, budget, family, etc.). You do them a service by customizing the offer to them, and at the same time increase your product volume. Remember, people in your organization will emulate your example."

– **Gareth Howell**

"I asked my upline (more like begged) for help a year ago when I saw I wasn't making progress. I couldn't pinpoint it. Neither could they. Why? No one really took the time, do more of what you are doing, they said. Try this instead, they said. Or they said nothing, didn't return my calls or emails. I became very depressed and it took God to bring me back to His intentions for me in this business to snap out. And He led me to Leaders Club! Thanks for being there."

– **Carla Andersen**

"Knowing how to effectively retail your products and services to your customer base is something that will dramatically increase your monthly as well as annual volume and profits. Not many training programs even mention retail – Leaders Club not only mentions it, they teach how to use it to easily double, even triple your overall network marketing earnings."

– **Steve Sakal**

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9. Track Your Marketing Actions

Too many marketers assume they are on the right track, doing those things that will move their business forward. When I have my clients track their actions, 9 times out of 10 they find out that they have not been as diligent in doing what they should. Many even thought they were doing things they really weren't. 19 out of 20 assumed they were taking the most effective action when tracking clearly showed this not to be the case. A simple change of focus would often double even triple results.

A cardinal rule that aircraft pilots obey: Believe your instruments. For business people, it's believe your numbers.

Just as assuming we know what our prospects issues are will kill our prospecting results. Assuming you are taking action, getting or not-getting results without knowing for sure is the equivalent of setting sail without a map or rudder.

Tracking is easy. Don't let that fool you.

I have come across a lot of people that have heard of or implement some sort of tracking procedure and after listening to them I find it's more of a 'tracking for the sake of tracking' daily exercise. Effective tracking is not just a daily ritual. Effective daily tracking requires a weekly progress evaluation in order to enable the following week of action to surpass the previous weeks results by design, not luck.

Using a tracking worksheet like the ones found at Leaders Club is a simple way to track the effectiveness of your efforts over time. The tracking sheet is objective – it has no emotion and no knowledge of your good intentions. It shows you clearly what actions you took and how they performed.

Don't have a tracking sheet to use? Simply use a bound notebook and make sure you track the same

TOP 10 WAYS TO JUMP START YOUR BIZ...



things for a period of time. Six weeks is the minimum time you need to get a baseline reading of what you are doing and the real results you are having. Want to learn more about how to implement tracking in your business? Leaders Club can help you learn what to track and what the results really mean.

“The Leaders Club tracking system will hold me accountable. Over time the numbers do tell the whole story. I’ve hated call reports, etc. my whole career, but these tracking tools are well-designed.”

- **Chris Udell**

“The key to sustained motivation, effective actions, and long-term personal and organizational growth is tracking. Leaders Club really speaks to the importance of tracking and how to best utilize it in your business/organization.”

- **Ken McNeill**

“We need to always keep track of our progress and if we aren’t where we want to be Leaders Club has many resources to help us out. There is the ISP program, mastermind forum, audios, and coaching. What we really need to do to succeed in this industry is be consistent with our learning and in calling prospects. It takes effective action to build a solid foundation. People have different learning curves and we have to know what our learning curve is and do what it takes to succeed. We can see our efforts by tracking our results.”

- **Monica Fisher**

10. Don't Quit

Here we are back at success rule #3!

It may be a little obvious that you cannot succeed if you quit. But what I mean when I say “don’t quit” is a little deeper than the advice of some inexperienced leaders: simply sticking with your network marketing company at all cost.

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If you have a tendency to quit on things that you've started, it may be an indication that you quit on yourself first. Success often requires extensive troubleshooting in all areas – from prospecting to posture and from connection to context. It's the process of tracking, testing, and retesting that makes sure we are moving toward our goal – not just going for the sake of going. Having an expert there to help you through this process can be invaluable and that's exactly how Leaders Club can help.

When I say, "don't quit" – I'm talking about taking responsibility for what is and is not working in your business (and for that matter in life). It means finding solutions to problems rather than finding blame. It means being creative, working consistently and continually improving. This is an attitude, a habit really, that defines every successful person I know from the network marketer, to the brick and mortar entrepreneur to the billion dollar CEO.

Frustration, irritation, confusion and even self-doubt and helplessness are emotions all successful business people go through. There hasn't been a successful business owner – network marketing or otherwise – that hasn't laid in bed staring at the ceiling at 3 am wondering what the heck they were thinking when they started their business.

The difference between the unsuccessful and the successful is that the successful didn't quit.

I'm not trying to be discouraging here – only realistic. In fact, I know how important not giving up really is. I have personally gone through these same emotions my first years in business. It's OK. It's normal. And yes, it's painful. But I came to the realization that it's in fact good because it forced me to improve, to solve the problems and deal with the stress in ways that make my business better.

Luckily, I hung on long enough to crack the code to network marketing success. As a result I have been blessed in working with some really great people over the years and have helped thousands of people earn a lot of money in network marketing. If you want to get there too, have the courage to persist when you think that maybe you're never going to get there.

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"I am in my 4th week with Leaders Club and have learned more in these 4 weeks about the realities of NWM than in the 4 years of Offline NWM combined with playing the INTERNET NWM game. I say playing because I have spent \$1000s on different get rich quick schemes. This is the 1st place I have learned the brutal honest truth. Now I can go forward with a plan and a system that works for everyone."

- **Shaun McClelland**

"I am so thankful for the Leaders Club, because it has all the REAL TOOLS anyone needs to be successful in network marketing. After listening to the Unstoppable Income CD and some of the other training that has been provided, my husband has found a renewed FAITH in our home based business opportunity and is supporting me in it! We now have a schedule that will allow me to work on my business, train with LC and also have time for our two small children. Without LC, he would still be the negative spouse. He was not always this way, but after years of attempting many things for success in our business he had become EXTREMELY SKEPTICAL about the reality of success in network marketing. Thank you Leaders Club!"

- **Rae Permann**

Where does all of this leave you?

Will these 10 points change your business?

Don't finish reading this report unless you have decided to Jump Start today!



TOP 10 WAYS TO JUMP START YOUR BIZ...



No secrets... only facts.

What are you doing to stay on top of all the massive changes network marketing has seen in the past couple of years?

Do you guess at your next move? Do you dabble in marketing hoping to find a winner?

Or do you take a systematic approach, learn from others, and network with people who are making it happen?

Leaders Club subscribers aren't left in the dark.

Most people buy one course after another, download reports, even join training programs only to stay in the exact same place they started – or worse. Why?

Training alone won't fix your marketing problems. In fact, your problems cannot be fixed directly through training at all. This is why so many people fail - despite access to training. After all, if network marketing is so easy, why are so few people actually succeeding at it?

Here's what's missing...

It's no secret that buying into the promise of rapid or massive success can give you a moment of hope – even euphoria as you dream about the possibilities. I bet you would get pretty excited if I told you I buried \$100,000 in your back yard! If you really believed me you would probably start digging random holes. Yet the impartial reality of business always has a way of bringing you back down to earth. Remember what I said earlier...

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Don't let emotion and enthusiasm trump common sense!

No matter how great a story sounds, no matter how much money you are promised or how easy it will be, the reality of the 3 Rules of Success and these 10 Ways To Jump Start Your Business cannot be escaped.

The Leaders Club training program is different from every other training program out there. Not only do we have the largest and most comprehensive audio training library on the planet, our unique vantage point of being able to see what is and is not working across many companies and organizations gives our subscribers a real advantage.

When you are plugged in to Leaders Club you don't just get one person's experience you get the experience of thousands of real marketers.

We take all of that and we create a training path just for you with our Individualized Success Plan™. We look at your goals, skill, experience, background and learning style and we make sure you stay accountable to yourself, hang in there and take the actions that will enable you to start earning a profit in your business.

>>> Visit our website & watch our free videos on how our Individualized Success Plan works and what it's done for thousands of people just like you!

Some of my personal clients and Leaders Club students earn over \$500,000 a year.

TOP 10 WAYS TO JUMP START YOUR BIZ...



I'm not saying this to impress you, but to impress upon you the very real income producing effect Leaders Club strategies really can have on your business. I won't imply that if you follow my system you'll find the same level of success – that's ridiculous. But what I will promise is that Leaders Club will make a difference.

Our philosophy isn't to focus on earning \$10,000 or \$20,000 a month – even though plenty of people earn that. Instead we focus on helping you break even and have your business fund itself. From there we move on to getting you to \$1,000. Once you reach this point, the possibilities of earning \$10,000 a month or more really open up for you. But it won't happen until you go through this process. To think otherwise is to put the cart in front of the horse – setting you up for failure.

Leaders Club subscribers are documented to beat the Industry success average by 1000%.

Leaders Club Will Help You Take Control *In Leaders Club, nothing is left to chance.*

Everything is described, step-by-step. Every strategy, technique, tip and inside secret we have tested and proven to create winning long-term network marketing businesses is carefully laid out in comprehensive detail.

Nowhere else can you tap such a wealth of information, so much collective knowledge - for any amount of money! And you'll never be asked to switch companies or take your focus off the company you're already with. We are here to assist you with your business. We're so confident that we can help you we back our training program with a 30 Day Money Back Guarantee!

There's no long-term contract and no obligation to stay with us. If you do choose to cancel, monthly renewals will stop immediately and your credit card won't be charged. It's as simple as that. No harm done, no hard feelings and no questions asked.

TOP 10 WAYS TO JUMP START YOUR BIZ...



Don't settle for things the way they are. Subscribe to Leaders Club and get off the hamster wheel for good. You'll stay on top of the trends, invest your money in the most effective marketing strategies and have access to a consistent flow of fresh prospects.

Contact the person who sent or referred you to this report today or visit our website to subscribe anytime.

I've reached the top level with my company! - "Thanks for working with me over the last 90 days. In the last 3 months I have made both the high retailer and the high sponsor list with the company. The goal is to consistently meet these top levels. Also, since joining Leaders Club, I have reached the top level with my company and I'm now positioned for some leadership profit sharing which is exciting. I believe the Leaders Club training has truly made a difference in how I approach my prospects and your support has been great."

- Brenda Appleton

Join Leaders Club before you waste money on expensive leads. - "I was getting concerned that I was spending a lot of scarce capital on leads from my primary company (@\$10 / lead) & not getting results. Every new recruit to MLM should join Leaders Club before throwing money away on expensive leads from other sources & getting frustrated & de-motivated in the process."

- Peter Wright

No more dragging my friends kicking and screaming. - "I was trying to find a way to make my business work when what my upline was telling me wasn't working for me... no warm market interest. The Leaders Club training has helped me to see that there are ways to make this happen without dragging my friends kicking and screaming. If you're considering getting into a networking market company check out Leaders Club first so you know what to look for to be successful!"

- Heather Yasolsky

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I realized that my failure was a result of my inexperience. "I joined because I was searching for high quality leads. A few months ago I spent about \$200 on leads and fell flat on my face. I thought it was because they were "bad" leads. After listening to "How to turn cold leads into hot prospects" I realized that my failure was a result of my inexperience. I've discovered that Leaders Club is about much more than leads; it's about developing a systematic approach." - Luke Markert

Leaders Club is on your side - time is not – that's a fact...

Your number one enemy in business is procrastination. Every day you delay costs you money in lost business. You'll continue to struggle on your own and miss more and more opportunities to sponsor prospects, convert customers and earn bigger bonuses – that is, unless you take action.

The network marketers that have applied Leaders Club strategies have found a gold mine in their business. They don't worry about finding leads, or speaking to unqualified prospects. Many have seen their incomes take off beyond their expectations. Imagine if you could increase your income by \$20,000, \$50,000 even six figures a year! (Many marketers have seen their incomes grow by much more than this.)

Here's what you get when you subscribe to Leaders Club...

Included with every Leaders Club subscription:

- **Largest Network Marketing Audio Training Library** - featuring over 400 audio training programs for online listening or for download to your MP3 player so you can take your training with you. *(\$12,000 value)*
- **Huge Article Archive** - With over 500 printed pages of exclusive articles on marketing, adwords, e-mail, web sites, motivation, leadership and more. Regularly updated with the latest tested advice and supplemented with popular authors. *(\$1,500 value)*
- **Individualized Success Plan** - Your own personal training program based on your specific experience, strengths, weaknesses and goals. With Leaders Club, you no longer have to settle for "one size fits all" training! *(\$4,200 value)*
- **Personal Success Advisor** - A highly trained Leaders Club staffer that will guide you through your Individualized Success Plan, help you set realistic goals, answer your questions and guide you to the specific resources you need for success as well as hold you accountable to your goals. A vital part of the Leaders Club Winning Edge!™ *(\$300 value)*
- **Private MasterMind Forums** - Our online members only community gives you access to open, honest, hype-free feedback and advice from rising marketers and proven leaders. With over 30,000 posts in 6,000 topics this one resource alone can save you thousands in wasted marketing efforts! And, unlike most public forums and communities, you won't get pitched and prospected here. *(\$1,500 value)*
- **Live Interactive Leaders Club Show Broadcasts** - Our ongoing live broadcasts keep you on top of all the major trends in network marketing so you know what to expect and profit from it. Past topics include... *(\$250 value)*
 - What's Really Working In Network Marketing? – 2008 Peer Survey Results
 - E-mailing, Calling, and Leaving Messages That Get Results
 - Professional Secrets To Writing Killer Copy
 - The Basics of Making First Contact By Phone
 - The Secret To Making Collateral Marketing Work
 - How To Use Triggers To Motivate Your Prospect To Join
 - The Basics of Creating A Productive Website
 - The 7 Deadly Sins of Prospecting
 - How To Generate Year Round Retail Sales
 - The ABC's of Getting Results Within Your Budget
 - Unlocking Google PPC Marketing Success
- **Live Group Coaching Programs** - Ever wished you could talk with a marketing expert directly? Our certified marketing consultants and coaches host monthly live group coaching teleconferences where you can ask questions about prospecting, collateral marketing, technology in marketing, time management, motivation, leadership and more. *(\$250 value)*



- **Exclusive Video Training Programs** - Six marketing expert's discuss the 8 most common issues faced by marketers and how they have been able to solve them. This step-by-step video training program is available free online to members or on DVD for a small additional fee. No other program has been quite as effective in getting measurable results as quickly! (\$150 value)
- **Mastering Internet Marketing** - A collection of over a dozen training audios and articles that cut through the hype of internet marketing and reveal how to implement this vital technology without losing your shirt in the process. Leaders Club has spent a significant amount of time and money testing and developing viable Internet Marketing strategies for e-mail, web sites, Pay Per Click (PPC), Search Engine Optimization (SEO), Keywords, Automated Systems, Autoresponders and more. (\$450 value)
- **Success Through Relaxation Audio** - Consider this a new software package for your brain – learn how to reprogram your brain for extraordinary achievement rather than mediocrity. This audio program uses the latest neuro-cognitive research to help you achieve your goals, maintain your motivation and stay on track with less effort than you thought possible. 100% original soundtrack makes applying this audio as easy as slipping on a pair of headphones and sitting back in your favorite chair. (\$125 Value)
- **Prospecting Tools and Landing Pages** - Leaders Club provides you with marketing tools and landing pages you can use to filter leads into higher quality prospects - an important part of managing your time and budget. Our "MyOrangeCD" site even provides you with a generic and customizable website, autoresponder, blog and collateral CD to get you started in your marketing efforts. (\$150 value)
- **Additional Income Stream** - It makes sense for you to plug people into Leaders Club that are already in another Network Marketing Company. Even if they don't qualify for yours, there's a good chance they crave professional assistance with their business. And, you don't have to manage their activity and training, that's Leaders Club's responsibility. You'll earn bonuses of up to 70% based on their purchases and subscription. Help raise the industry's success rate by leveraging the Leaders Club referral program (priceless!)

Our Guarantee: Try our Training Program for yourself for 30 days risk free!

Listen to our audios, read our articles, mix with leaders in our online community. If you are not 100% convinced that Leaders Club will enable you to increase your income, we'll refund your initial subscription fee - no questions asked!

Subscriptions Start At Just \$50 a Month!



If you want to sponsor more prospects,
earn bigger bonuses; be in full control of
your future, you'll need to take action.
It won't happen by itself.

Call to join the Club today!
1-800-783-6561
www.leadersclub.com



About The Author

Andre Vatke

Andre Vatke is a popular author, consultant, motivational speaker and network marketing entrepreneur. He is a leading expert on network marketing and promotional strategies. He has written hundreds of articles, reports and training programs which are available through Leaders Club and select retail outlets.



Also available from the leaders club store...

How to Turn Cold Leads Into Hot Prospects

By Andre Vatke



Landmark bestselling training program unlocks dozens of secrets to turn your network marketing business into the income stream you're after.

Now revised, updated and expanded.

Don't let the fear of the phone or prospect objections keep you from becoming a top performer. This ground breaking audio program is the first proven prospecting method specifically created for network marketing.

Topics Covered Include:

- **How to become a master recruiter** no matter how much or how little experience you have.
- **The biggest obstacle of all to sponsoring prospects** and what to do about it.
- **How to spot a scam from a mile away** – never waste your time or money again.
- **How to find your ideal prospects** and why going after anyone else is stupid and suicidal.
- **10 popular ways to generate leads** – which ways work and which do not. Plus how and when to use each way so you don't blow your budget.
- **How to drop the sales pitch for good.** Prospect hate sales people but they will love you!
- **How to find your natural competitive advantage** – understand it and you'll stop competing with thousands of other marketers. Prospects will love you for it!
- **4 critical questions your prospect is thinking but will never ask you.** Answer these and you'll set yourself up as literally the only logical choice in your prospect's mind.
- **Step-by-step role-playing guide** to the entire prospecting process from making first contact to closing.
- **Two powerful follow-up strategies** that will ensure you never waste another dollar on missed opportunities.
- A proven, realistic time plan to **guarantee a full-time income** in the business of your choice.
- **Workbook** includes powerful marketing exercises, brainstorming sessions and copies of our proven prospecting scripts.
- **100% Guaranteed Advice.** If you're not fully convinced that this course will change the way you prospect forever, return it for a full refund!

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