

How To Add **700** Reps

The Insider Report



Martin Lightbowne

(Important Note Before You Begin)

Martin Lightbowne here...

You recently requested this life-changing report about how to grow your networking or home business. I know you'll enjoy it – make sure to print it out and read it from top to bottom.

Afterwards, you might have some questions about how to apply this into your business. The worst thing you can do, is sit there and try and work it out for yourself, as there will be small details you'll overlook that will seriously hamper your success. Because of this, I'm offering every reader the opportunity to speak with me personally about what they've read and how to apply it into their business. To book your free consultation simply **call us at 1-800-803-4610**. I've also included her details for you at the end of the report.

Remember – In this industry, things are not always as they seem. Really, there are only “insiders” and “outsiders”, people who know the deal, and people who don't have a clue. I'm here to help you get on the inside, and understand what it takes to really grow a successful organization.

Enjoy

To your success

A handwritten signature in blue ink that reads "M.S. Lightbowne". The signature is written in a cursive, flowing style.

Your Guide On The Inside

Take The Time To Print This Now!

“Finally! You Can Discover The Truth About Network Marketing – How To Truly Succeed With A Home Business, And How To Add Dozens Of New Motivated Clients Into Your Organization On A Weekly Basis Without Fail”

“Please! Take This Information And Put It To Work – See The Results – And Heed The Warnings So That You Not Only Save Thousands Of Dollars By Avoiding The Scams And Rip-Offs In This Industry...

...But Also Learn How To Generate A Significant Income Right From Home... From Scratch...Starting Today!”

Guaranteed – You will make **lots of money** using the information contained in this report or I will give you **ten times your money back**. Oh...You paid zero for it.

Make that a million times your money back!

From – The Battered Desks Of Martin Lightbowne & Joshua Fuson

Dear Friend and Fellow Networker,

First off, thank you for requesting our report on how to add 700 reps into your business.

I have no idea how you found this information. Maybe a friend cared enough for your success to email it to you. Maybe you requested it from one of our websites. I don't know your whole story, or how you got started in network marketing.

However, I do know something very important about you.

And that is...

You Have Something Most People Do Not. Something Very Special.

And that something is courage.

Most people have big dreams - dreams of financial freedom, of having a bigger impact, of making a difference in other people's lives. But as great as those dreams are, most people simply don't have the courage to take the leap of faith to actually join a company, get started in business, and begin the process of turning those dreams into a reality.

But you do. *And your first step has the potential to change everything.*

Notice that I said "potential" - **because a first step alone is not enough**. Chances are, you're not where you want to be in your business. If you are already earning a six-figure income, then this report really isn't for you. I wrote this for the person that has a burning desire to succeed - that knows they were destined for greater things - and cannot figure out why it has not happened yet.

The truth is, the reason you are not experiencing the success you want has **very little to do with you**. It has very little to do with your upline. And it has almost nothing to do with your product or service that you market.

It Goes Much, Much Deeper Than That

It goes to the very heart of the biggest secret that nobody is talking about in network marketing. And it's bigger than you, your company, or your upline guru's.

I'll explain what this secret is in just a minute. First, I want to present you with the question that led to an 8-year odyssey that showed me the highest heights and lowest-lows in the home business industry.

It has taken me on a journey that started with me being 9 weeks away from bankruptcy, to the point where I now own and operate multiple six and seven figure businesses.

This question changed everything. And if you are struggling in your business, it is a question that can change your life.

Here it is:

How can one network marketer join a company, work hard, and struggle to enroll one or two new reps, and another network marketer, who doesn't even work as hard, enroll dozens or even hundreds of new reps every month?

I'm sure you've seen people join a business, and within 3 months they are at the top of the compensation plan.

And you've seen people who have joined a company, worked hard, and barely make enough to pay for their autoship.

Why?

I'll tell you why. This is the biggest trade secret that no upline, company, or guru will tell you. But it's the biggest key to success in this industry, and it is the reason that you can have two people who work hard, and one have success while the other struggles.

The difference - the key - is positioning.

That's it. **Positioning.**

Positioning is a profound concept. It is literally THE defining factor in being able to create massive organizations from scratch.

Masters of positioning never again have to worry about time, money, the economy...because it no longer matters. They know how to generate income on demand. And it works no matter which business you're in.

But what is positioning?

It's easy to understand, but difficult to master. Stated simply, positioning is how your prospects view you. It's the category they put you in. It's how they see you in relation to their needs.

Let me give you an example:

When you want something common and cheap, you probably think of going to "Wal-Mart". But have you ever thought why? The reason is obvious - positioning. They have positioned themselves as the "low price leader". And it works.

Another great example is Apple Computers. They stand alone in the world of innovative technical gadgets (like the iPod, or the iPhone). As such, they can charge twice as much as their competitors, and dominate their market.

If you notice, these two companies have opposite positioning strategies, with a common result - they are the leaders in their respective market.

So what does this all have to do with network marketing?

Everything.

You see, the problems you have experienced are simply a result of not using the power of positioning to help people see you as the solution to their problem. The reason you are not dominating your market is not because there is something wrong with you, or with your company, or with your products and services. You are just not using the proper positioning strategy to get people coming to you, asking for help with your products and services.

You see, one of the first key things to understand is that network marketing is a people-based business. It starts and ends with relationships. That is one thing that most networkers understand - *but the application that is taught by most uplines is all wrong.*

People are taught to try and get their friends and family to "do them a favor". They are taught to be secretive and elusive, to try and get their prospects on 3-way calls with the upline experts. They are taught to hand out free product samples, host home meetings and parties, and throw flyers on every car they see.

The average distributor is taught to say as little as possible, and just try to get their list of "warm contacts" to the local meeting or the party where the real expert (the upline guru) will present about the company and opportunity.

And that's a big problem.

Think about it - if you try to do that with your potential business partners, what does that make YOU look like?

A leader?

Someone worth following?

Hardly.

That type of system positions you as a monkey - a gopher for someone else's business. And remember - people don't join businesses, they join OTHER PEOPLE. And if you have positioned yourself as a tool for someone else's business, then you now have positioning working AGAINST you.

Have you ever heard the phrase "fighting a losing battle"?

That's exactly what happens when positioning is working against you.

Those types of marketing techniques are designed to position the company and their band of leaders as the true experts. They come out smelling rosy, as they have hundreds or thousands of their distributors positioning their enterprises every day.

But it does not work out so well for the little distributor trying to make a go of it.

With that system, the little person **doesn't really stand a chance.**

UNLESS...

They understand how to use and leverage positioning!

If they know how to maximize positioning, then it turns the tables completely.

At that point, anything is possible.

I first discovered the power of positioning in a direct-sales business. I had just come off the worst year I ever experienced in network marketing.

I had spent a full year working my warm market with a telecom business, inviting friends and family members to my meetings. I called opportunity-seeking leads, attended all my upline's motivational meetings. I invested thousands upon thousands of dollars doing everything my upline suggested I do to get success.

What did I have to show for it?

Two reps.

Two...measly...reps.

And an extra \$32,000 of credit-card debt.

Talk about frustrating!

When you follow a system step-by-step - and the results are NEGATIVE EARNINGS - it becomes tough to stay motivated.

But I was absolutely dedicated to finding a way. Do or die, I was going to figure out how to make it work.

And I did. And the bizarre thing was – I did the exact opposite of everything I had been taught to do!

Talk about a strange feeling – I was doing everything I had been instructed NOT to do...and it was working!

So what did I do?

First, I made the decision that I was going to use positioning in three specific areas:

The phone.

The Internet.

The written word.

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I didn't want to try to build a business on the backs of my friends and family. And I wasn't going to spend another year chasing my tail, following advice from my upline (who was earning about the same as me at the time).

It had to be a whole new strategy. It had to be people that I didn't know, but were looking for what I had. They had to be pre-qualified. And they had to be interested. Furthermore, it had to be consistent - I needed new people to speak to every single day.

And after 6 months of rigorous trial and error, and with some help from some veteran networkers that were willing to take a fledgling under their wing, I finally cracked the code.

It started small - 3 new people per day. Then 10. Then 50.

Then it got a bit more exciting - 100 a day. Then 300.

Within 18 months of joining, I had managed to shatter every recruitment record this company had (and believe me - they had some HEAVY HITTERS on their team). I had also expanded my business to 29 countries at the same time, and developed a motivated team of my own that was 110% committed to success.

Now, I'm not saying this to brag. To be honest, I'm just a regular guy. Even though I earn what I earn, you probably could not pick me out as being "rich" if you saw me on the street. The only ones that really know the scoop are my friends, family, and the accountant. And now - you do too.

I would not have gotten to where I'm at without some real help from some very special people in my life. They showed me the truth on how to build a powerful positioning system, and **that is what made all the difference.** And that is what I'm about to pass on to you.

Before I explain that, I want to show you a way to instantly begin using positioning to your advantage. There are certain key techniques that are taught in this industry that automatically lower your positioning in the eyes of your prospect. If you are doing these - **STOP.** You can instantly begin to utilize the power of positioning by simply avoiding these "positioning killers".

“Introducing 5 Easy Sure-Fire Tricks To Kill Your Positioning & Lose Money FAST!”

1. Market To Your Friends And Family

Many network marketers are taught to leverage their “warm market” for their business. This usually comes down to friends and family members. This is a huge waste of time, and it’s guaranteed to cost you positioning, and ultimately, money in the long run.

Why?

First, most of them are going to be very skeptical. Many will refuse to do business with you simply because they will look at your attempt to sell them a business or a product as trying to leverage a personal relationship for financial gain. Most people get insulted when they feel “used”, and most people feel used when they are sold by their friends and family. INSTANT positioning killer!

Even if you have great intentions with a fantastic product, this technique will still cost you positioning. And even if a few people do sign up, most of them will not, and it sucks to be rejected by someone that you care about (a friend or family member). It’s hard to stay motivated when the people you care about are consistently turning down your offer.

Don’t torture yourself – there are too many high-quality, motivated prospects that would love to do business with you. Leave your friends and family alone, and sell your stuff to people that are already looking for it!

2. Lead With Greed

What I mean is “lead with your business opportunity”. This is commonly taught, where you stress the benefits of starting a business first, and then explain the benefits of your product. This is a common mistake, and it costs you HUGE positioning.

Think about it: You start a business from scratch, and you do it with a business that provides residual income. By definition, residual income means you get paid tomorrow on the work you do today. What do most companies tell their distributors? “Give it 2 – 5 years of consistent effort”. Network marketing is not “get rich quick”, it’s a real business, and it takes a little time to see results.

So if you are just starting out, and you're telling everyone you know how much money you are going to make, and then you try to **convince them** that they can make tons of money by joining your downline, they are going to be very skeptical of you.

They will say things like "how much are you making?" and "I'll wait until you're making a lot of money before I join".

Now, once you are making a six-figure income, lead with your money-making opportunity all day long. But until then, you can't "lead with greed" and expect your prospects to view you with any amount of credibility or positioning.

3. Do 3-Way Calls With Your Upline Monkeys

Ever had this scenario before?

You have a hot prospect on the line, and just for some extra validation, you plug them in to a "3-way call" with our upline to help close them. Your upline is rude, and your prospect can feel it. You listen in frustration as your upline repeats the same information that you had already explained earlier, and then cuts your prospect off with vague answers that don't provide content your prospect is looking for.

This happens frequently. Now, some uplines are great about supporting 3-way calls, but it will still cost you positioning.

Positioning is a perspective between you and your prospects. It's a perception, an opinion that they form of you during the marketing process. So if you phone your upline to help you close your prospects, how will your prospect view you?

As a downline gopher - someone who needs a crutch to grow their business. Certainly not a leader or someone to follow.

In order to be positioned as a leader, you have to earn it. You cannot depend on other people to do all the work for you – at some point, you will have to become the leader, simply because people like to follow leaders, not other followers. They want to work with people of confidence, people that know what the heck they are doing.

You don't like getting stuck with a "waiter in training" when you go to a high-class restaurant.

Prospects don't like working with people who don't have a clue, and 3-way calls position you as a stooge. It's that simple.

4. Buy “Business Opportunity” Leads

These are called “biz-op” leads, and they are an easy, quick way to lose lots of hard-earned cash. Biz op leads are leads of people who are supposedly looking to get into some sort of home-based or network marketing business. Sounds great, right?

Well, they actually suck out loud, for 3 reasons:

- They cost too much. These leads are sold for \$5, \$20, or even \$30 per lead! It doesn't take long to spend a lot of money for these types of trash-leads. Realistically, you should never spend more than \$0.15 - \$0.25 for any lead.
- They aren't targeted enough. Sure, these people supposedly want to get into a business, but you don't have a clue if they give a rip about your product! Let's say you are marketing an anti-aging product. Can you imagine trying to talk an 18 year old male into becoming a distributor for a product that's designed for people over age 40? Another example – if you market a travel opportunity, can you imagine paying \$30 for the lead information of a guy who hates to travel, but is supposedly looking for a business? Big mistake.
- They are recycled. These leads are usually sold over and over, which means that by the time you reach them, they have already heard from 3 or 4 other networkers. At that point, you sound like just another “salesman” trying to convince them that your business is best.

If you are spending money on biz op leads, then stop. If you haven't spent any money on them, then avoid them like the plague. If you feel like you must buy biz op leads, then let us know! Our students have bunches from back in the “good old days” when they used to waste money on that kind of thing.

5. Throw Home Parties And Home Meetings

Ever tried to throw a home party and have nobody show up?

Or spend a lot of time getting your product display all set up, laid out perfectly, and spend the money to get refreshments and appetizers laid out, only to have one or two people actually attend? And they only buy a product because they feel sorry for you?

That's just embarrassing! Not only is it disappointing for you, but it's a huge waste of time and money. The thing is, people lead busy lives these days, and they don't have time to drive all over town to attend a party unless it's the weekend. And most people are busy enough that they don't want to spend their weekends in your living room getting pitched on your product and opportunity.

Again, this worked fantastically back in the “good old days”, during the 1960’s and 1970’s. However, times have changed, and the “party plan” is really a “sorry plan” for consistently recruiting new clients and business builders into your organization.

Now – I know I may have just rained on your parade. And if you’re one of the stupid ones, you just “skimmed” through that life-saving information.

But I think you’re one of the smart ones – because you’re still with me.

You just discovered the fastest ways that people lose money in this industry. Just by avoiding these things, you’ll be money ahead. Doesn’t that feel good?

Fact is, it’s not enough to simply “avoid failure” - you have to know how to make gains too! So let’s talk about how to start making a fortune with your business.

“3 Simple No-Fail Tools To Earn Yourself Towering 5-Figure Monthly Commission Checks And Rake In Piles Of Cold Hard Cash... ...Marketing Whatever You Want!”

Does that sound impossible?

At least a little unbelievable?

It’s not.

It’s more than realistic, even conservative.

And I’m about to show you why.

There are three tools that you can use to maximize the power of positioning. You can use positioning in person, but the only problem with “in person” positioning is that it requires YOU to be physically present. I’ve found that by leveraging technology, you can target the masses for what you are offering 24/7 AND use the power of positioning for maximum effect.

The three tools are:

The telephone

The Internet

The written word

Let’s take a closer look.

The Telephone

The telephone is one of the most powerful positioning tools ever created. It offers some distinct advantages to the person who knows how to leverage it properly.

When you couple the telephone with a targeted lead, you have a tremendous opportunity to build meaningful, profitable relationships very quickly.

There are several key advantages to using the phone correctly - let’s talk about a few of them now:

1. Structure

Structure is a key to success leveraging the phone. Just picking up the phone and “winging it” is a bad idea.

For most, that means you have a script with a specific offer for your prospect. Short and sweet works best - if you just call up someone who is interested in what you have, and ramble on and on, they won’t be interested. If you make an offer based on the benefits of what you are offering, you can quickly sort those who are interested from those who are not.

Also – do not try to get people to go to a crappy company-replicated website!

They won't go – and they won't care.

And your positioning will be hosed.

Instead, invite them to a teleconference call and engage them there – you want to be personable when you're on the phone. That's why it's critical you use structure.

Having structure also allows you to create a system that your downline can plug into for predictable results. If you have a tool with a proven response rate that you can hand them to use, they will be much more comfortable and successful than if you left them to flounder with home meetings and parties.

2. Time Leverage

One of the biggest advantages that the phone brings is the ability to have more of an impact in less time.

One of the most ridiculous misconceptions in this industry is that to grow a successful home business, you have to do it in person - or "belly to belly".

Nonsense.

I have people in my organizations from all over the world. I have meaningful business relationships with many of these people, and yet, I have not met many of them. There is no way I could have accomplished that kind of growth if I had restricted myself to "belly to belly" marketing.

Even if you have a Ferrari, you can't move fast enough in a day to market in-person. The phone wins ANY competition – hands down. You can drive as fast as you want, but by the time you drive all over town, buying people lunch, dropping off samples, you'll only be able to meet 5, maybe 6 new potential partners.

With the phone, I can sit at home, contact 10 times that number of people in the same amount of time and enroll at least 10 into my business that same day. I'm not relentlessly following up with prospects, because I don't have to - and I can do it all working from the comfort of my home if I like.

That's the power and the freedom that the telephone brings to your business.

However – there are tools that are even more powerful than that. Like the Internet.

The Internet

The Internet is the most powerful tool in the world for exploding businesses. You can reach tens of thousands - even millions of people with the power of the Internet. Just like the telephone, the Internet frees you from the restriction of working with a local market - you can work nationally or internationally, and reach people all over the world that are interested in what you have to offer.

Before we even talk about the Internet, let's talk about your company.

Many companies will tell you that they forbid you to advertise, that they have to approve of anything you do if you market on the Internet or anywhere else. This is absolutely true - IF you use their trademark names or the name of the company in your advertising.

That's how you market online without having to have everything run through the "company" - you just don't mention the company. You position YOURSELF first, and talk about the benefits that your product can offer.

For example:

Let's say John Doe is a distributor for XYZ company, and they offer a health juice that helps diabetes. John's natural inclination is to put up a website that says:

"Hi, I'm John Doe, and I'm a distributor with XYZ corporation. XYZ is a great company that is changing lives. They have a juice that cures diabetes! Call me for a presentation!"

This is bad.

Really bad.

You might think that John would have to be an idiot to put this kind of stuff on a website or in an ad, but network marketing businesses have to prevent their distributors from doing this all the time. Their distributors get carried away, and make all kinds of crazy claims to market their product.

Let's say John Doe has the good sense to talk to me before he publishes that ad or website. After we chat, he changes things so that it reads:

"Hi, I'm John Doe, and I provide people with powerful information that has been shown to dramatically reduce the chances of developing diabetes. If you are suffering from diabetes, and if you would like to know of a way that could drastically reduce or even eliminate the symptoms, then call me for a free needs-analysis report"

Now this is a totally different ballgame.

First, John Doe is not speaking in the name of his company – he is speaking in his own name. He’s not making any crazy product claims, he uses words like “has been shown to reduce” and “could reduce”. He’s not blabbering about the company at all, which is good – people like to buy from expertise, and it does John no good to talk about how great his company is, because at this point, HIS PROSPECT DOESN’T CARE.

Remember, his prospect is just thinking WIFM – what’s in it for me?

John is also offering a compelling reason to take action – he is giving a free ‘needs analysis’. This is 100% legit with any network marketing company or home-based business. So long as you do not mention your company and make claims in their name, you are protecting them from being sued and legal liability, which is why they publish their policies and procedures in the first place.

Now let’s talk about the Internet.

There are two parts to succeeding with the internet – the traffic, or your web visitors, and your website. Let’s talk about traffic first.

The power of the internet is that it allows you to dramatically leverage the number of people that are exposed to what you are marketing. You can drive hundreds or thousands of visitors to a website every single day, and you can target it so that only people that are actively looking for what you have see your site.

There are 3 primary ways to drive traffic:

PPC – or “paid traffic”

SEO – or “organic traffic”

Social Media – or Web 2.0

First, PPC is one of the fastest and easiest ways to gain massive exposure and drive high quality visitors and prospects to your site. One of the key steps here is that you need to know how to buy your traffic wholesale. Paying full price on Google Adwords or Yahoo Sponsored search will drain your bank account. PPC is all about using their paid advertising networks to expose your ad to targeted visitors.

The best part about pay per click is that only people who want what you have right now are exposed to your ad. That way, you can qualify your prospect before you ever pay a penny, and they have to respond to your message before you pay. There are some very simple strategies you can use to master PPC, but you must know what you are doing, because you can also get hurt if you just start buying traffic ignorantly.

The second way to drive targeted traffic is with SEO, or search engine optimization. This is powerful because it is free traffic, but you must have the technical skills to understand what a search engine is looking for when it ranks websites. Search engines have bots, or web crawlers, that go out and search the websites out on the internet. And if you know what these web crawlers are looking for, you can blow by your competition and get ranked at the top of the search engines. There really is a formula for this, and it works time and again.

Finally, the third way to drive traffic is with Social Media, which is commonly called Web 2.0.

These are popular websites such as squidoo.com, myspace.com, youtube.com, and many others that have become popular online hubs. What is interesting is that social media traffic is some of the highest-quality traffic online today, but it is a very different kind of marketing.

In order to succeed with Web 2.0, you have to learn how to provide quality content, and build a loyal fan base with your material. If you do this right, you can have 200, 300, or even 500 people per day reaching out to you, asking for more information about what you have.

This type of traffic can be presold, so that when they actually see your website or your web message, they are ready and eager to work with you personally. You are already positioned as an expert before you ever even speak with them.

There is a downside to web 2.0 though – if you don't know what you are doing, and just start blasting advertising on these sites, then you will be shut down and lose your account.

Like ppc and seo, there is an art and science to using these tools.

But the good news is...

“So Few Networkers Know How To Leverage These Three Tools Together That It Gives Those Who Do Know A Truly Unfair Advantage”

But traffic alone isn't going to do you any good - you also need response, and you do that with the third tool that has existed for thousands of years - the written word.

The Written Word

You see, it doesn't matter how many web visitors your get to your website if the words on your site aren't clear. Your site has to be written so that it captures your web visitor's interest, and gets them to take action.

Writing words that get people to take action is a powerful skill for growing a business. Behind corporate CEO's, professional marketing copywriters are amongst the highest paid professionals on the planet.

Just as an example, Dan Kennedy is a famous copywriter that is paid over **\$100,000** for writing one single sales message for his clients. Now that seems like a lot of money, and it is. But his clients happily pay that amount, because they generate millions of dollars with his sales messages.

Online copy refers to the internet, the copy in your ads, and the copy on your website, your emails that you send to your list – everything that has to do with the written word. Words that get people to take action matter, and one of the most common mistakes that network marketers make is driving your traffic to a generic company replicated website; this is literally like flushing money down the drain.

To get people to take action, you have to know how to position YOURSELF. Company replicated websites are used to position your company first and foremost. They allow a little bit of customization, but not much. They might have a video or they can download your compensation plan, but they don't do anything to inspire readers to take action. Besides, it looks like every other website that every other distributor has except for that little bitty box up in the corner that has your name on it.

Your website for marketing should be a data-capture website, or lead capture website. This is a website that has a compelling offer for something that your web visitors would like. This allows you to position yourself as a helper, instead of a sleazy salesperson, and lets you start to build a database of interested prospective prospects and business builders.

You can then present online sales letters to motivate your database to join you in business, and purchase your products and services along with what's called an autoresponder.

An autoresponder is just a newsletter tool that will send out pre-written emails and newsletters to your database (we recommend Aweber – you can get a free test-drive here). Again, you can craft copy with these to provide value to your database, to educate them, inform them, and build a relationship with them.

As an example, I was personally involved with a campaign for an internet security product. **17**

Using the power of the internet and the written word, I put up a sales letter and started driving traffic. By using that system, I was enrolling 2 people per day into my downline, and the first time I ever even spoke with them was after they had joined my organization.

Copywriting is a skill that is learned, just like any other skill. People aren't magically born successful copywriters or internet marketers – they all learn from others, and good part is that once you have the skills, it makes growing a significant business a piece of cake.

Now, you're probably thinking that this all sounds pretty different to anything you've heard from your upline or company. And it is - it's very different, and for good reason! This industry has a documented 96% failure rate. Most distributors who start in business never achieve the success and goals they start with. And the tragic part is that they COULD have done it...

They just needed a business model that is sustainable, and that works repeatedly for any business in any niche.

Any one of these tools in of themselves works amazingly well.

But if you combine them, and leverage them all together, you get a result infinitely more powerful than if you were to use them alone by themselves.

The magic of positioning can transform your results. I don't care how successful or how unsuccessful you've been in the past - leveraging positioning can take a networker from zero (or below zero) to earning at the rate of six figures in less than a few months. It can also take a six-figure earner, and turn them into a seven-figure earner.

If you have struggled up to this point, or you just need some guidance on how to apply the power of positioning into your own business, then I have an offer that could be of great benefit to you.

But before I talk about that, there is one last thing I want to talk about - and it's the most important business growth tool you'll ever have.

And that is a **successful mindset**.

“Someday”?...

Do you know how to tell a successful person from an unsuccessful one?

The easiest way is by how they talk. When you talk to a successful person about their goals and targets, they will tell you what they plan to do and when it will be done.

When an unsuccessful person talks about their goals (assuming they even have any), you'll hear something along the lines of "I hope to do this someday" or "I really wish this would happen".

Here's a clue for all you losers out there – "someday" never comes.

You know why someone with a loser's mentality always uses words like "someday", "I hope" or "I wish"?

They do it because it gives them an 'out', and allows them to not be accountable for their words. If they have to place a time limit on the goal and they don't do it, they fail, and **a loser hates to fail.**

Winners have no fear of failing, because they know success is made from strings of failure.

Everyone has dreams and goals. Do you know the only difference between a goal and a dream?

A goal is a dream + action. We all have dreams, becoming financially independent, having a family, helping charities, making an impact on the world, etc.

Have you ever made a goal to achieve your dreams? If so, did you place a time limit on it, or did you just say "I hope it happens someday"?

Can you imagine buying a presale home and not knowing when it will be completed?

Can you imagine if the developer just kept telling you "I'll get it finished someday"?

Don't be afraid to fail. Failure is required in order to succeed. You will not find a successful person who does not have a few stories to tell about their failure (I know I do).

Making a tremendous income with your home-based business is something that many people would like to do. Something that many people dream of doing. The question is –

Will It Happen "Someday"?

or...

Are You Ready To Make It Happen -

Starting Today?

If so, then I have something special for you.

We offer a free 50 minute consultation on how to absolutely explode your business. I can only cram so many strategies into one report. I can tell you this; after that 50 minutes, you will know all you need to know to start making your dreams and goals a reality.

At the same time, we very serious about what we do. There are a lot of people that “wish” they could put 20, 30, or 40 people per week into their downlines – there aren’t so many people that are willing to do what it takes to actually make that a reality.

If you are committed to making that dream a reality, then I recommend you book your free 50 minute consultation right now.

You can do so by sending in a request to success@hbsaonline.com or, call us immediately at 1-800-803-4610. If you miss us and it goes to voicemail, just be sure to leave the following details :

1. Your name
2. Your phone number
3. The business you are marketing
4. The level you are looking to take your business
5. The biggest challenge that is holding you back

We will get back to you within 48 hours.

I hope you’ve enjoyed the information in this report. At this point, you should have a very clear idea of what needs to be accomplished if want to become truly successful in your business. **20**

How To Add 700 Reps **Insider Report**

On a side note, one of the bonuses I'm throwing in for requesting my report is a free subscription to the "Networking Insider's Newsletter". In it, we cover advanced marketing strategies, lucrative positioning techniques, and other methods to help you grow your business to more profitable levels. It's our free gift to you.

One last thing – If you enjoyed this report, please take 30 seconds and drop us an email, let us know. If you did not like it, send that feedback too. We are always striving to continually provide more value and benefit to the good entrepreneurs that are giving it all they have to succeed from home.

To Your Complete Success and Nothing Less,

Martin Lightbowne

Joshua Fuson

Business Development Specialists

P.S. – If you want to learn how to dramatically increase your business cash-flow and add reps into your downline faster than you ever thought possible, I suggest you book your free consultation right now by calling us right now, toll free : 1-800-803-4610