

An Open Letter To Everyone In Our Industry Who Are Scrambling To Survive, Re-working Their Out-Dated Marketing Games and Shaking In Their Boots While Asking, "Where Did Everyone Go?"

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## **It's "Game Over" For Many In Our Industry Who Still Believe in Selfish Ponzi Game Bullshit!**

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**Your Name Here / 1-770-555-2594**

The person listed above is your new best friend:

***Dear Future F/T \$7,000 to \$15,000 Per Month Earner***

Here it is early December of 2008 and we all know that the world as we knew it, six months ago, has changed. And to the people who are not prepared to change with the times--quickly--I say again, "**game over.**"

The days of ramming a big ticket \$2K and \$4K program down people's throats are over. In this economic climate the days of "oh what the hell here is four grand" are so 2007. So are the days of selling bogus crap and praying the new guys wife never asks, "Hey Honey, what is this on your credit card for \$250 per month?" Bang-Bang. You're dead. Game over.

Do you honestly think with Millions of job cuts coming and most people secretly scared out of their pretty little heads, that your get-rich-quick or fruity juice of the month MLM at **\$240 per month** is gonna fly?

You do? Great. Now just tell me how many of your people *have quit lately*.

Truth is truth and the closer you move to it my Amigo of sane mind, the more income we can both make together and the more lives we can absolutely 100% change. But the cheese has moved and . . .

Those foolish enough (they're not fools, these are just people just too mentally lazy to recognize a new trend) enough to still be caught trying to rope folks into programs based on one thing or still trying to hype a new "automatic" date with another lost grand over some dumb new internet widget, oh how these types will experience *excruciating regret*.

## **Hustlers Will Be Out of Business By 2010**

**"What You Do To Other People, Nature and God Does Back To You."**

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# Those Who Can Gather People and Who Can Inspire Others Will Remain. . . Everyone Else Will Be Left With an Empty Pay-Pal Account

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## Let Me Show You The Future:

For over ten years now in our community , we have taught people to bury the words I can't. We've also taught the "YES-YES" concept to people as well as the ills of being a hustler and promoted the higher ideal of being a "good news merchant."

Some said we weren't "slick" enough and others wondered why were so dead set on MIND-SET rather than screaming about money and making it all about getting paid. Now here we are in late 2008 and Hollywood has taken a sheet out of our books, and now Jim Carey has a new movie called "Yes Man." Why? Because Universal truth can't be denied.

I always said, "If you build people, the people will build your business." Love people and use money. **Not vice versa.**

We predicted the "crash" publicly and have been warning people to re-think their biz models for quite some time. Now, if you play your cards right, keep your nose clean and follow my instructions, you will not only hit homers with us, but you will also stand to have **more** business and **more** money and *more people* than in any other time in our Industries history.

But first, go get your **\$97** because by page #7 you will see the eureka I am about to reveal to you.

That plus, you will be more hopeful and see more "light" at the end of the tunnel, than I dare say you have in many months!

Not only that, but I predict major, major, major scores for people like you and me right now. People who ride *the new wave* to hit our industry that I call, "**The Inspiration economy.**"

# The New Money is: “Tribes” Not Downlines

Three summers ago it was a \$1,500 “Dialer” technology where the widget would dial and call thousands of people for you. It was all about spamming people’s phones and getting rich. Those days are over and that program shut down just about the time the kids all went back to school.

Two summers ago it was all about some \$3,000 “You-Tube” program and the rage was becoming a star on You-Tube. *That folded as well.*

Last summer the new “it” program was some \$1,000 MLM and also some Big-Ticket gimmick program run by a young kid whose picture had him sitting in Hawaii sipping a cocktail. Oh, and the monthly fee to use that kids program was \$300 bucks. Just to use his website!

Gee. I wonder why all of those programs only lasted a few months?

Not to mention the lost reputations. The fact is, little guys trusted the full-timers and they sank THOUSANDS into some pot-o-gold “we do it for you” and then before you could say “Captain Crunch,” the entire program was forced to walk the plank!

Wake up people! Doesn’t anyone own a calculator? Can’t anyone do the math? If you promise 1,000 people that everyone can get rich, guess what? *There aren’t enough people* in America to support that promise.

Now you know why state run lotteries only promise one (1) winner. When you make a promise you can’t deliver to 1,000 people “game over.”

When you can predict the future you have the “first mover advantage” you also get to remain standing, not to mention wealthy. Not many years ago I forecasted and brought the “funded proposal” to the industry. Not long later, the entire industry used that model. Then I introduced the “YES-YES” concept and now look at how Hollywood adopted it. Then I predicted **cultures** and **tribes** and consumption marketing. And now time has proven us right once again, as you will see on Pg. 4.

# **If You Understood Why The Palm Pilot Died You'll Better Understand Also, Why Programs That Don't Include "The People" and Induce Emotions Disappear**

To understand why single idea or programs where the product is the king, fail, take a quick look at why the Palm Pilot died. The "palm" was created by Jeff Hawkins in the early-middle nineties. Everyone had one and then it fell flat and virtually went away.

Why? Because people got bored of adding information to it and adding dates and reminders and that singular experience of "me" wasn't worth the effort. What they yearned for was to **receive** data.

Now look at how our teenagers use text messaging, basically non-stop and study the mass appeal of iPhones and smart phones. Which also has the "palm" function of adding dates, reminders and PDA functionality. So what's the difference? Why did the Palm go off the deep end and yet cell phones, iPods and Smart-Phones have become so mandatory and must-haves? One *receives and gives* data while the lonely palm, only allowed you to use it alone all by yourself.

One allowed for a shared experience and the "Palm" didn't.

Products and services that appeal to people's emotions and allows them to literally use your product to network better, win.

Which Barnes and Noble's **book store** knows all too well about.

Their model was this, "We will sell more books if we arrange an atmosphere for tribes of people to drink coffee, nosh on muffins and sit awhile." So Barnes and Nobles became not just a place to buy a book. But rather a place to mingle, relax and it offers at atmosphere where people fellowship and spend time together.

When what you deliver helps people "village" better, you score big.

Drive by one of those books stores at night. *They're packed.*

The new opportunity isn't a product as much as it must be a community that creates a "Tribe" effect and therefore the product will become **the people** as their own best resource. Have a killer product. But it has to be a shared experience and one like the iPod or iPhone that drives user emotions.

# “AMWAY” is Not a 4 Letter Word!

Oh I know, the word “Amway” makes you laugh. But laugh all you want because whatever you now promote **was never 1%** of what Amway did in it’s hay-day. Today companies like Melaleuca, Avon, Mary-Kay and our **Million Mind March** have used the Amway “X” factor to dominate.

## Here is What a Tribe Looks Like:

**[www.TheMillionMindMarch.com](http://www.TheMillionMindMarch.com)**

In the Inspiration economy, you joined a program to make a buck. You buy a ticket, go on monthly auto-delivery and then something interesting happens. What started as a business now flips into an atmosphere where Tribes are built and people heal each other.

It’s a place where there are live seminars, people actually meet and hang out together and *where something beyond product* sold is delivered. And that’s the magic of **old school network marketing**.

Where the bank was the culture *or even more* than what was sold.

Today, if you sell another guy some expensive big-ticket “we do it for you website,” the question **he** will be forced to answer is, “am I getting what I paid for and did they deliver *what they promised*.”

And in today’s economy I dare say, those who fail to deliver what was promised, as in a guaranteed check, will lose everyone because in today’s economy, few will be able to afford any more lies. However, if what you sell is a feeling and a community driven program--that money can not buy--home run. You will win. You have to.

### **The New Money is In What Money Can Not Buy:**

The days of getting an ID# and having no voice is over. Just as the days of vacant leaders who are too busy and too full of themselves to answer their e-mails **or** too “rich” to speak to the little guys are so over and can not be tolerated. **The new game is this:** Be accountable. When is the next seminar? How many live community calls and webinars are happening today and are there are 200+ people, at all times, in the members area chatting together? *Less than that and “game over.”*

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## **Those Who Can Gather People and Inspire Them Will Rule and Win Large in 2009 and Beyond**

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You won't be gathering many people in 2009 with this proposal, "Gimme \$2,000 and make \$10,000."

**Reason 1:** His wife will toss him outta the house *this time*.

**Reason 2:** He lost his \$2,000 last summer and the summer before.

**Reason 3:** Good honest people are done selling other people lies.

But you will gather hundreds, yes you will, if you show them an honest \$1,341 program like ours, were folks can stew and get their feet wet for only \$97 and \$597. And if you really want to rule the roost, you can scoot down to almost free and lead with our famous little marketing course, "Chaos to Cash."

Which is a cracker shy of \$20 bucks.

### **Hustler Vs. "Good News Merchant"**

**The Hustler** is not lovable and doesn't believe truly in himself. He also doesn't believe that you will find a "home" and find something to love *in what he sells*. So, his angle is to take all of your money *as fast as he can*. Because he knows you'll "find him out" and want to leave as quick as you showed up. This is why that crowd, who is desperate for their own rent money, are geared up to take as much money from you--say \$2K to \$4K--as F-A-S-T as possible.

Then there is us, the **Good News Merchants**. We are dead-heads, old Beatle and Bob Dylan fans, and we are throw backs to what feels good rather than what pays the fastest. We actually believe what we have is sheer gold. Freaky good. A God send. And **we prove that** by asking not for \$500 to \$1,000 to \$2,000, but with a little \$14.95 course. Why? Because we know that once you sample what we sell and experience our "Tribe," *you won't want to leave*. Even better, we know that over time, you will want to own our entire library, re-sell it to other ex-Amway Squares likes us and to set yourself up to earn \$400 to \$700 per sale. When you are lovable, you believe others will love you back. Therefore to rush anyone is **faithless**.

# The Million Mind March

## FEATURES:

## BENEFITS:

### \$97 “Day Job Bail-Out” Home Study Course

- \*\* Written for the average person.
- \*\* Earn \$60 per sale.
- \*\* Teaches / sells the idea of residual money.
- \*\* People can start for \$14.95 or \$97.
- \*\* Use ads, flyers and the internet to introduce this.
- \*\* Then they witness / experience our community!

The title alone will attract the masses and with this we can gather the 10 Million newly axed job market people. This product is what we will use to introduce this industry to non-internet types.

#### We can place ads like this:

Average Joe Bail-Out. Earn a lazy \$200 to \$800 on weekends. Free eBook and MP-3. Must work. My friend made \$6K. Start up \$14.95

### Hotel Seminars + Entrepreneur Schools

- \*\* Our seminars are every 60 days.
- \*\* We have over 10 Hrs. week of internet coaching.
- \*\* Private calls + webinars + members area on-line.
- \*\* Teams that eat and master-mind together stay.

Name me three big programs that started over five years ago that DO NOT meet together and eat together? That’s right. They don’t exist. To have a long term plan you need a program that is built to meet each other and be together. Go ask any Billion dollar MLM if that is true.

### Content Feed + Brochures + ads + Flyers

- \*\* We give you letters + blog content + tools.
- \*\* We seek to give you a true voice + branding.

Few programs, if any, give you the actual content to attract, maintain and earn from your list. We do. Because we build leaders. Not “distributors.”

Without tools that can put the average new guy into the market “**next day**” you have to wait months for them to learn the internet. Doing it that way, you might as well say “good-bye” to the 10 Million who need money *and just lost their jobs*. Be smart. Have tools and easy 1-2-3 plans that anyone can use.

### We Study Books That Are 100 Years Old

- \*\* We study “The Science of Getting Rich.”
- \*\* We study “The Power of Subconscious Mind.”
- \*\* We study the Ben Franklin autobiography.

Books after 1945 taught “pump up” and they were all about you and how to be Godzilla. Books from 1865 to 1940’s taught character and self-image.

Our tag-line *is not* “earn a CEO income from home.” Rather it’s *change your mind. Change your income. Change the world and change your life.* And without reengineering people’s MIND they seldom can rise to the level of true wealth. Our seminars and private member only book clubs are the staple that holds our organization together. *Very unique.*

### The Key: We Teach Addition, Not Subtraction

- \*\* We don’t teach quit yours and join ours.
- \*\* We don’t teach “them versus us.”
- \*\* We have no competition. So we include all.

You already have a solid program. What you **don’t have** is an income driven by mind-set and a portfolio of incomes based on services that this industry already uses. Now you do!

### Mind+ Residual Income + \$400-\$700 Per Sale

- \*\* Earn \$60 on our \$97 home-study course.
- \*\* Our \$597 course pays TWO levels \$400 + \$100.
- \*\* The \$1,341 pays two levels \$700 + \$100.
- \*\* Membership is \$67 and pays \$20 + \$5 + \$10.
- \*\* Our MLM coaching program is \$50 / 5 levels.
- \*\* Combined is \$117 which includes 2 residuals.
- \*\* Not \$200 or \$300 or \$400. Only \$114 for both.
- \*\* Big pay. Low start up. Long term plan. Safe.

### The Better Question For 2009-2010

For years people asked, “What’s the pay plan?” And now they are forced to answer this question, “Did the pay plan pay you?” The better question is, “**who shall I be**” and “who do I need to become in order to grow my own tribe?” *That question* will force you to lead with your own core values and someone who is lovable—you— is hard to resist!

# In The New Normal and in **The New** Inspiration Economy Your Character Will Become Your New Bank

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**Stability + Tribe + Leverage = Big House x's Freedom = Heaven on Earth**

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How many times **did you** follow someone into a program with a significant investment, with your hard earned money, and your time, and within a short ninety days, **your sponsor** up and split.

Now tell me, how did that make **you feel**? Even worse, I bet they thought that they could use you again and I bet they came around **again** to see if they could get *their rent money* **from you** again.

Who they were and their names aren't important. What is though is this, **that has to stop!** Because in today's market, less than stable won't be allowed to survive. Today more than ever, reputation and your history, good or bad, will be there all waiting for *other people* to evaluate you and whether or not you are worthy of their time.

So the next time someone asks you to join them, maybe the better question instead of, "What's the comp plan?" —maybe the question "*where have you been for three years and just exactly how many programs have you suckered others into and then quit,*" maybe **that question** would actually serve you better. But that's just me. What do I know?

## **Here's The Problem and Those Who Can Solve it Can Become Free'**

**The problem is that** the average new guy in our industry, and even the old timers which character, they don't know that a program **like ours** even exists! They think the internet is all shell-game. They think they need thousands of dollars to play. Do they know about us? **No**. Do they know of the beauty and income potential Million Mind March has? **No**. And if you were the one to show 10,000 people this, get my drift?

Many people used to think we were penny-ante because we didn't push "quit your job, gimme \$5,000 and fire your boss." They also thought we were some Hippy-Dippies because we made a *bigger deal* about folks burying the words "I CAN'T" versus who made what **\$\$\$** and who drives a Lamborghini! We may be squares. But we'll also be here in 20 years!

# Quick. Game Change. Now The Little Guy is On Top!

Those who will win are the ones who can **take people somewhere**. The people who can gather others and show them the future, will be seen as leaders and visionaries. Those who promise money will never be able to deliver that lie so again, for "old school" people like myself, who are old MLM ORGANIZATIONAL architects, we will rule. Just as you can, if you put your smart hat on.

Why? Because the culture and the **Tribe experience** will be more meaningful for the masses than simply how much the Millionaire kid who scored big (yawn) last year did and how rich he is.

If your **voice mail** doesn't sound right, if you are too busy to be with your new people and if you are too jaded to grow your own true old fashioned MASTER-MIND club, here, using our atmosphere, then I wish you well and predict **your exit** from this marvelous industry in the not to distant future. Tribes win. Downlines fail.

Those who can't "hunt and gather" well will also become extinct. Those without the **patience** to place ads, manage tons of calls and without a TEAM BEHIND them, *to manage the new blood*, you too will be deleted. The ability to (1) gather people and (2) lead and inspire them, today, more than ever, will divide the lurkers and looky-loose from the Prosperity Angels and Soldiers of Good News who will take over this new world order in this God send industry.

## If You Erase The People's "Voice" The People Will Then Erase You. . .

The days of paying for a website and program, where the people have **no voice**, is run by Hustlers in a boiler room fashioned "call center," and the leadership isn't transparent and also touchable, oh baby, bye-bye birdie; game over. I ask you with all that is good, do you really think the part-timer is able to **justify** such non-sense? No basic skills taught. No mind-set clubs. Just a game.

The new normal will be tribes where the part-timer rules and the veteran leaders will be supporting their new people at some live event and/or being family together at the community members area **on-line**. The new day is here and part-timer is now the King.

# Order Now and Spread The Genius of The Million Mind March

Page # 10

- "YES! I am ordering the \$597 program." 2 Manuals + 2 Audio CD
- "YES! I am ordering the \$1,341 program." 2 Manuals + Six Audio CD.
- "I am brand new, please send me the "Day-Job Bail-Out" (\$97 + \$20 = \$117) manual & CD

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