



Have you ever watched a Million Dollar Earner speaking from stage at your company's event and thought to yourself...

Wow! With All the Money They are Making in the Business...

It must be so easy for them to recruit just about anybody they want! And the TRUTH is....

... IT IS EASY! Here's a picture of over 80 people at one of my company's events, whom signed up with me in my program over the course of just 1 weekend! Their commitment to building their businesses ultimately resulted in \$1.2 Million in sales into my business in 1 year just with these folks alone!

How You MIGHT Ask? I suspect you may already know...

I get to benefit from the same Unfair Advantage all the top earners in your company already enjoy! I have a ton of people who know, like and trust me. I'm already successful, therefore I have tons of credibility and I have a reputation for helping others create success!

So when I gave these folks the opportunity to work closely with myself and my team, they leaped at the opportunity and they were pretty excited as you can see!

In fact, my first 2 years in network marketing completely destroyed all credibility I may have had with my hottest prospects in my warm market ...

and made me the laughing stock of my friends and family

Now let's rewind for a bit, because when I got started in network marketing, I actually had credibility as a successful scientist and graduate of one of the most prestigious universities in the world AND even worked on top secret space programs for the US government at the young age of 26. Simply put, my friends & family thought I was smart and when I spoke, they tended to take what I said seriously...

And that helped me have what you might call an 'OK' 1st year in network marketing...

Using Traditional Methods taught to me by my upline, I made the list of 100 friends & family and approached my warm market... I prospected strangers in public and social gatherings... I hosted dozens of home meetings & invited people to a dozen more hotel meetings! And I can't even remember the number of one-on-ones and 3-way calls I did, but it was A LOT! At the end



of that year, I had personally sponsored 17 people into my business and I actually made about \$3,173 in commissions...

Unfortunately, I put about \$16,083 in travel, hotel room stays, event tickets, tools, autoship and many other expenses on my personal credit card...

and absolutely hated almost everything I was being asked to do, to build my business...

And my 2nd year in network marketing was even worse because my credibility had run out. 90% of the people I had recruited in the 1st year had quit, the other 10% weren't doing crap and with my warm market tapped out and my cold market production drying up, my income that year literally went down to \$927.08

What's even more tragic is that I had ran up my credit cards by another \$27,311 with more travel, hotels, event tickets, more tools, autoship and a bunch of other stuff

By the time I had prospected my last stranger, signaling the end of my traditional MLM career, I was over \$60,000 in debt and my home was in foreclosure! Needless to say, my credibility was shot!

Fortunately, the reason I had quit Traditional MLM, was NOT because I had QUIT MLM altogether. It was because I had found...

These two gentlemen. These 2 network marketing pioneers (whom traditional networkers dare not speak their names) are Tim on the left, whom you might already be familiar with, and his partner, Mike on the right.

They both Introduced me to a completely NEW approach to network marketing which revealed to me how to use the internet, to create the same Unfair Advantage of a Top Earner, even though I was \$60,000 in debt and had failed miserably in network marketing in my 1st 2 years! What they shared with me, for now, I will call the...

The Unfair Advantage Hack! And as my mentors did for me 12 years ago, I will now share with you...

How to Create Your Own 'Unfair Recruiting Advantage' and Attract an Endless Flow of HIGHLY Interested & Qualified Prospects for Your Business...



...And Get Your Prospects to Happily Pay for Your Business Expenses & Autoship, EVEN Before They Sign Up for Your Business So You Don't Pay the Price I Did!

My name is Ferny Ceballos here with my beautiful wife, Sherin and I am a Mexican-American born in East Los Angeles to immigrant parents. I was kind of a nerd in school, which helped with 2 things a) I was bullied quite a bit and b) I also got really good grades and finally escaped my bullies by being accepted to and attending the world's most prestigious technical university, the Massachusetts Institute of Technology.

If you aren't familiar with it, it's the same university Tony Stark studied at before he became... well... Ironman! At this point, I had not only gone to school, and got good grades, but I was also able to land a really good job! I worked in the Aerospace industry on the Defense Side of things, working on top secret space stuff for the government, including missile defense. And while that sounds pretty cool, I hated it.

It was a completely unfulfilling Dilbert Cubicle existence having to wake up early, battle the morning LA Traffic to work the 9-to-5. The blueprint I had followed perfectly to achieve the American Dream was a massive disappointment. Not knowing what to do, I went back to school and got my Masters in Engineering from USC. And it was while there that I met a guy, who would eventually invite me to a 'business meeting' at his house, which turned out to be network marketing.

While I didn't like the idea of doing network marketing, I literally didn't have any other options which could rescue me from my job, so I got started as a network marketing distributor in 2005 and hit the ground running! The part where I crashed and burned you already know about.

However, in late 2006, was when I stumbled upon the strategies from Tim and Mike on how to take my network marketing business online and it literally kept me from quitting network marketing altogether. Two years later, I was able to quit my job and I hit 6-figures in network marketing in 2009, in addition to 3 additional 6-figure income streams.

I had my first 7-figure year in 2012 and have since grossed well over \$20 Million in my home businesses. And to be honest, what I teach my students to create their own Unfair Advantage, is more advantageous today due to the factors I will explain! So let's get you started...

... with a question. Which of these best describes your current situation?



A) You've Been Building Offline...

And you've burned out your warm market
Your friends & family think you're crazy for doing network marketing
Your spent countless evenings away from home & from your family

Or if you do home meetings, you still have people crowding your personal space & gotta figure out what to do with your kids

And let's face it, prospecting strangers all the time sucks...

I mean everywhere you go, It's like everyone has the word 'Prospect' painted on their forehead and every time you speak to someone, you always have an agenda – and that agenda is on how you are going to recruit this person into your business!

Now if you've tried building on social media the wrong way...

and very likely the **WRONG WAY** is if your company is teaching you to post photos of your products or anything with your company's logo on your personal profiles, this is what results from that...

Your friends and family are tired of you posting about your business and pretty much view you as a spammer

They think you're crazy, have blocked you and ignore your FB messages about your business
Even after all this, you continue to friend request strangers you don't know, so you can have more prospects to spam

These new friends block you as well, ignore any private messages you send them or worse yet, get angry with you and then unfriend you!

At this point, your network marketing company or upline has pretty much trained you to be a human spam bot.

Now if you've tried building on social media the **RIGHT WAY**...

Results can be very slow to come...

Your posts aren't catching anyone's interest or maybe not working like they once did



No one is asking for more info about your product or business
Prospecting is time consuming and inefficient
And maybe you're growing tired of being "fake social"
And you're constantly friending new people to be fake social with...

And no matter how much work you put in, duplication and leverage really hasn't kicked in!

In ALL 3 of these Scenarios...

You're left with few or no qualified prospects...
You're making little or no money (or even spending more than you are making like I was)
You find yourself spending most of your free time prospecting new people you just added to your friends list
And you're no closer to financial freedom, than when you started.

And than dream of firing your boss...you're not even close!

Now for those of you who are near or have achieved 6-figures through sheer hustle & grind...

First of all, Congratulations! I'm truly humbled & impressed that you'd be watching this and checking us out!

Spend time to train and support your team

You spend days or even weeks every month traveling to events or conducting meetings for your own team

And you've become the chief problem solver with few leaders in your organization to leverage

However, the ugly truth about six figures in network marketing is this...

You very likely still have little to no time freedom

You're still recruiting heavily to backfill attrition

And in addition to the recruiting, as your team grows, you need to:

The demand for your time is simply out of control from time vampires from all directions.



On top of that, there's not much money left over after meals, travel, hotel stays, event tickets, tools and not to mention - incentives & prizes you pay for, to keep your team motivated!

Bottomline is that time freedom and financial freedom which you thought would accompany a 6-figure business are pretty much non-existent!

Now, what if having INTERESTED prospects and EXCITED new team members became something you could attract with the push of a button?

How would your business be different, if at the very least, you didn't have to spend the time you currently spend prospecting, recruiting and back filling attrition?

How would you now spend that time? How would your income be impacted? Take a moment to think about what would happen if attracting new team members became almost completely passive and you could focus on other aspects of your business?

Here are some of the faces of people we've recently helped create this type of unfair advantage in their businesses. Kate on the far left, recently had her first 7-figure year after working with us for the past 4 years. And Tyson on the far right, after 15+ years of failing in network marketing, created a recruiting bonanza his first year working with us and became the top income earner in 2 separate opportunities using what we taught him. And the folks in the middle, I'll be sharing their stories in just a moment.

But first, I want to let you know that while these results are by no means typical and are truly exceptional, you'd be amazed at what is possible with the right training and of course, hard work, commitment and willingness to learn on your end as well.

Now, let's talk about this topic of the 'unfair advantage' cause I now want to reveal to you what exactly this is and how you can get it!

Have you ever seen someone in your company who was already successful in another area of their life, who was well known and respected by other people and within a few weeks of joining the business, recruits droves of people into his organization?

All they had to do was send an email or a group text and a bunch of people came to a meeting! (They literally pushed a button!)



Well here's the thing... that person, offline, already had the trust and respect of those people who jumped his or her business. They had a brand, which compelled people to tell themselves "Well, if John is doing this, then I know it has to be good! John is smart, honest and he's successful. So I'm in."

If you're a waiter on the other hand and you're 23 years old, you likely don't have a brand to draw from, your friends might be partying too much and too busy chasing boys or girls to care about business nor do they see you as someone who knows the first thing about business and your family, while they love you, probably think you're crazy for doing this pyramid thing.

Now eventually, no matter how strong of a start any networker has (branded or unbranded), eventually they will run out of people who

know, like and trust them and the playing field evens out. Now what?

The good news is that you can actually build an EVER LASTING brand and be FAR FAR FAR more powerful, compelling and WAY bigger than anything you've ever seen offline. And it can be done pretty quickly!

Now if you were paying close attention, I already revealed what the 'Unfair Advantage' actually is. It's called having a 'BRAND'.

But what is a 'BRAND' really? You may have heard people talk about building a brand, but they rarely bother to explain what that is.

Well a 'Brand' is a MULTIPLE of your FOLLOWING, your REPUTATION, your RESULTS and your INVESTMENT in that following.

Now...

Your Following May Consists of:

Your Friends

Your Social Media Friends/Followers

Your Email List

Your Reputation Consists of:

Your Relationship with Following

Your Past Actions and how they reflect on who you are



Your Results Will Consist of... Your Results!

The successes you've had in life

The financial success you may have had

Or the results you've helped others produce

Your Investment in Your Following:

Your Contribution

Your Impact

Now notice how this is a MULTIPLE of these 4 things. Like a table, these 4 things have to be strong, in order to give your brand power. We'll be showing you how to build these up quickly from scratch, even if none of these are in place for you yet.

Now let's fast forward a bit into your business future and answer this question for me...

How would your business be different if you had...

A large social media following of people who know, like and trust you? Imagine the impact it might have on your business...

Now, how would your business be different if you had...

A large email list of people who know, like and trust you, whom you could send a mass email to at anytime? What impact would having one or both of these assets. How would your business be different? [Pause]

This is What We Help People Like You Achieve

And who are WE?

First and foremost, we need you to understand that EMP is a training and mentoring platform, so everything is done here with the intention of making you better at building a brand. And when you are building a brand for the purposes of building your network marketing business, that is what is known as 'attraction marketing'.

Attraction Marketing was first introduced into this profession in a MASSIVE WAY by the gentleman I spoke about earlier on the left. His name is Tim Erway with him, 'Attraction Marketing' was born via this exact community, training platform and system.



He was once my mentor who helped turn my struggling, indebted & soul sucking business into an 8-figure online empire. Now I'm proud to say he is business partner. The guy in the middle is my other partner, Matt Crystal.

And we are the chiefs here at Elite Marketing Pro – the Original and still the most effective Attraction Marketing training system in the world!

We are supported by our amazing team responsible for making this training and system work for you!

We also have a team of over a dozen coaches consisting of top network marketers, direct sellers and online marketers who truly make the educational experience with Elite Marketing Pro, truly a coaching and mentorship program with 1-on-1 support, no matter their level of investment!

And of course, we have a vibrant community of over 100,000 network marketing and direct sales entrepreneurs who have made the decision to take their business into the 21st century and build online! Even at this participation level, we are still not even 1/10th of 1% of the entire profession and have many more lives to impact.

And that's where the opportunity to create YOUR UNFAIR ADVANTAGE - YOUR BRAND comes into play! The opportunity and playing field is wide open, since the profession at large is still stuck in the 1990's.

Now is the time to create your Unfair Advantage Online, even before you are a top earner....
Using Social Media...

And...

By Building Your Own Email List of Rabid Fans & Followers!

If you are a customer of EMP, you already have gotten access to the Attraction Marketing Formula under your MY PRODUCTS section.

Inside the Attraction Marketing Formula, we introduced you to the concept of a Funnel. This is an online marketing term, for an online strategy specifically designed to convert targeted cold



market visitors into prospects and then those prospects into customers or team members, on auto-pilot!

The building of the online prospect list with your funnel, begins the building of your brand and following. You can email or message these people anytime you want with your marketing message.

The people that buy something, in the same way you bought a product from us, covers the basic cost of doing business - advertising, websites, travel, tools, memberships, etc.

And these people who buy, also become your HIGHEST quality prospects, because they demonstrated a willingness to invest in themselves.

As you pour value onto your prospects and customers alike, they will go from simply a prospect on your email list to a rapid fan and follower of yours! They will not only be on your email list, they'll follow you on social media, tune into everything you post on social media and eventually want to work with you because you are the only person they've found –who's willing to help them and genuinely cares about them!

Attraction Marketing is about building an irresistible brand, which commands trust, respect and positions you as the authority – regardless of your background, education or experience level.

Now if you haven't read the Attraction Marketing Formula or simply need a refresher, these are the exact steps for building a BRAND using Attraction Marketing...

First you develop the skills to ATTRACT a following.

Next, you INVEST in that following by sharing value and information that genuinely helps them. This part will elevate your brand further and faster than anything else.

Third, you MONETIZE your following by offering products, services or an opportunity! When you have INVESTED in people, that's when they are most likely to INVEST with YOU!

But check this out, here's where most people mess this up. We started with going from Attracting a following to Investing in the following. Then from investing in the following to monetizing the following.

Where people drop the ball is here – the best people to be investing most of your time and energy with, are actually the people that have already INVESTED WITH YOU!



People that have taken out their wallet and shown a willingness to invest with you and invest in themselves ARE your highest quality followers and the people you should pour more value into!

Now when it comes to doing this online, we use something called a “funnel”. What is a Funnel? Well, a funnel is a process which takes a perfect stranger and incrementally, over time, turns them into a high value asset for your business.

Here’s how it works...

A visitor hits your website or social media profile.

The funnel converts that stranger into a lead, whom requests more information from you. That lead is then turned into a prospect –meaning someone who’s raised their hand and expressed an interest in your product or opportunity

Then that prospects is turned into a customer. But that’s not where it ends.

That customers through this funnel process, is then turned into a recurring customer –meaning they really like your stuff!

That recurring customer is then turned into an Advocate –someone who is actively sharing your product or service with others!

Now if we are talking about building a team, a funnel would turn a Prospect into a new Team Member.

Then it would take that new Team Member and turn them into a Builder – who’s recruited other people.

Then the funnel process, would take that Builder and develop them into a Leader! That’s when you have true leverage in network marketing!

A funnel can come in many forms – but essentially what it does is it facilitates the development of people in your business – from stranger to advocate or leader!

Now the type of funnel I started with 12 years ago, which still works today goes like this...



But funnels are not confined to just websites. If you start looking at your social medial activities as a type of funnel, here's what that might look like...

Publish Valuable Post w/ CTA (Free or Paid Ad)

Someone Likes Your Page (Follows You)

Publish More Value (Trust Goes Up)*

Followers Engage with Content

You Post an Offer

Followers Take Action on Offer

You Deliver on Offer

You Must Do a Lot of Publishing of Value to Elevate Your Brand

The critical thing to realize – and the whole reason Elite Marketing Pro exist – is that you need to develop new skills to do all this! You put in the work to acquire these skills, as we teach them and you will reap the rewards.

There's a whole lot of people in our profession who are going broke, trying to get rich quick. They are seeking the shortcut to wealth and the truth is that it simply DOES NOT exist! Building any business including network marketing, requires that you develop a professional skill set.

In the case of Online Network Marketing, there are two professional skill sets we need to draw from...

The Attraction Marketing skill sets on the right, are what we do better than anyone else in the world and they can change your life! And as you've learned, they can solve the #1 problem in network marketing and completely replace old school prospecting & recruiting methods. However, once you start bringing a bunch of people into your organization, know that there is still much value in what your upline and leaders have to teach, with regards to developing people, developing leaders, creating culture and creating duplication.

Doing Attraction Marketing DOES NOT absolve you from developing network marketing skill sets. It just happens to replace some of the most outdated and ineffective methods, still be used widely in network marketing.

The truth is that Network Marketing is an anomaly in the business world. It seems to always be the last profession to innovate, evolve and take advantage of the latest trends. While most



other companies and professions, are researching, developing and looking outwards to the competition to stay ahead or current with their business building methods –network marketing leaders and companies tend to do the opposite, which puts YOU at a distinct disadvantage. That’s the GAP Elite Marketing Pro helps to close.

Albert Einstein was once asked by his colleagues, “Albert, why do you continue to give the same exam questions every year?! Your students are catching on!”

His response, was “I give the same exam questions every year, because the answers keep changing”

Business is not static. What works one year, won’t necessarily work the next year. With Elite Marketing Pro, you are guaranteed to stay current on what is currently working with ‘attraction marketing’ and bring your business into the 21st century.

However, if that sounds intimidating or hard,don’t worry!

Over the past 12 years, we’ve developed a proven process for taking absolute newbies who barely know how to check their email and turning them into Online Network Marketing badasses!

We call this process our Elite Marketing Pro Roadmap...

The EMP Roadmap begins with the training wheels phase... and that’s exactly what it sounds like. We don’t expect you to know much of anything. You just focus on one task at a time and we go from there. In this phase, your only focus is on learning new skills, one at a time.

Next is the ‘Build YOU Inct’ Phase. This is actually when you begin the process of building and growing your following. When we say ‘You Inc’ – we mean, launch and grow your brand.

The final phase is something that happens automatically as your brand grows... This part is where top earners are created, but I’ll get to this in a minute.

First, as I mentioned earlier, Attraction Marketing is it’s own professional skill set and here are just some of the things you might be asked to master in your online network marketing career...

Does this seem overwhelming? Well it should seem that way. Heck it overwhelms me right now!

But the beautiful part of being a part of Elite Marketing Pro and using our system, is that in the beginning, the we take care of the grand majority of this stuff for YOU!



And that's what I mean by the 'Training Wheels' phase...

Look at this picture and answer this question– Is this an impressive feat?

Just tell yourself YES or NO.

The obvious answer is YES!

This is Matt Hoffman – a BMX Legend who innovated and invented many of the manuevers performed at the X Games.

But here's the thing, while Matt Hoffman may be a BMX GOD today, at some point, he was a a little kid who had trouble learning to ride bike...

Very likely, like you, Matt at some point when he was a kid, he had training wheels on this little bike.

And after riding for a bit, perhaps one of his parents took those training wheels off and showed him how to ride without training wheels...

First while helping him hold his balance, then by eventually letting go and maybe even giving young Matt a push to send him on his way.

This pretty much describes the process we all go through when learning to ride a bike as a kid.

Then as Matt practiced more, over time, he learned to pop his first wheelie...

Then he attempted something a bit harder and eventually he started performing some pretty incredible thing.

Like riding a bike, Elite Marketing Pro is designed to take you from the training wheels phase in your business to producing some pretty awesome results in your business with Attraction Marketing.

Your Path Towards Online Network Marketing Mastery using the Elite Marketing Pro platform begins with...

Receiving Training in both attraction marketing and showing you how successful people approach thinking about their business



Instead of asking you to build your own attraction marketing funnel, instead you start with using our proven offers...

To immediately start attracting and growing your prospect list

And in the process, your prospects are being encouraged to invest in attraction marketing training with Elite Marketing Pro, so they can a) get up to speed on attraction marketing & how it works so that you don't have to train them and b) producing a new income stream for yourself, using our affiliate program, which will help cover your up-front cost of doing business, even before you introduce any of your prospects to your opportunity.

In fact, your HIGHEST quality prospects will be the people whom have demonstrated a willingness to invest in themselves! These are the people you should connect with first!

Now you may be asking how is it you will be attracting these prospects.

Well, the first thing we will be teaching you is what is in my opinion the #1 network marketing skill today!

This one skill alone, even if you never learn to build a single funnel, can ensure that you NEVER run out of people to talk to.

This skill is knowing how to advertise on social media, starting with something you've already seen the biggest names in network marketing doing – Facebook Sponsored Posts.

These posts are similar to curiosity posts you might post on your personal profile, except these have the potential of reaching millions of high targeted prospects who are more likely to be interested in what you offer.

Here's a Sponsored Post put together by one of our students, which has been seen by over 535,811 people and responsible for generating an interested prospect list of over 8,679 people and \$67,376 in commissions. Now Emma, our student here, you must know dedicated herself to mastering this skill and after much hard work, it is paying off big for her. Now her results are truly exceptional, not typical and I am not guaranteeing these results for you.

What I hope to demonstrate is the power and potential that exist in leveraging social media through sponsored posts, in lieu of the outdated, inefficient and soul sucking strategies taught by old school network marketers.



Here's what we are going to teach you to do:

We're gonna show you how to target, to ensure that only the most targeted & interested potential prospects see your posts

We're gonna show you how to write these posts –which we refer to as 'ad copy'
And we're gonna show you how to select the best images to use in your posts.
Your job will be to engage with the people who:

Comment, like, share or request 'more info' from your posts. As you can see in Emma's posts, she has hundreds of people sharing & commenting on her posts and has thousands of prospects who have liked her post. And as you can also see, she's actively engaging with all of these potential prospects.

Whether they engage with your post or go the the Elite Marketing Pro system to request more information, your job is simple talk to them, message with them and see if you can be of service to them!

With just this step, we've just solved the 2 biggest problems in network marketing

"I have no prospects to talk to"

"I have no money and spending more than I make"

Solved and Solved

Our affiliate program allows you to train and earn money from your highest quality prospects, even before they join your opportunity!

Now targeting and finding the highest quality prospects is actually not that difficult, but unfortunately almost everyone in network marketing does this all wrong and backwards. If we are to break up every potential prospects in the world into 4 groups, here's what that would look like.

In traditional network marketing, you are taught to go after everyone, which is the least effective way to target. This is the #1 reason network marketers fail in their businesses. They are going after the wrong people.



Now let's talk about some groups who might be a little more targeted....

Next we have "Info Seekers". These are people who might be looking for a way to make some extra money, but might not be necessarily looking for a business. They are 'somewhat targeted' at best.

Next we have 'BizOpSeekers". These are people that might be looking for a business opportunity like network marketing, direct sales or some online program to help them make extra money. These guys are more targeted, but they are not yet entrepreneurs and have yet to demonstrate a willingness to invest in themselves.

The last group is in my opinion the best group of prospects you can attract are 'BizOpBuyers". These are people that have already or have in the past bought into or joined a business opportunity. Some of these folks might be active and loving their particular company and that's totally cool. However, some of these folks might not be involved in anything cause their last company didn't work out or they might be in something, but looking to find something else cause something is not working for them.

Here's the reason I think the best type of prospect list and the best type of followers you can attract are network marketers.

Network Marketers have Bought into network marketing and shown a willingness to invest an in opportunity

They believe in the network marketing business model. They will never ask you "Is this a pyramidscheme?"

They have been or are actively being trained in network marketing skill sets, so you are not starting from zero if they join your team

And finally, they are actively investing in tools, books, training and courses, so they obviously see the value of investing in themselves as network marketing and in personal development.

They are the HIGHEST QUALITY POTENTIAL PROSPECT!

And emphasis on POTENTIAL, because the idea here is NOT to try to poach people or convince people that your opportunity is better. Not at all.

Here's how to work with your prospects.



In the beginning, as you start using our system and training to attract network marketers to you, you are going to talk to them and sort them into 3 categories:

1st, you will have the people who LOVE what they are doing, they love their company and all they want to do is grow their company. Perfect! You support them in that, encourage them to commit further to their company & business and share with them the training opportunity that exist with Elite Marketing Pro products, our membership and encourage them to connect with the EMP Ignition Coach. This is who you leverage our affiliate system to earn income, even from the people who are not interested in your opportunity.

2nd, you will have people who are NOT Happy with their current opportunity and a little frustrated. Here's a tricky situation. Most network marketers when confronted with this scenario would try to recruit them into their opportunity and take advantage of that situation. And that might work. I however, would recommend that you encourage them to stick with their current business and share with them the training opportunity available with Elite Marketing Pro and see if we could help them turn their business around.

What this will do is demonstrate to this prospect that you actually really care about helping them and helping them with their problems and that you aren't out just to recruit anyone. The trust that this will create may be so powerful, that if they do end up leaving their current opportunity, the first person they will be think and talk to about checking out a new business will be YOU! And on the plus side, they will have gotten trained in attraction marketing by this time.

The 3rd and HOTTEST group you will sort people into are people that are NOT involved in anything & open to something new. These are people that you not only should invite to take a look at your business, but I'd recommend also inviting them to learn about attraction marketing through Elite Marketing Pro.

As you can see, the goal with building a following and prospect list of network marketers is not to poach, but to be connected with the highest quality prospects in the world, so that when they are ready to make a move, you are the person they consult with or reach out to first. This strategy has worked since I discovered it back in 2006 and works even better today in a social media world.

Network marketing is a profession constantly in flux with networkers and leaders moving companies, companies going out of business or someone feeling a need to just move on from where they are currently at. And the sheer massiveness of this profession with over 100 Million people in the world involved in network marketing, ensures that there will plenty of people to



attract and with attraction marketers like us making up less than 1/10th of 1% of the profession, there's still a massive opportunity for those that choose to adapt and move into the 21st century.

Now after you've mastered the training wheels phase, it simply won't be good enough to have a bunch of people to talk to using our system.

Pretty soon, you'll want to transition to building and growing your own following. This is the "YOU Inc" phase

This is where we'll guide you on how to:

- start taking over your own funnel

- Start building your email list

- And have results to back up your brand from having used our system

- You'll learn how to start providing value to your followers

- And strategically invite people from your following to apply to work with you!

Remember what a Brand is...

It's a multiple of your following, your reputation, your results and your investment in your following.

Little by little, each of these pillars will grow and so will the power and influence of your brand

In the beginning, you will probably want to be using your company's tools or processes to qualify and enroll new team members.

However, if those tools prove ineffective, don't worry... the marketing skills you'll be learning from us will help you develop your own.

Phase 3 of our Roadmap is called "Land the Whales" and this is something that happens organically...

As your following on social media and email list grows AND as your brand, skills and results grow...

- Your following will become more rabid

- The quality of your prospects will rise

- And influencers will be drawn to you



You're gonna find that all of a sudden, 6 and 7 figure earners will be reaching out to you. At first it might be for some advice on how to grow their business. But eventually, for some of these top earners, they may be in need of a new home. Something may not be right with their company or upline – for whatever reason – and since you have the skills of a modern network marketer and if they've been following you for a while, you could be the first call they make! This is where your business grow can really take off and be propelled by the skills, influence and commitment of just a few top earners in your organization!

To share with you what's possible, I'd like to share with you 3 recent case studies of this happening.

How these results are not even remotely typical and we do not guarantee you will get these results, but then again, not everyone is willing to put in the study, effort and commitment that these 3 ladies did.

First, here's a 2 year case study with Brandy Shaver.

Brandy lives in a rural town in Utah and literally didn't have enough people around her to recruit into her network marketing business. With a goal of retiring her husband from working a coal mine, Brandy started with us 2 years ago with almost zero tech skills. She was not on social media and barely knew how to check her email.

Over the past 2 years of working with Brandy, she's built a prospect list of over 20,000 followers via email and another 19,221 followers on social media. She has enrolled 133 people into her network marketing business and has personally sponsored 2 six figure earners and recently enrolled 1 7-figure earner into her business!

What you see here is one of the sponsored posts that she used to produce these results. Check out the level of engagement on this post!

Truly amazing! I'm so proud of Brandy!

Shortly after Brandy got started, a couple by the name of Whit & Cari Higham also joined our VIP Program. Whit & Cari, after years of failure in network marketing, were living on Whit's parent's basement with two babies to care for and not enough money to buy food or diapers. Whit took a delivery job for Pepsi to survive and make ends meet.



They also made a commitment to learn attraction marketing.

In the past 2 years, having to overcome some insurmountable odds, they've built an email list of over 20,000 followers, a social media following of 18,940, have personally sponsored 67 people into their business and have personally sponsored 4 Six-Figure Earners into their company.

BTW, did I mention that Whit & Car's upline is Brandy Shaver from the last case study. She's the one that shared Elite Marketing Pro with Whit & Cari.

Pretty freaking awesome!

And truly one of the most remarkable women I've ever met, Julie Burke was someone who had built a multiple 6-figure business in network marketing and had worked for a full year, trying to brand herself online with limited results.

At that point, Julie started working with us and over the course of 1 year, Julie went from an email list of 2,000 followers to over 50,000 email subscribers and a social media following from 2,000 to over 53,000.

And in the middle of us helping her grow her brand online, she had a serious disagreement with how her company was doing business and decided to resign and walk away from a multi 6-figure income.

Fortunately, Julie was wise enough to have built her brand with us and 6 months ago, Julie decided to build a team again with a new company, but this time she was going to leverage the brand that she had created. 6 months into her new company, Julie has completely rebuilt and surpassed her previous annual income, enrolls 25 people per month into her business, completely passively and has sponsored 10 top earners into her company. 6 six-figure earners and 4 seven figure earners WITHOUT recruiting at all from her old team.

These results would not have been possible if Julie hadn't had the courage to grow a brand and build a following. It became the ultimate insurance policy and it paid off.

Now hopefully, the company you're with is the company you will be with forever. But you never know what will happen and your brand, your following is something you completely own and control.



We hope this overview of attraction marketing and how you can use it and Elite Marketing Pro to create your unfair advantage was helpful. Be sure to connect back with your coach for the next steps so you can get started building your network marketing business online.