

For the first time ever



Insiders speak out...

Brace yourself...inside this report...

7 Insiders spill their guts

The Insider Report

The Truth About The Magnetic Sponsoring System

If you, or someone you know are one of the...

*750,000 American's
331,900 United Kingdom's
190,000 Australian's*

*Looking to start work from home this year then you have probably explored
a number of *work at home* programs.*

*Many are *hype-filled* and full of false promises. One program stands out.*

*The Magnetic Sponsoring System can help you build your business, regardless of what niche you
choose, and should be on your short list of systems worth looking at.*

Now, turn the page and see exactly what it did for each of the Insiders willing to talk about it.

The Insider Report

© 2008 ~ Secret of Magnetic Sponsoring

All rights reserved. No parts of this work may be reproduced in any form or by any means - graphic, electronic, or mechanical, including photocopying, recording, taping, or information storage and retrieval systems - without the written permission of the publisher.

Products that are referred to in this document may be either trademarks and/or registered trademarks of the respective owners. The publisher and the author make no claim to these trademarks.

While every precaution has been taken in the preparation of this document, the publisher and the author assume no responsibility for errors or omissions, or for damages resulting from the use of information contained in this document or from the use of programs that may accompany it. In no event shall the publisher and the author be liable for any loss of profit or any other commercial damage caused or alleged to have been caused directly or indirectly by this document.

(That should make the lawyers happy, now read on)

Compiled: June 2008

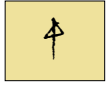
Special thanks to:

Mike Dillard and the folks of Magnetic Sponsoring for their great products, superior affiliate system and devotion to perfection.

And to Susan Coils, Lisa Alexander, Jim Yaghi, Dean McNamara, Shiraz Khan, Cenay Nailor and Fernando Ceballos for opening their hearts and their minds to share with us all.

BEFORE YOU CONTINUE

Click the icon above to save a copy to your local computer. Otherwise, when you click a link inside, you will have to *reload* the PDF. Save yourself the grief, and save the document now.



Welcome To...

...the truth about Mike Dillard's 'Magnetic Sponsoring' system from those who are really in a position to 'tell it like it is'.

Congratulations on downloading this free report. Within these pages are the real stories of people who have actually 'used' the Magnetic Sponsoring system. You can know 'first hand' whether this stuff works.

- Did they learn anything from it?
- *If so, what?*
- Did it make a difference to their business?
- *If so, what?*

Each answer is different. So whether you're brand new and still 'wet behind the ears' or been round the block a few times and are just wondering what all the fuss is about, you'll find an answer that fits where you are right now.

Oh, just one thing...

These guys and gals have spilled their guts to tell you what (if anything) they got from the **Magnetic Sponsoring** system. There is no hype in here and more importantly there is no 'get rich quick' promises.

If you downloaded the book looking for **that** type of information, do yourself a favor - quit reading right now, go back and hit the unsubscribe button, and enjoy your life.

Still here?

Great. Dive in and find out the 'real' truth of Magnetic Sponsoring.

You can either start at the beginning and work your way through or simply click on an author's name in the index to go straight to their 'secret'.

Each of the Insiders was given a questionnaire. They could just answer the questions or type the effects in their own words. Get ready, because these folks expose exactly what effect Magnetic Sponsoring has had for them.

Read What These Insiders Have To Say:

- [Susan Coils](#)
- [Lisa Alexander](#)
- [Jim Yaghi](#)
- [Dean McNamara](#)
- [Shiraz Khan](#)
- [Cenay Nailor](#)
- [Fernando Ceballos](#)

Each was asked 5 questions. They were:

1. What was your starting point?
2. Why did you buy Magnetic Sponsoring?
3. What "secret" or "nugget" was it that hit you and change your business around?
4. How did you go about implementing it?
5. What difference did it make?

Susan Coils



Susan Coils

"You, Inc."

Magnetic Sponsoring talks a lot about a lot of things, but the purpose of my chapter, here in the book, is to let you see which little 'secret' took me from where I was to where I am. So I guess the best place to start would be at the beginning.

I initially started out looking to make money online so I could have more time to spend with my grandchildren. They are two beautiful little girls and everything I do is geared towards helping me spend more quality time with them.

Now, the fact that I am a grandmother should give you some indication of the level of computer literacy I started out with. And trust me, it wasn't much. Computers weren't invented when I was a kid. I didn't grow up knowing about them, learning about them, using them everyday for my homework... so when they were finally invented I took a long time to get round to using one. Even longer to get round to actually using the Internet!

By the time I started looking to make money from my computer I was pretty savvy. Or so I thought. I could use Word, Excel, Powerpoint, heck I could even do a basic search on Google. Pretty impressive huh?

So with that in mind let's look at what I did to try to make money. My very first attempt taught me a valuable lesson (but it also held me back as I'll explain in a minute). I saw an ad where I could get (for free) my very own website! It would all be set up for me and I didn't have to do anything, just sign up for a free account at Clickbank and then wait for the money to come rolling in!

Awesome. How easy was this going to be? I signed up in a shot.

BANG!

Here's the lesson. Having a website is of no use at all if you don't have a hosting account so you can show it to the world! Now, that hadn't occurred to me. See, I had no

knowledge of web hosting. I just figured I signed up and did nothing else. I didn't know what I didn't know. And I had no idea 'how' things got on the Internet. To me, they were just 'there'!

Anyway, the web hosting made sense. I blamed myself for being dumb and signed up. \$75 was paid and then I sat back and waited.

Nothing. Zilch.

Okay, something not quite right here. Then it turned out I had to actually get people to the website!

Something else I hadn't thought of because I didn't know about it. I just was waiting for the money!

Okay, not put off by my own stupidity I started surfing Traffic Exchanges (and I stayed on every site I viewed for the whole of the required time), I joined safe lists (and read every single ad). Boy was this taking up a lot of my time! Didn't exactly leave a whole lot of free time to spend with my granddaughters.

Between going to work, running a household and trying to earn money online, there was very little time left for going to the park, playing on the beach, reading stories... all the things I wanted to do.

I decided there and then I would never pay for anything ever again! There had to be a way to make money for free! I knew there was because every website I viewed on the traffic exchanges promised me I could do it with their system, same as promised in every safe list ad.

Then the programme hopping started. From one business to the next. From one 'get rich quick' scam to the next. But luckily I wasn't spending money. Remember, I'd learned my valuable lesson!

So I was still putting in the time, but I wasn't spending any money so I figured it was just a matter of time before people started joining the programmes I was promoting. It didn't occur to me that as they were free programmes and nobody was spending any money then how could I possibly make any?

After a few months this revelation did dawn on me though so I joined a programme that I still believe to this day is one of the absolute best for 'newbies' everywhere. It stopped me from jumping around and managed to get me focused at last. Drop me a mail if you want to know what it is. Sorry but I don't want a bunch of programme hoppers in there!

Now I had seen all the hype about 'Magnetic Sponsoring' and that was just what I thought it was - pure, unadulterated, pumped up Bullshit! (and yes, I get to say it out loud folks). Some jumped up little upstart named Mike Dillard, who looked like he was just out of nappies (that may well be diapers to you if you're not in the UK) was trying to scam more money out of folks.

Not me though. Remember, I'd learned my very 'valuable' lesson and I wasn't going to

throw away money! So I ignored all the ads, all the splash pages, all the testimonials, and kept on doing what I was doing. I had a little bit of money coming in from the business I'd joined so figured I was on the right track. Who needed a guru?

Well, for whatever reason, one day I cracked! Maybe his sales pitch was getting better, maybe I'd had a bad day at the office, maybe I just figured that I would take the free training in the boot camp and see what it offered. After all, that still meant I wasn't spending any money. Oh no, he wasn't going to get any money from this wise old grandma!

So I took the boot camp. And you know what? It was over my head! I didn't 'get' it. But I was now on Mr Dillard's list and so the messages kept coming. I had to admit the guy could write. I liked his style and his open approach. But I kept reminding myself of the 'valuable lesson' learned previously. I knew if I bought this Magnetic Sponsoring book I was going to have to pay for whatever it was that was needed to make it work.

I refused to buy into what I thought was a cleverly put together 'sales pitch' and nothing more. Besides, he was just a kid, what could he possibly know?

Sheesh!

Fast forward a couple more months. I'd now been working at this online money making 'headache' for almost a year. And nothing was happening. I wasn't getting rich, I wasn't getting signups, I wasn't getting to spend time with my granddaughters! So I surrendered to Mr Dillard's very persuasive message and ordered the damn book! It arrived on December 7th 2007.

I read it and read it again. Then I sent Mike a personal message via the Magnetic Sponsoring community. Not too sure if he took note of it or not. Probably not, I imagine he gets 10000's of them every day. But I hope he kept it. Because it's gonna serve as a constant reminder to him when it comes true!

Then I looked again the 'valuable lesson' I'd learned previously. You see, just because you've been suckered into one thing it doesn't mean that everything else is just another money sucking scam. My lesson held me back for months. Months that could have been spent doing business the right way. An even more valuable lesson learned!

Fast forward to today, just 4 months later and let me tell you which of the Magnetic Sponsoring 'secrets' brought me here.

You, Inc

Mike talks a lot about the importance of You.inc and how people join people not businesses. That little nugget showed me where I was going wrong, why I was never going to make money, and what I had to do to put it right.

Now, for you all out there reading this, here's the steps I took to implement it and the results it's brought so far. And remember, we're only talking 4 months here!

1. I changed You.inc to Me.inc and thought if I was a business or a system, what

- would be my selling points?
2. I bought a domain name that I could use to promote Me.inc (personally I use)
 3. I paid for a very reputable, local hosting provider to host my website (that wasn't created yet and I had no idea what sort of site it would be)
 4. I created a website. This was the hardest part but I eventually opted for a capture page. Remember, I had no idea of anything other than copying and pasting. Nobody had shown me how to create a site. I'd never needed one. Every programme I'd ever joined came with an affiliate site already created. But a little tip I learned from one of my friends allowed me to do it in a couple of hours! Okay, shows him doing it in minutes but this is 'me' we're talking about here! If you have no idea of how to create a website head on over to Two hours max and you'll have a fabulous looking site!
 5. I wrote a report based on the basics of what I'd learned so far that would help out 'newbies' like me. I used this report as a 'give-away' on my capture page.
 6. I studied and learned how to generate traffic to my website. I invested in another of Mike's products for this. .
 7. I started putting my name on every safe list ad I sent out. I put my name in every signature file in every forum of which I was a member. I put my name anywhere and everywhere on the Internet that it could possibly be found and even some places where it probably wouldn't.
 8. I stopped promoting any business at all. I stopped looking for signups and started looking at how I could get better and better for Me.inc
 9. Another expense, (whew, the money was going out fast) I created an auto responder account so that I could keep in touch with the people who signed up for my free report.
 10. I continued learning from all the instructors at the Magnetic Sponsoring community forum.
 11. I'm still spending money investing in Me.inc, not only on Mike's stuff but other experts in other fields.

Result

- I now have a personal list of over 250 subscribers.
- I have spent and continue to spend what I consider to be an absolute fortune on learning materials that give me more knowledge and more skills. Knowledge and skills that I can use to increase my business even further. Knowledge and skills that can't be taken away from me ever!
- If you do a search now for 'Susan Coils' you'll see me right at the top and on right down the list. Prior to branding Me.inc the only results that came up for that name weren't anything to do with me at all. I'd like to tell you what they were, but they just weren't about anything at all! Try going to page 20 of the results and you'll get some idea of what I'm talking about. But I suggest you hurry, because I plan on filling up every single one of those search pages!
- I get to talk and network with millionaires (yes, real people who are making millions from network marketing).
- Despite all the money I've spent (and continue to spend) I am still making a profit. I'm no millionaire yet, far from it. But this isn't about a 'get rich quick' scheme, remember? This is about a journey from where I started to where I am. And I'm only 4 months into this journey.

- And finally, most important of all - I am able to spend more time with my granddaughters. I work part time instead of full time. And within a year, I plan to not be 'working' at all.

If you're still looking for a 'get rich quick' scheme, ask yourself what is your definition of 'quick'? Ask yourself what is your definition of 'rich'? The only way to do either is to invest in You.inc - and the beauty of Magnetic Sponsoring is that it shows you exactly how to do it.

Want to learn more about or from Susan? Check her out at <http://www.SansMoneySecret.com>

Lisa Alexander



Lisa Alexander

Where was my starting point?

I started out working with AmeriPlan years ago and although I had a touch of what success would feel like, I was working the hard way by cold calling vendor leads day after day. I did pretty well in my first couple months, met bonuses and jumped levels, but grew very tired and fast of cold calling purchased leads. I knew there was a better way and that "way" lined up with Mike Dillard's teaching, although this was not encouraged by the team training (I'm not speaking of my two immediate upline sponsors - they were pretty open minded people).

So I was at a loss and still wet behind the ears to MLM at that time, I felt my choices were limited - so I went back to draining my self-esteem, going against my moral values and hitting the phones again with cold calling prospects and recruiting those into the business that really didn't belong or were far from ready yet (they needed training, awareness and a true vision of what they were getting into - I still was trying to "grasp" what I was in, so it was hard for me to give them that true picture myself). It was a bitter sweet ride for a while.

Why did I buy Magnetic Sponsoring?

Simply I purchased the MS Course because I got to know about Mike through an associate of mine who also worked in our sector, that had applied what she learned from MS and was having success. However I didn't purchase his course right away as I stepped out of the MLM industry for about six months to take a breather. I really never intended to return after I saw a couple of people who got hurt by this cut-throat industry. I knew I had leather skin to it myself, but I also knew that if I didn't find a way to recruit other "network marketers" or those who are familiar and comfortable with auto-ship, self-marketing and things like that, I may never return to build teams of those who don't belong.

I wanted success for those on my team and for me, not to see others get hurt and

lose money. If I wanted to run that kind of team, I'd hand out razor blades in my welcome kit. So after some research and long and serious consideration, I jumped back in knowing "how" I wanted to run my future team. Yet before I joined anything, I started out with the MS course.

In essence, I got my education "on" before I made another move and it all started with the Magnetic Sponsoring Course and I just went full force after that!

What 'Secret', 'nugget' was it that hit you and change your business around:

Well, I can't say there was just one 'nugget' or 'secret' that changed my business around. There were several that 100% assisted me in my first steps.

Note I said "first-steps" meaning there will be a different nugget for all steps.

With that being said, what did change things around from the beginning and got it all kicked off in the "right" direction this time, was with Mikes MS course and free community. The help came from some pretty reputable guys in the MS community, including Mike himself, assisting me in putting my capture page together along with my funded proposal.

These tips, facts and tricks I learned from both the MS course and the community are priceless.

My implementation thereafter:

After I set up my capture page and e book, I then immediately went into learning how to increase traffic. My main focus has been and will probably always be, to focus on SEO (search engine optimization - the active practice of optimizing a web site by improving internal and external aspects in order to increase the traffic).

Although I'm putting to use PPC (pay per click advertising) and various other methods on a regular basis, I found myself to be most interested SEO.

The difference it makes:

I'll say this; it has given me the full confidence to recruit and train people the right way and a way that will "almost" guarantee them success (of course that's entirely up to the individual), and give them the tools they need in order to achieve freedom. I couldn't say that before and I can self-assuredly say that now, with a smile!

Want to learn more about or from Lisa? Check her out at <http://www.AboutLisaAlexander.com>

Jim Yaghi



Jim Yaghi

Where was my starting point:

I've been involved in internet businesses since the age of 14 but had never heard of Networking businesses until the age of 19. A friend of mine and I were lured to an old couple's house to talk about a "business project". Needless to say, we ran away quickly.

For many years I kept away until a real estate investor friend of mine got me to take a second look at owning a Home Biz. This time it made sense and I got started.

Unfortunately, training was inadequate and I had a lot to learn. For the next twelve months, despite making some high-ticket sales, I lost more money than I made.

One day I sat down with myself and decided to tackle my problem one step at a time. I needed prospects and leads to talk to--and this was my first experimentation with creating a "magnetic" personality for myself.

Finally I started making sales of \$20,000 in a single week using one-on-one prospecting and presentations! Not bad, but...

This was exhausting work!

Why did I buy MS:

I realised that I'd been sold on a theory.

"Get two who get two who get two" is an illusion. It rarely ever works out that way. Very few of the reps I enrolled went on to enrol their own two so I had to keep recruiting new people every week.

I had no idea how to teach a new distributor in a few weeks what had taken me more than 12 months to learn.

Although I got a copy of Magnetic Sponsoring long before, I had never considered it as a solution for my problem until I had wasted months of effort and money.

Someone in my upline reached this point sooner than I had and was looking for a way to get a lot of leads quick. He came across Magnetic Sponsoring and shared the free bootcamp with me and recommended I get the course.

So I got it, read it, then shelved it. I didn't like it at the time

What 'Secret', 'nugget' was it that hit you and change your business around:

It wasn't really Magnetic Sponsoring that made me realise this secret "nugget" but it was reinforced by Mike with his bootcamp series on "buying a skill".

My sponsor advised me to stop paying my autoship and stressing about solving temporary money and recruiting problems. He told me, "Once you learn the skill of generating leads and sponsoring them, you can enrol all the prospects you want."

Go learn that and then come back.

This was true. I just needed a permanent skill that didn't depend on recruiting the ONE future "diamond" who was going to turn my business around for me.

I stopped thinking with the ignorant "get rich quick" mentality. I realised that I had to knuckle down and crack the code once and for all in a generic way so i can apply the same formula in ANY business I chose and always profit.

Of course when I did this, marketing and recruiting became easy!

Today I run several businesses including an information marketing one, a networking one, a real estate trading and educating company, a software development business, and an organisation that invests for charity. In each, I have been able to apply the same skill with only a few modifications and made money right from the start in any market using any advertising technique.

How did you go about implementing it?

I stopped spending my money and time on non-profitable activities. Instead of buying 100 leads or 100 samples to give out, I started tracking what activities created best results.

I wanted to learn a pattern of profiting instead of answering an immediate problem of money or achieving a pin level in my company.

When advertising, for example, I would spend little but measure how much each ad cost me. I would test two ads against each other and see which one gave me the best response. I knew exactly what each prospect cost me to get and how much each sale cost in advertising dollars.

I consistently improved on a very small scale my result so that I would see a profit. Only when there was a profit on a small scale would I then pump money into that pattern to amplify its result.

Most networkers and amateur business owners think they should spend more money to get bigger results. Not true. They usually have a losing pattern on a small scale and amplify it with more money into bigger loss.

For example, they would give out 10 product samples (or sales tools) which they buy at \$5 each. They spend a total of \$50 that month. Of course because they gave the sample to the wrong prospect and didn't do a good job of selling the information, not one sale would come of this effort.

Their total loss is \$50 that month.

Next month, they will buy 100 product samples and spend a total of \$500 hoping it will improve their result. What do you think happens?

Yeah--they make \$0 in sales this time around too. Total loss of \$550 over two months. And so the pattern goes.

My realisation was that if I learned to make just \$1 in profit, only then could I justify increasing my spending. Because \$1 in profit amplified by 10 times is \$10 in profit. And \$10 profit amplified 10 times is \$100 in profit. The results compound on top of each other so that when you become a certain pin level, going to the next level is as simple as repeating the formula. Not a fluke.

What difference did it make (attitude, profit, number of people in your list, etc)

I decided to play with a \$50 monthly budget until I learned all the skills I needed.

Within my first day I had 7 fresh and qualified live leads of my own. The second day I had my first sale and within the first month I made a small profit.

Over the next 2 months I amplified my results to 15 leads a day then eventually to 280+ daily leads after six months.

Even in the first month, a prospect called me for the first time and I realised that this guy was so excited to work with me that I couldn't say anything wrong! My upline freaked out and bugged me to find out what I'd done to get him so excited.

Today some of the top leaders in companies like ACN and USANA ask me to sell them leads or advertise for their teams because my team and I produce insane numbers of leads.

Want to learn more about or from Jim? Check him out <http://www.OziBillionaire.com>

Dean McNamara



Dean McNamara

"Are You Selling Yourself? or Selling Yourself Short?"

Hi, my name is Dean McNamara, and I am in New Zealand. I came across Magnetic Sponsoring online. Excitedly I ordered a copy wanting to see what insights Mike would share with me. What did Mike have to say?

"You are doing it all wrong!"

Ok, I had a fair idea that I wasn't getting it all right by the fact that I wasn't making a 6 figure income like my sponsors said I should be. But who likes to be told that they are doing it all wrong!

When I started reading Magnetic Sponsoring I couldn't believe how stupid I had been. This stuff was so obvious anyone with a half a brain would be already building their business this way - right?

Well, no! Apparently, once upon a time someone started an MLM business and said this is the way to do it, and we have been doing it that way ever since. Was it the correct way to build a business once? I don't know. Maybe it was. But times have changed. And the way we are taught to build "the business" today is the reason that 99% of Network Marketers FAIL.

Have you been out there trying to sell your business to friends, family, and your top 100 list? Do you wonder why the response hasn't been as excited as you might be with the opportunity?

Consider the situation from the perspective of the people you are contacting. They are busy people (aren't we all in today's society). They have full lives and lots of bills.

- Do these people lie awake at night dreaming of being Network Marketers?
- Do these people care about how great your business opportunity is?

- Do these people care about your amazing compensation plan?
- Do these people care about the great position they could be joining on your down-line?

No, no, no and no.

We are out there trying to sell businesses to busy people who need more work like an extra hole in the head. But wait you say, we are selling them a way to get more free time and loads of money. And that is the mistake! We shouldn't be SELLING them our opportunity. Every day we bombarded with sales pitches.

Have you heard the saying "people don't care how much you know until they know how much you care"?

"People do not join a business, they join YOU" - Mike Dillard.

Of all things I learned from Magnetic Sponsoring, this would be the one that impacted me the most. I have been on a journey of discovery since reading Magnetic Sponsoring. It has taken me months to fully appreciate the point Mike was driving at with that statement.

When you present your MLM opportunity the thing people are going to react to first is NOT your business, NOT your compensation plan, NOT the position on your down-line, NOT even your amazing product. The first reaction is going to be toward YOU.

Why should they listen to you? Why should they believe you? Who are you to be telling them what they need?

If your prospects don't like you, no matter your business they won't join. If your prospects don't trust you they won't join. If your prospects don't believe in you they won't join.

How do you become a MAGNET that people will want to join?

Firstly, you must become an "above the line" thinker. "Above the line" people accept responsibility. They look for the positive and the opportunities in any situation. "Below the line" people live in a world of denial and blame. Their circumstances are always someone else's fault. Do NOT be a "below the line" thinker.

Secondly, you must be a person of value. You should have something to offer people, and I don't mean -- a business opportunity. Are you an expert in your field? Have you made a success of your life? If you have expertise and experience that people want, they will come to you. Simple? You bet! Magnet Sponsoring is not rocket science.

What if you are not an expert? What if you have no great wealth of knowledge and experience that people are knocking on your door to try and get a hold of? Then you should be educating yourself. Mike shows us how he spent \$6,410.00 in one month on educational material. But you don't have that kind of money right? Then how much more do you need to be investing in your education!

Last year I spent over \$6000 on my education. Did I have that much to spare? No, I did not.

However, last year I made 3 to 4 times back that as a direct result from what I learnt. Will I be spending another \$6000 this year? No. I have already spent more than \$9000 in the first 3 months. Can I afford it? No (The person who invented credit cards should get a medal). But once again, I expect the return on the investment in myself to be exponential.

Mike Dillard gives you a lot more examples of how to be a valuable and highly successful marketer in his book *Magnetic Sponsoring*, and if you haven't read it yet, I strongly recommend you begin your educational journey here.

Wishing you a prosperous life,

Dean McNamara.

Want to learn more about or from Dean? Check him out here
<http://www.DeanMcNamara.info>

Shiraz Khan



Shiraz Khan

"Learn From The Best"

Where was my starting point:

I was already involved with a top tier company in Direct Sales. This was a high price product that I had been working for around 18 months.

I was doing all the usual stuff including buying leads and then going through calling them. What I found was this was a really good way to spend a lot of money! No matter how good the compensation plan is, if you're spending most of your money on leads, the fact is you're not making as much as you could.

Why did I buy MS:

I was looking for an alternative to 'buying leads'. I'd come across an ad for the Magnetic Sponsoring system and decided to give it a go. I can't even remember where I'd found the ad, but I was struck by the fact that the address was in Austin, Texas as I used to live there.

Shortly after ordering the book I was having a discussion with a friend about network marketing and he suggested that I try Mike's system. Turns out Mike was friends with another guy I knew. Small world! Anyway, the friends who knew him confirmed that he was really making money and that he was actually using the system himself. So I knew the credibility of this guy even before his manual arrived.

What 'Secret', 'nugget' was it that hit you and change your business around:

The biggest thing I learned from Magnetic Sponsoring was that if you wanted to be the best in any industry, then you should learn from the best. You need to mix with them, follow their example, learn from them,... There is no point in learning from someone who isn't at the top of their game. Because that way, you'll never reach the top yourself.

Why would you want to follow and learn from the guy who's making \$50,000 a year when you can follow and learn from the guy who's making \$50,000 a month?

How did you go about implementing it

I started working and learning from industry leaders, including Mike himself. Instead of spending my money on buying leads, I started spending it on attending live events. Hearing first hand from the top industry experts and mixing with them gave me more insight into how to build my own business and the knowledge I gained was priceless.

What difference did it make?

Generating 10-20 leads for my business everyday has become routine. And I can't even remember the last time I picked up the phone to call a prospect about my business. My first two sales were from two guys that lived outside the U.S. in two entirely different countries, and I never spoke to them once until after they signed up with me.

Waking up in the morning to find over \$2k in sales sitting in your bank account is a powerful feeling, and pretty routine.

My business continues to grow as I get calls from prospects daily asking me about my company, system, training, etc. When you go from "prospecting", to simply being an order taker over the phone, life is much easier. But you also realize that there's a whole lot more you can do, and the sky's the limit.

Want to learn more about or from Shiraz? Check him out at <http://www.MeetShiraz.com>

Cenay Nailor



Cenay' Nailor

"Become The Hunted"

I guess to understand exactly **how** Mike Dillard's book **Magnetic Sponsoring** helped me get to where I am today, you need to know a little about where I was -- when I found it. Don't worry, you're not about to get a "life-story" here, but a few details are necessary, so bear with me.

I've known for years that I wasn't cut out for the corporate work place (*I don't possess the necessary diplomacy skills that seemed to be required to excel past a certain point. And I don't tolerate "game playing" by adults who should have better things to do with their time*).

Needless to say, this didn't bode well for my "job advancement" prospects. So, in 1984, I set out to **create** a job for myself that I could do from anywhere in the world, including my home. It took a few years to get all the necessary skills and establish myself in a predominately male occupied industry (*computer programming*), but in 1991 I achieved what many only dream about... I got to work from home.

From 1981 till 1995 I also "dabbled" in network marketing. I say dabbled because what else can you call dismal failure to produce even a single residual income check when so many were telling me it's easy? In five different companies!

Network marketing? Blah! A dirty word to me back then. I finally swore it off for good in 1995 when things in my "real job" were going well.

Ah, life... Things change. They always change.

In 2004 most of the work that I was doing started "going overseas" to less expensive countries like India and Hungary. Clients just weren't spending money on American contractors when they could get the "same" work for less.

Oops. Time for a wake up call.

By 2006 I was getting mildly desperate. No new work on the horizon and savings dwindling faster and faster. I started "retooling" my skill set for a different industry, Internet Marketing. More than a year passed fairly quickly and I finally felt I had the skills to "go out on my own" in a completely new marketplace. (*And none too soon, savings gone, last big client hired in house and it was do or die time!*)

Boy, was I naïve.

As you can imagine, making a full time living on the Internet isn't as easy as some people make it look. But I am tenacious, I was determined to make it work. I continued my "education", I tested and tracked what was working and what wasn't. I was just starting to get "profitable" in June of 2007 when a friend, someone I trust introduced me to a new network marketing company.

Yikes! I wanted to run away. Network marketing doesn't work! How could she even approach me about "another" of those deals?

Well, fortunately for me, she is tenacious as well. I eventually saw past my own failure to the value of the products, the company and their mission. So, how can I make this work? Internet Marketing of course! (*When you have a hammer, every problem looks like a nail. Have you heard that before? Can you say "new skills"?*)

Time For A Shift

I was so sure what I had learned would serve me well. (*I was right, I just didn't know it at the time because of one missing ingredient*) More failure. More disappointments. More desperation.

Then I came across an ad for Mike's Magnetic Sponsoring book. Money was getting tight, so I decided to take the 10 day free boot camp to see if what he had to say was worth the money he was asking me to spend.

I read every email he sent over that 10 day period two or three times each. What he said was really making sense and so far away from everything being taught! I decided to risk the money. (*Thank God for that decision!*)

I devoured the book, twice! I sat down and made a plan. (*I fantasize that Mike would be so proud*). I got busy. And I started watching everything Mike Dillard was doing. The **MLM Traffic Formula** course was something I coveted for a couple of months, until I was able to talk my upline sponsor into buying it and giving it to me. (*Hey, it's not like it sounds! I was working to build HER business as well, remember?*)

That mega course allowed Mike Dillard, Tom Beal and Tim Erway to pour hours and hours of education gained over three very different careers into one very eager and receptive subject (*me!*).

Back to my master plan for revisions to allow for the new found knowledge. I started

implementing what I learned in late August of 2007. By late September, I was earning 5 times what I spent and by October if you Googled my name, there were results! A LOT of results!

Google Is My Prospecting Friend

Now, you might be saying to yourself "What good are Google results?" Please allow me to explain what happens in the mind of a good prospect who is looking for a work from home business opportunity of some type. He comes across one of my capture pages and maybe signs up for a free newsletter or to get more info about the company I represent. He gets his first or second email from me. And then what? He Googles me to see if I know what I am talking about. You can't BUY that kind of exposure and ***instant validation***.

My "list" of subscribers has grown over 1000%. Each person on that list gets regular email's from me that help them grow personally, improve their skills and advance their business knowledge.

Can you guess what happens next? That's right... a phone call. To me.

Become The Hunted

That person, someone who *was looking for what I have to offer*, **found me**. Not the other way around. I have achieved what Mike talks about when he says "**Become the Hunted, rather than the Hunter**". That's the nugget that made the difference for me and my online success.

And trust me, that feels good.

Want to work from home in network marketing? Quit messing around jumping from company to company and from program to program looking for what works. The problem isn't the company, or the products or the compensation plan! It's you. And it can be fixed in short order with the right skills, the right tools and the right mentor.

Want to learn more about or from Cenay? Check her out at <http://www.CenayNailor.com>

Fernando Ceballos



Fernando Ceballos

"From MIT to MLM"

My journey is one that sounds a bit strange when I tell it to people.

I grew up in East Los Angeles, California in a very loving Mexican-American family. You can say I was a bit of a geek and for that I was tormented by my peers. They could not handle having one of their fellow students not follow the crowd and be mediocre like them.

I can honestly say not much has changed as an adult.

If you strive for excellence, your friends, family and co-workers will do all they can to pull you down, including trying to convince you that what you are doing is a mistake.

Remember, your success will prove them wrong. Your success is their fear.

As a result of striving for excellence and busting my butt from 1st grade through high school, I was accepted into MIT, the world's premier engineering school. You can say I got in by accident, because my girlfriend at the time had discouraged me from applying by saying, "Oh, my brother applied to MIT and he didn't get in. He's the smartest person I know, so I don't think your chances are good".

I didn't even know what MIT was, but I applied to see what would happen.

While in high school, I played football but didn't like it very much. I was the black sheep for taking my academics too seriously, but I could never bring myself to quitting and relieving myself of the misery my coaches and teammates put me through.

Quitting is not in my nature, no matter how painful the experience is. You can say I was made to be in network marketing. ;)

I went to MIT and I had the time of my life there. I played NCAA football at MIT, (*yes, they have a football team*). That was a lot more fun, because we played Division III ball

and for the most part, we did it for fun. On a good day, we would have 80 people in the stands to watch our games.

That is where I learned to fight and play hard for yourself, because no one else is watching.

I also joined a fraternity, (Beta at MIT), and there is where I met the best friends I will ever have. 'Til this day, they remain my closest friends, *(even though they advised me against doing MLM... I forgive them for their ignorance)*.

While at my fraternity, I became their #1 recruiter and consistently brought in half the pledge class each year.

Over the summer before the school year, we were given a list of incoming freshmen and we would cold-call them to start a relationship and make sure they came by to check out Beta during Rush.

I wasn't the most charismatic, smartest, best looking or anything special really. It just so happens that I was one of the few Betas whom actually were willing to pick up the phone and make some dials.

You can say that is where I honed my prospecting skills.

I graduated from MIT in 2002 with a degree in Electrical Engineering and Computer Science and went to work for Raytheon in El Segundo, CA. near LAX.

Three weeks into my job in the Defense Industry I knew it wasn't right for me and I wanted out.

For about 2 years, I was lost and hating my job, but not knowing what else to do. I partied my butt off and tried to justify the 8 hours per day I would put in at Raytheon, by spending my money partying and enjoying life in the only way a former frat boy could.

Partying got old and I decided to give grad school a shot. I liked being back in an intellectually stimulating environment and I did well with my first few classes at USC. I decided to apply to USC and I was accepted. Soon after, I decided that I wanted to pursue my PhD, if for no other reason, so I can rid myself of my job at Raytheon.

Fortunately for me, I met a classmate in my Computer Systems Architecture class named Raymond who eventually introduced me to MLM. I finished my Masters degree, but the silly idea of going after a PhD went away.

We stayed friends for about a year after we met and one day while we talked on instant messenger, he mentioned an internet business he was working on and that he might need some help. I thought he was working on a start-up and he invited me over to his place so I can see what he had going on.

That is the night I saw "the plan".

Despite my hesitation about getting involved in a "pyramid scheme", the guy who showed me the plan had graduated from Cal-Tech with 3 majors and owned his own

Aerospace Contracting business, so there was some credibility there.

The price of getting involved was about \$130. I thought to myself, "I spend more than that on a night out in Hollywood. Let's see where this goes..."

Eight months after seeing the plan, I turned into a sponsoring machine. I had sponsored 17 people into my business the traditional way, I was making money, but none of my downline had been able to duplicate what I had done. My business stagnated and I grew weary by their lack of motivation.

In June of 2006, after a long night of showing the plan, I came home and went online.

Somehow, I ran into the Magnetic Sponsoring capture page and signed up for the free bootcamp. I read the sales letter for the Magnetic Sponsoring course, and I purchased it that same night. I spoke to the guy who's affiliate link I had purchased the course from and he had seen some success with MS so that was very encouraging. *(He eventually gave up on MLM and Magnetic Sponsoring and I didn't hear from him again.)*

The Magnetic Sponsoring course arrived at my house a few days later and I was blown away by the information. Subsequently, all my uplines 3 levels up bought the course through my affiliate link.

I started promoting Magnetic Sponsoring via Adwords (without any training) and almost lost my shirt.

I purchased MLM Traffic Formula a couple of months later and through it, learned how to use Adwords and in my second try, I spent \$36 on Adwords and made \$320 in profits in just 2 weeks.

A ha! The magic slot machine was born.

Following Mike's instruction via Magnetic Sponsoring and MLM Traffic Formula, my sponsor, Raymond and I went off and created funded proposals for the martial arts industry and eventually the Attraction Marketing Formula system for network marketers.

Both were huge successes and as of this week, he and I gave our 2 weeks notice to our very comfortable Aerospace jobs.

We've made as much as \$56,000 in just 4 days thanks to Magnetic Sponsoring and we are now looking forward even bigger paydays as we master the art of using Google to growing not just network marketing business, but ANY business we want.

I'm now fortunate to be able to call Mike Dillard a friend, as well as my mentor.

Through what we've learned from him and other internet marketing experts, Raymond and I have become regular contributors to the Magnetic Sponsoring Inner Circle Newsletter, moderators on the Magnetic Sponsoring community, the in-house SEO experts for the Magnetic Sponsoring website and recently were asked to be the lead instructors for the first ever MLM Traffic Formula LIVE event in May 2008.

The funny thing is that it would actually cost us money to stay at our jobs because all of a sudden our time has become far more valuable as an entrepreneur, than as a well paid Aerospace engineer.

If you are reading this piece, know that no matter how successful someone is at their job, whether they be an MIT engineer or a school teacher, all of us involved in MLM are seeking one thing and one thing only.... Our Freedom!

Magnetic Sponsoring provides you with the training and system to help you attain that, regardless of your MLM company or experience.

I am not paid nor do I have any incentive to writing this, other than hopefully being able to meet you one day and knowing that this my story helped you make the right decision.

Sincerely,
Fernando Ceballos

Want to learn more from Fernando? Check him out at <http://www.AttractionMarketingFormula.com>.