

# Total MLM System

*Discover my MLM success system that lead me from failure to success in Network Marketing*



## How I Raised Myself from Failure to Success in Network Marketing

- By Rod Moore

You are about to discover the complete system that I used to go from failure to success in Network Marketing using a fully automated online lead generation and management system, and how you can do it too!

[www.TotalMLMSystem.com](http://www.TotalMLMSystem.com)

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# **'If this is Network Marketing or MLM then I'm NOT interested ...'**

I wasn't sure what to say ...

What would you say? Of course its Network Marketing, why else would I be calling I thought to myself... the tone of her voice told me that she was not going to be interested.

So I thanked her for her time and hung up the phone. I was flat as a tack!

This was the fifteenth person that day to say the same thing ... I started thinking I must be the only one who gets it. The truth is that deep down I felt that same way as they did.

I didn't want to be doing Network Marketing ... **at least not the way it was taught to me** ... but I was desperate! The thought of going back to my job on Monday made me sick in my stomach and I could see no other way out of the rat race.

But on that particular day after calling people in my prospect list for three hours and getting no interest and loads of negative about Network Marketing ... well I did what I had done on three other occasions ...

**I QUIT!!!**

I became yet another statistic in the Network Marketing industry ...

Another person who gave up on their dreams and went back to the reality of being stuck in a dead end job that I hated, working with people I could barely tolerate and getting paid less money than I could live on.

It was the fourth perfectly good Network Marketing company that I had joined and subsequently quit on ...

**I just could not get Network Marketing to work for me following the SYSTEM I was taught by my sponsor and upline.**

And the truth is ... neither can 99% of those who join the industry.

You know the system I'm talking about ... right?

When you first join a Network Marketing company what is the first thing they tell you to do?

Right ... **Make a list of everyone you know!**

So you blindly follow the advice and make a list of everyone you know ... you write down your mum and dad, brothers and sisters, uncles and aunts, people at work, everyone from your church group or clubs you belong to, the person who mows your lawns, your dentist and anyone else you can think of.

They teach you to wade through the Yellow Pages index and ask yourself ... Who do you know who is an Accountant ... and on and on.

So you end up with this big list of names ... **many of the people on the list haven't even heard from you in years!**

After you have your list what do they teach you to do next?

Ahh yes that's right ... the dreaded phone calls ...

This is the fun part ... right?

This is where you get to call each of the people on your list and using a script invite them over to your place next Tuesday night for a really important business meeting.

I'm sure you know the script ... it goes something like this ...

'Hi (insert name) ... this is (your name) ...

I can't talk now as I'm in a hurry ... but I wanted to ask you what you have on next Tuesday night at 7:00pm?

Ok great ... well can you be at my house then as I have something really important to run through with you ... now I can't promise you anything but I have checked this thing out and I think we could make a lot of money together'

Now stop just a moment and think about what is going on in the mind of the person on the other end of the phone ...

Either they are thinking ... this sounds familiar ... didn't I get a call like this a year ago from the guy in the accounts department at work and it turned out to be AMWAY ...

So they ask ... 'is this Network Marketing? ... Because I'm not really interested and besides I am really busy (or have no money, or whatever)'

On the other hand if they don't ask if its Network Marketing then they will of course ask ... what is it? And you reply ...

Well I can't tell you over the phone ... that would be like trying to send you a haircut through the mail ...

But I have a really sharp guy coming to share some information about a new business opportunity I am involved with.

Can I count on you to be there?

So you work your way through your prospect list getting lots of rejection, people laughing at you, some will even abuse you and slam the phone down for daring to try and get them into some pyramid deal.

BUT ... the great news is ... you have 10 people who said ok they would come along next Tuesday night!

Fired up!

You are so excited that you just know you are going to be rolling in money in no time at all.

So next Tuesday night comes ... your heart is pounding out of your chest. Your palms are all sweaty from excitement of the start of your business empire.

Your sponsor arrives early and bounds in the door with great enthusiasm and ridiculous amounts of positive energy. He has his blue suit on and a portable white board under his arm and he is ready for action.

Seven O'clock comes and no one has arrived yet ...

At five past seven your phone rings ... it's your golfing buddy Bob ... he is very apologetic but he is not going to be able to make it, as his wife is ill.

Well at least he had the courtesy to call ... unlike the others who just don't show up.

Finally at 11 minutes past 7 your aunt Mary arrives and your sponsor starts spinning out those circles. Now of course your aunt Mary has absolutely no desire or need to be in business ... but you are her favourite niece so she came to support you.

The bubble of excitement you had earlier in the night is now burst and you start to thinking that maybe this business is not for you!

Luckily your sponsor is a smart guy!

He recognises that now is a good time to have a little heart to heart chat ... you know, to pump you back up.

So he proceeds to tell you that this business is a numbers game and that you just need to go through more numbers. You just need to have three times as many people saying they will come to your meeting as you expect to turn up.

After your talk your sponsor convinces you to book another meeting for next Tuesday night and try again ... but this time you will make three times as many calls.

### **Three times as many calls means three times as much REJECTION And NEGATIVITY!!!!**

So you hit the phones all weak battling through the rejection and negativity and at the next meeting you wind up with three people and if you are lucky one of them will join you.

This fun and games goes on for three or four weeks until one day ...

You realise you have no one left on your list to try and convince or persuade to get into your business ... and you have only sponsored three people!

You must be thinking at this stage ... ***If your opportunity is so incredible how come no one is joining?***

And of course you will be asking yourself ... what do you do when you have spoken to every one on your list?

Excellent question and one you are sure your sponsor will have great answers to. Because this really is the million-dollar question, right. If you can figure out where to find quality prospects for your opportunity then everything will be okay.

So you talk to your sponsor about where you can find more prospects.

Here is a list of things they tell you to do to find more people to speak with about your opportunity:

- **3 Foot Rule** – You know this one I'm sure. This where you prospect anyone within a 3 foot radius of you. So you are standing in the line in the bank and you strike up a friendly conversation with the person in front of you.

Essentially what you become is a hunter trying to hunt down anything that moves. You know how it goes ... 'Hey you look like a sharp guy, do you ever look at business opportunities?' and the guy is a total loser who just happened to get within three feet of you.

The truth is most people who try Network Marketing absolutely HATE the thought of having to prospect everyone they bump into ... and the other truth is that 99.99% of the people who enter your 3 foot radius on a daily basis have absolutely no desire or interest in getting involved in some pyramid scheme with some bozo they met at the bank.

This leads to big time rejection and negativity, which ultimately leads to the failure of most people who try Network Marketing!

- **Local paper ads** – You have probably seen these before right? You know the ads that promise you will make \$2,000 to \$5,000 a month with little or no effort involved.

Have you ever noticed how there is only ever 2 or 3 ads like this in your local paper? Think about it ... if these ads really worked then everyone in Network Marketing would be doing them wouldn't they?

The truth is that these ads don't work very well and if you do get someone respond then usually it is someone looking for something for nothing in life.

- **Flyers** – Lots of people have tried printing up flyers and dropping them around their neighbourhood, or putting them under windscreen wipers of cars. Again ... how can anyone take the business seriously when they are approached by a cheap photocopy of some badly written ad making outrageous promises?
- **Tear off Posters** – You see these all over town on every street corner ... in fact wherever there is a light or power pole some poor fool has stuck up a poster with a tear off phone number.

Does it work?

Well consider this ... how many people do you really think are going to want to run around town sticking up posters? Right ... not many! So if this business is all about duplication as your upline says then why are they telling you to do something that not many people will want to do?

aggghhh ... no idea!

- **Magnetic Signs** – Now this one just cracks me up. This is where you become a mobile ad ... if that's your thing. You go out and organise a big magnetic sign and stick it to the side of your car in the pathetic hope that someone will be so inspired that they will call you. Yeah right!

I don't know of a single person who was sponsored in this way ... In fact I don't even know of anyone ever even getting a phone call from such an approach.

Damn ... well I guess that won't work to well then ...

- **Wear the Badge** – Okay this one is one of the biggest jokes in the industry and again is one of the reasons why the industry has such a bad name. I don't think I need to elaborate on this other than to say that how can anyone take you seriously when you are wearing a big badge with 'Make Money Now Ask Me How' on it?
- **Buy Leads** – There are lots of companies out there selling hot MLM leads for you to follow up and make your fortune with. In theory these can be a great source of finding new people for your business if you have the right strategy and system in place.

But what about the reality?

Well truth is most people will waste hundreds of dollars a month chasing up leads and get nowhere with them fast. Usually the quality of the leads is highly questionable.

Even worse is that the lead companies are selling the same leads to 4 or 5 others with the worlds best business opportunity.

**Now if you have a system that allows you to generate your own leads then this can transform your business.** We will talk more about that in a moment.

- **Website** – Chances are good if you have been in Network Marketing in recent years then you no doubt had a company website. You know the type ... the self replicated web site that everyone in the company has. The ones with the picture of the company president on them and the great overview of your pay plan.

So you get your website all set up and then you sit back and wait for all of the new team members to sign up from your website.

Then what? Well nothing really. Most websites for MLM simply don't work for a number of reasons. First because the average person does not know how to market their site ... plus the sites in general don't work.

And on and on it goes ... there are probably lots of other ways they tell you to find more prospects but you get the idea here.

There is even one MLM Guru / Trainer who teaches that when you get in a lift full of people you pull out your mobile phone and make believe you are having a really high powered conversation about doing million dollar deals.

The theory is that the people in the lift with you will be so impressed by your business savvy and energy that they will want to know what you are into.

**What a load of rubbish!!!!**

It is no wonder this industry has created such a bad name for itself.

**What is needed to be successful in Network Marketing is a simple easily duplicatable system that assists you and your team to generate leads, and automatically follow up cultivating their interest.**

So you only spend your time speaking with qualified interested prospects.

That is exactly what I have created with my **Total MLM System** ... stay tuned because I am going to reveal the full system to you shortly.

**'Honey ... I Have Another Meeting Tonight So I Won't Be Home For Dinner ...'**

... I said as I raced out the door. I had managed to get a bit of a team started in one of the MLM opportunities that I failed in.

They were a group of young enthusiastic guys across the other side of town and for the last three weeks I had been doing meetings with them every night.

On top of that of course we had our weekly business opportunity preview, the once a month weekend seminar, the weekly team meeting, the weekly mentoring session with my upline and on and on it went.

It seems like I was always in one meeting after another. When I joined they told me all I had to do was 10 hours a week ... yet here I was driving an hour across town, doing a two-hour meeting and an hour back again.

I was putting in a lot more than 10 hours a week with all of the meetings I was doing.

Then one day that entire group seemed to just disappear ... they lost interest, changed jobs, or just plain quit. So after three months of working flat out building that group I achieved a total of zero!

On top of this, my wife at the time was starting to get totally annoyed!

So you can imagine my total frustration and annoyance when my upline rang me one day to enquire why I didn't turn up at a training meeting the night before. So I told him the truth ...

**I got so sick of going to all those damn meetings that I quit!**



Gone are the days when you donned your suit and tie and drove to customers and prospects. The net has changed all that. While these methods worked in the past, they are far less productive today.

The net has removed the sting out of cold calling. To be successful in the information age, you must learn how to attract qualified prospects into your pipeline by direct response advertising. This is why I use Rod's **Total MLM System**.

I used to cold call expensive lists, leads, and even call on small business owners, who incidentally don't have the time to chew the fat and waste time on waffle. They like us have (in many cases) taken up the opportunity of the net.

They are net savvy and like to do business that way.

And 100 dials per day to talk with 10 people is not what everyone wants to do either. The **Total MLM System** can generate 5 to 10 qualified prospects per day that responded to one or many of the attractive links on the web system and what's more they are awaiting and anxious to speak with you. It is building my MLM residual income business and it is duplicatable. My team love it!

**John McGough**  
[www.WealthNews-Online.com](http://www.WealthNews-Online.com)

**'There Has Got To Be A Better Way ...'**

... I remember thinking when I quit opportunity number four. I mean, this was the fourth time I had tried to build the business the way my upline told me to build it ... and failed!

Surely there must be a better way to build a Network Marketing business?

I know these **old techniques worked really well 20 years ago** when practically no one had heard of Network Marketing, but today these techniques did not seem to work for me.

The funny thing was I kept coming across people just like me ...

People who had been in Network Marketing previously and quit ...

People who had followed their upline's advise with little or no results ...

People who would love to be a success in Network Marketing if only they could find a SYSTEM they felt comfortable with ...

So I started looking around for the solution. I went to the Internet searching for a system I could apply to Network Marketing that made it easy to attract prospects to me, a system that automatically followed up with prospects and sell them on my opportunity, a system that reminded me when I should follow up with my prospects, and a system that lead me to only spend my time with highly qualified interested prospects ready to join the business!

I reasoned that if I could find the right system then I would give Network Marketing one more go ... but this time I would do it with a system that I felt comfortable with.

Well after a year of searching I could not find anything quite like what I was looking for. There was no one system that would do everything I knew I was going to need.

So frustrated and in despair ... I came to the conclusion that Network Marketing was just simply not going to be for me.

Then one day ...

## **'My Phone Was Ringing Off The Hook!'**

When I finally got to answer it my friend David was on the other end of the phone ... and I just knew something was up ☺.

Have you ever had one of those phone calls where you know you are about to be approached about a business opportunity?

Well David was on the phone practically jumping out of his skin with excitement. He had found what he believed to be a brilliant company,

revolutionary product, and a lucrative compensation plan ... and best of all they were relatively new in their development.

Needless to say I was excited about the opportunity ...

Yet at the back of my mind was this sinking feeling that I was just getting on the same old merry go round as before.

So I joined the company with some reservations ...

After two months in this my fifth Network Marketing company I was depressed and ready to quit again. The system being taught by the heavy hitter upline was the same old system ... that had failed me 4 times before!

Make a list of everyone you know ...

Call them up to invite them to look at a presentation ...

Schedule a home meeting ...

Blah blah blah .... I was devastated. I scheduled a time with my upline leaders. A couple who had amassed a huge organisation in a very short period of time ... these guys where the heaviest of heavy hitters in the Network Marketing industry.



Rod's **Total MLM System** is such a simple, automated system - that allows you to easily introduce an opportunity to someone. It then expands their interest and that person joins you in business. They then have the ability to duplicate everything you did without ever having to meet them. I have & it's so easy.

We refer to the process as the 4 C's System – Capture, Cultivate, Close & Copy. It is all done online & is automated. The entire opportunity is presented for you only requiring you to make phone contact a few times. It is done by using a truly amazing web site – Escape The Rat Race - that has been created to allow the entire process of explaining the opportunity to unfold, without you sending follow up emails or having to explain anything yourself.

The online training system on how to use this exceptional tool & the system itself is so remarkably simple to use. The results from this system are astounding. We Escaped the Rat Race in 2006 – come and join us. You can do it too.

**David & Karen Cane**  
**[www.CashFlow4U.info](http://www.CashFlow4U.info)**

# **'What She Said Just Blew Me Away And Totally Changed My View On The Business Forever ...'**

After spending two hours quizzing Vicky (not real name) about how she is **REALLY** building the business she dropped a bomb on me that totally changed my view of the business forever.

Vicky told me this simple truth ...

***'Most of your success in Network Marketing is going to come from working leads in the cold market ... not from your friends and family ...'***

It was a through away line ...

Something that was said in the context of the broader discussion we were having. As she explained to me how she was working her business it became clear that most of their efforts to recruit new team members where in the area of creating cold leads and following them up.

They were taking out full-page ads in magazines, using telemarketing, had lead capture pages on the Internet and much more.

***Why are you teaching a different system to what you are using I asked?***

Well the response, which made a lot of sense, is that we have to start people somewhere and get them doing things which are duplicatable. Working cold leads is not necessarily duplicatable ... unless you have the right system to make it so.

What was not being taught though is what do you do once you have exhausted your cold market?

**The best advice I had heard from the guru's of MLM was to hang around shopping centres trying to meet people, or the hand car wash.**

I flat out had no interest in doing either of these things ...

So I started to buy leads from Network Marketing lead companies.

This is when the fun really started ...

I would spend several hundred dollars a month on leads, most of which I could not get a hold of. Those that I did get through to were poorly qualified, and had no real desire to start a home business. I also discovered that the lead companies would sell each lead to 4 or 5 Network Marketing want-to-be dreamers just like me.

Hundreds of dollars down the drain and no closer to living the dream lifestyle I kept hearing about from all the Network Marketing superstars.

After a few months of this I decided to finally take my destiny into my own hands ...

**I was determined not to QUIT again ... so I had to finally come up with a system that I knew would work!**

## **'If I Can't Find It I Will Build It Myself!'**

I came across one gentleman who built an entire downline of 26,000 people using the Internet alone. His team had a good system to attract, and recruit motivated entrepreneurs into the business via the Internet ... and the best part was that it was largely automated. Wow!!!

Then I found a lady who recruited 150 people personally and grew her downline team by 3,500 people in one year. Amazing ... again totally using the Internet.

So I studied everything I could find on how to use the Internet as a tool to sponsor people like crazy into my business, and make it duplicatable so that my team could use the exact same system.

After a long period of searching I could not find one system that I could pick up and use myself ...

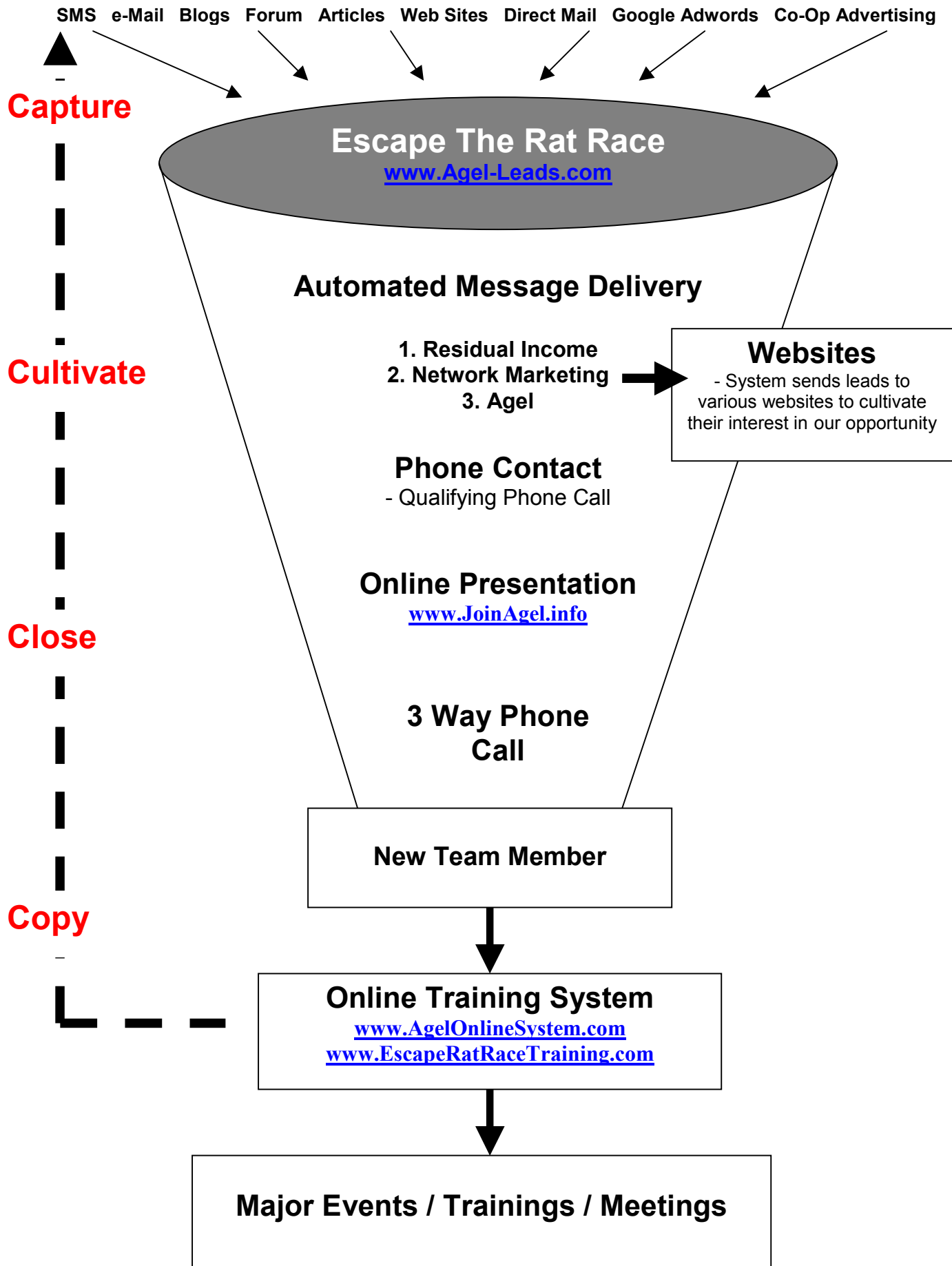
## **That's When I Created the 4 C's System!**

From studying and modelling what other successful people were doing I uncovered 4 key steps to using the Internet as a prospecting and recruiting money machine. Every system I found that was working was using these 4 steps.

If you could develop a system based on these 4 C's then you and your team, regardless of what Network Marketing opportunity you are in, could literally explode your growth like we have done.

Look over this diagram,

# 4 C's Online System



Let me reveal to you the thinking behind the 4 C's...

1. **Capture** - The first C is to capture. What do I mean by this? Well at the top of your online system you need a lead Capture device. This is some way of attracting qualified prospects to want to opt-in to your database (autoresponder) system. The only way you can effectively capture people into your system is to give them sufficient value for doing so. You have to give first. Now the big mistake most people make is that they try and give information on their Network Marketing business. Huge mistake.

It took me awhile to learn how to do this correctly!

Then I wrote a book called '**How To Escape The Rat Race**'. It was a simple easy to read book that outlined 12 proven wealth creation strategies that led me to escape the rat race.

When I started giving the book away I realised that far more people where interested in receiving information like this than they are in looking at your business opportunity. So my lead conversion statistics where much higher.

Here is the secret though ... the book pre-sells them on being open minded to looking at our opportunity. This is critical to do.

**So the first step is to give away something of value that a lot of people want in order to capture more leads into your system.**

Escape the Rat Race : 12 Proven Wealth Creation strategies - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.escaperatrace.info/P/rmoore

Getting Started Latest Headlines Life Design Associate...

## Want to Escape From the Rat Race?

FREE E-Book Shows You 12 Proven Wealth Creation Strategies

Request More Information Now!

# Escape the Rat Race!

## Get Your FREE E-Book

Discover the **12 Proven Wealth Creation Strategies** that I used to Escape the Rat Race and that you can use to lead you out of the Rat Race once and for all...

**Hello and Welcome!**

Hi ... my name is **Rod Moore** and I want to welcome you to this site. Like you, I was sick and tired of being stuck in a job I didn't like ... you know, where they pay you just enough to keep you from leaving and so you do just enough to keep from getting fired.

I went on a search to discover proven wealth creation strategies that would enable me to break free from the rat race!

**Get Your FREE E-Book**

### HOW TO ESCAPE THE RAT RACE!

12 Proven Wealth Creation Strategies Used to Escape The Rat Race

By Rod Moore

To Request Your FREE Copy of the e-Book

Transferring data from www.escaperatrace.info...

The next key step then was to establish the back end software system so that I could allow all of my team to be able to also use the escape the rat race system with their unique link.

So far example ... anyone in my team can give away the book by simply referring people to their unique link to the system such as:

<http://www.escaperatrace.info/P/xyz>

The **xyz** in the link means that anyone who clicks on that link and asks for a copy of the free book will become a lead in the system allocated to the partner who has set up their account with username of **xyz**.

The great thing about this is that all we have to do is teach our team to give away as many copies of this free e-book as they possibly can.

2. **Cultivate** - Once you have the right elements in place to capture good quality leads into your system ... you then need to Cultivate them. You need a system that then takes over and automatically (i.e. While I'm playing golf or going to the beach) cultivates their interest in your business opportunity. The last thing you want to do is become the person trying to convince or persuade others to join your opportunity. When you have the right system in place like the **Total MLM System** it handles this phase for you. It literally moves prospects from being cold leads to hot.

So our **Escape The Rat Race** system will then automatically follow up prospects by sending them to various links that provide the right information for our leads to sell themselves on joining us.

We send them to such links as:

<http://www.escaperatrace.info/escapeaudio.htm>

<http://www.escaperatrace.info/escapeopportunity.htm>

<http://www.escaperatrace.info/brilliantcompensation.htm>

<http://www.escaperatrace.info/richdad.htm>

<http://www.escaperatrace.info/escaperg.htm>

<http://www.JoinAgel.info>

<http://www.NoMoreVitaminPills.com>

The **Escape The Rat Race system** is set up to send out an on-going stream of information about residual income, network marketing, and of course our business opportunity.

For the right people who are generally looking they will sell themselves on our opportunity. This completely removes the need for our team members to sell our opportunity, company, products or compensation plan. As a result any rejection or negativity is also greatly reduced.

Imagine only spending your time talking with highly qualified interested prospects!

3. **Close** - If you have set up the first two C's correctly then you will start to have highly qualified prospects emerging. Those who are not interested will have let you know.

The next step then is to pick up the phone and move these hot prospects towards a logical point of conclusion.

The great thing is you are only spending your time talking to interested people so all the negativity and rejection is gone. They already know that it is Network Marketing and which company you are with. I developed some **killer phone scripts** and some **key insights** into how to effectively close people to join you.

An often overlooked key to effectively closing new people to join your business is the use of 3 way phone calls. It is a vital part of our process and will help you sponsor more people.

4. **Copy** - Now you have a new brand new team member! Now keep in mind your new team member has come through the 4 C's system so he has seen it from the side of being a prospect so he / she will be keen to also use the exact same process to build their business.

The last piece of the puzzle then is to have them copy you ... this is where duplication comes into play. You need to develop a dynamic online training program that your new team member can plug into straight away so that they train themselves while you are looking for the next team members to recruit.

We do all of our training via online self paced training web sites which you will find here:

<http://www.AgelOnlineSystem.com>

<http://www.EscapeRatRaceTraining.com>

Does it all work? Well listen to what a few of the people using my **Total MLM System** have to say about it...



Rod, I wanted to drop you a short note to provide you with some feedback regarding your **Total MLM System** that we recently rolled out in our group, incorporating the 4C's, which completes it perfectly!

I have to tell you that since introducing the **Total MLM System** only a few weeks ago, I have found it to be the simplest, yet most powerful recruiting tool I have seen. Why? Because it makes total sense to offer the fantastic e-Book that you wrote, which reveals some very important wealth strategies, which is what people want to know about, whether locally or internationally.

Here's all I have been doing to date. I have been giving away the e-Book to everyone, including friends, business contacts, sales people and anyone I meet, using one of the great email templates you have provided as part of the **Total MLM System**. I also placed a cheap little advertisement on Google. Then I sat back and watched as one prospect after the other clicked on the link and downloaded the Free e-Book, after leaving their contact details. Now I am filling my prospecting funnel, as you have seen, from local and international prospects.

Then, what I love is the **Total MLM System** begins following them all up with very important information everyday, including appropriate links. I call them after a day or two and simply use the scripts you have provided. The interest is growing and growing, especially once these prospects realize what a powerful **Total MLM System** we have in place in our business.

A simple and duplicatable SYSTEM!

**John Dimos**  
[www.DreamsMagic.com](http://www.DreamsMagic.com)

And...



We have been using the **Total MLM System** for less than one month and have already had 62 unique visitors to our website which has created 8 leads - and this is before we have even starting promoting it.

With the training and support provided, this system is easy to set up, personalise and manage. An alert allows us to keep track of new leads as soon as they come in then organising and qualifying these new leads is made easy with the various tools.

Thank you Rod for building and sharing this system, it has enabled us to create another stream of leads for our growing business.

**Rose Cox & Paul Giddings**  
[www.TakePositiveAction.com](http://www.TakePositiveAction.com)

And



I have been looking online for a few months now for the best e-marketing system, something to take me on to the next level and when I came across your **Total MLM System** and looked into your system further, I knew straight away this was the one!

So affordable and so user friendly...I highly recommend it! I look forward to achieving my dreams & goal a lot sooner now & being able to help others achieve theirs, all thanks to you!

Brilliant work!

**Samantha Sewell**

Now I know what you may be thinking here ... this all sounds easy to do, right?

I can see why from reading the above description of the 4 C's you might be thinking that ... but let me tell you the truth...

## **Thousand of Hours, Thousands of Dollars & Thousands of Mistakes!**

That's right ... it took me literally thousands of hours, thousands of dollars, and thousand of mistakes to perfect the 4 C's system. If you get one element of it wrong then your entire system will break down ... not only for yourself but for your team as well.

Get it right though and it is Network Marketing Utopia!

I want to save you the time, money and mistakes by giving you full access to my system, letting you walk through it and see everything I do, and revealing to you my insights, strategies and secrets that make the **Total MLM System** work.

Before I do that though let me share with you one simple insight that will cause you to loose sleep tonight thinking about how successful you could be...

# **There Are Only 2 Simple Steps That You And Your Team Need To Master To Create Massive Success With This System!**

So what are these two simple steps that you need to master?

Well the first one is learning how to get people to come to your web site where you have your lead capture device. This is where the marketing side of Network Marketing really comes into its own. If you can master the process of driving a stream of high quality potential prospects to your web site then you can use 4 C's to create wealth for yourself and your team.

The second step you need to master is how to effectively follow up on the phone with qualified prospects. When you know specifically what to say and what questions to ask the process works like magic.

**I will let you in on another little secret that will help you recruit more...**

By the time prospects become qualified through our system they are already sold on Network Marketing as a vehicle, our company, our products, our compensation plan, and why they should join with my team and I. So I don't even mention it to them other than to answer any questions they may have.

The mistake made by so many people in Network Marketing is trying to sell the opportunity to people, trying to sell how good their products are to people, trying to sell the benefits of their compensation plan to people ... and what do you think is going on in the minds of the prospect?

They are thinking that in order to be successful in this business I have to become a pushy sales person ... and you have lost them right there!

What the **Total MLM System** does is allows the prospect to sell themselves on the industry, the company, the products, and the compensation plan.

So what do I focus on?

Well this is my million-dollar secret ... but what the heck ... I will give it to you.

I focus on telling them about the **Total MLM System** and the 4 C's. **I sell them on the system!** Why would I do that?

Well think about this ... after having followed up nearly 250 leads through my system I came across an interesting pattern. Approximately 40% of them had been in Network Marketing before and failed. Of the other 60% who had not been in Network Marketing before nearly half of them knew of someone who had been in and failed.

Now here is the amazing thing ... the 40% who had been in before still want the lifestyle that only Network Marketing can give them ... but they do not want to repeat the failures of the past.

So what are they all looking for then?

## **Your Prospects Are Looking For A Better System That They Believe Will Give Them The Greatest Chance Of Success If They Are To Join With You!**

If you can show them a better system and give them confidence they can win then they will join with you. The **Total MLM System** makes this easy for you to sell the system.

I guarantee this simple insight ... when you fully understand and apply it will lead you to the top of your compensation plan!

The reason is, and maybe you can relate to this, is that there are millions of people out there who have tried Network Marketing before.

They all want to build a better future for themselves ...

They all want to have greater time and financial freedom ...

The freedom to be able to sack their boss, retire young and rich, live in your dream home, drive the car of your dreams, travel the world and much more ...

All of these people who have tried Network Marketing before, or are maybe in Network Marketing right now but getting the results they want, are looking for a better way.

When they understand how our simple, yet powerful, system has enabled me to grow my team by more than 1,000 people in just a few short months ... well a lot of them get excited again.

They have their dreams re-ignited and like I did think to themselves ...

***'With the right system you could become a success!'***

If that is where you are at right now then I encourage you to do one thing before you make a decision ...

Get back in touch with the person who gave you this report and ask them to explain in more detail the 4 C's System, and how the **Escape The Rat Race** system used by our team could help you enjoy the level of success you have only ever dreamed about.

Think about this one simple idea ...

## **The fact that you are reading this report indicates that our system is working!**

The question is ... are you serious enough about your financial future to want to find out how you can plug into this system and make it work for you?

If you are then make contact with the person who sent you this report right now and set up a time to find out more about joining us.

Regards



**Rod Moore**



WOW! What can I say, I haven't seen anything like this. The **Total MLM System** has allowed me to go back through all my previous contacts without any worries of annoying or hassling them.

It has created a more realistic and positive approach as contacts is always interested in ways to create Wealth and with a free e-Book it couldn't be simpler.

The **Total MLM System** then keeps them in the loop of what we are about. With this system you don't have to sell them on the Business/Products, you simply show them the system to build a massive organization.

One of the key reasons I joined this business was having a Duplicatable System to grow a business. Now with the **Total MLM System** I have it!

**Karen Deegan**  
[www.KDeegan.com](http://www.KDeegan.com)



Rod, all I have to say is that if anyone dare says the **Total MLM System** and the 4C's was already know to them last time they attempted MLM they are much, much more then an entrepreneur "wanna-be" beyond all hope, they are a stone-cold, unethical liar. This system is incredible!

I was personally exposed to Network Marketing while I was in Uni Studying Biomedical Engineering. One of many successful yet unfulfilled Engineers in the corporate world, and was trading time for money without even knowing it!

However, it was not until I came across Rod Moore and his groundbreaking **Total MLM System** that I was convinced that I could (and I should) pursue a full time career in the MLM industry.

Rod's perfectly articulated and powerful insights made me realize that this business is not about selling shampoo or vitamins, but really about creating an empire called "You, Inc."

Although starting with zero MLM experience, and only recruiting 1 person in my first 3 months, the **Total MLM System** paid for my random trip with my girl friend to Morocco. See my picture with Rhi, she was against MLM at first and since seen my success has joined to be successful like me.

I now have my very own **lead generating machine on autopilot**. Only the dream of an experienced MLM leader.

**Thomas Miller**  
[www.ReWriteTheMatrix.com](http://www.ReWriteTheMatrix.com)



Imagine a system so simple, yet so powerful, that you can use every day to generate truly interested leads. Imagine tracking and managing those leads effortlessly, but with proven results.

The **Total MLM System** is that system. Although I have been using it for only a short time, the results have far surpassed my expectations. Prospects follow my link to the website because they WANT the free e-book. They are in the Rat Race – and they WANT to escape. I am notified by email of those who are truly interested, so my time is spent with people who really want to make a change to their lives.

Real time statistics give me an instant overall picture. And I can manage my leads – using search filters – then simply email them a personalised message using variables. Simple. Effective. Brilliant!

**Diane Clements**  
[www.redwoodhilton.com](http://www.redwoodhilton.com)



I have no previous experience in MLM so when I prospect someone else who has this experience, be it good or bad, I immediately expect them to understand the potential of building a residual income with this business. However what I find is the disappointment many of these people have felt with their previous companies. Too frequently do I hear about the lack of Systems and Training made available to them.

With the **Total MLM System** creating leads into our laps using the free Wealth Creation E-Book, it simplifies the process of qualification. As people are drip fed information about my opportunity in via the automatic follow up on a daily basis, they are exposed to a non confrontational opportunity to make an informed decision. This manner of prospecting is part of the 4c's System.

We firstly **Capture** our lead. This is via many methods, but ultimately we send them to our Escape The Rat Race site. Their interest is then **Cultivated**, via the automatic follow up system, in our opportunity. This leads to the **Close**. This is where they choose the business option that suites their personal situation. Then we teach them to **Copy**.

The success of this system is the ease that anyone can duplicate it .This is where Residual Incomes are built, in Duplication.

As anyone can see, using the **Total MLM System** and 4C's is the basis for successful recruiting and the ultimate duplicatable system. As Randy Gage says 'the secret to success is getting a large group of people to do a few simple tasks, consistently.'

**Marc and Casey Edwards**  
[www.MarCasGlobal.com](http://www.MarCasGlobal.com)



I am really excited about **Total MLM System**. Every time I get a new prospect in, I think about how many people I would have had to talk to several times, before they would even consider being introduced to my business. I get prospects from all over the world. That is SO Great.

**Total MLM System** is so easy to use, lots of support, training videos, conference calls - It took me No time to get started.

Its is SO MUCH easier to build a Huge network marketing business, with **Total MLM System**.

Thank you Rod - You rock :-)

**Tina Lindgren**  
[www.TinaLindgren.com](http://www.TinaLindgren.com)

