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# “The Conquering Chief”

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Here within these pages is a “secret code.” A way of marketing based on retention, versus recruiting. I have used this “secret code” to build mega-downline after mega-downline.

However, “The Code” will be something here that you have to dig for and not easily seen.

I did this on purpose, because as they say, “to cast gold amongst fools is foolish.”

For those who are true leaders and for those who understand that keeping and retaining an organization is a higher art than simply recruiting some folks, for you, I wrote this defining order of the Conquering Chief.

Enjoy, grow rich and see if you can locate the seventeen (17) locations “the code” has been laced.

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**Recorded Joe Schroeder Message 24 Hrs**

**1-800-772-9781 EXT: 40**

**Chapter 7: *The Alpha Code***

# The Economy of Riches

**The Hidden Order and Secret Marketing Discipline of  
The People Who Live a Life That Gives Evidence To  
That Which They Desire**

Never forget this. If hard work made people rich then all construction workers would be living in Mansions.

What makes those who make insane amounts of Internet income so diverse from everyone else who struggles to make even a minimum wage---on-line---beyond the obvious, is one word.

The SECRET word is [optimization].

*Over 98% of your new traffic is not emotionally ready to buy anything from you. Amateurs do not have a funnel effect set up. That's why they enter the market SELLING, thus alienating their future buyers and losing all back-ends sales and continued revenue based customers.*

**The Ben Franklin & Napoleon Hill  
Focus Society of Over Achievers**

**The Million Mind March**

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What is Optimization

Leverage and *optimization* are two totally different words. Everyone knows what [leverage] is. That's why they attempt to build an MLM residual sales organization. Why? So they can leverage other people's time, money and influence. *But that doesn't make them optimized.*

Webster's dictionary defines leverage as using "credit" or by using an effective motion. So, for example, if you are a policeman with a pension plan, that's leverage. That's because upon retirement, you would retire with better than 65% of your monthly pay---for the rest of your life. That's leverage.

Optimization is different and brings with it a far greater basket of rewards. To be optimized means to take something AS FAR as it can go.

Webster's says that optimization is, (1) "the most favorable method for growth and reproduction and also (2) "to make the most effective use of all energies and resources."

**Optimization is the Intangible Secret of The Rich**

Better business is about better optimization. That's not as fancy as it sounds. It's simply about *getting more results, in less time with more profits within a smaller element of time.*

Within the hidden corridors of being optimized, is the concept of continuity. Call it "the lazy way to riches" because that's exactly what continuity is. A lazy way to make a whole heck-uv-a-lot of money.

Why? Because the profit centers are BUILT inside of whatever you sell, therefore, it takes ZERO energy---or even time---to make more money.

*This is about playing large and using the playbook designed by the big boys and girls, even if you are just starting out and this is still just a spare-time thing for you.*

**Learn How To Never Get Slapped Again!**

This is about more than winning. What I am talking about is attaining absolute influence and absolute power while at the same time doing it with such style, grace and eloquence, that people jump over hoops and crawl under doors and up into windows just to experience what doing business with you is like. You are about to become GREAT at this!

The Ben Franklin Society For Over Achievers

# **If You Are Not Experiencing Leverage in Your Business You Are Not Getting Paid!**

Last month my sales organizations TOTAL organizations sales exceeded a quarter of a Million dollars. It hovers monthly between \$225,000 and \$310,000. But don't be impressed. My own Mentors have monthly sales of a Million or better. I am new at this. I am only in my second decade.

Nonetheless, here is my "flow through." Am I optimized? You better believe I am and you can use this EXACT same system yourself.

## **Being Optimized is Almost Like Automatic Income**

Some will call this "the lazy way to earning \$4,000 per day." Others will call this OPTIMIZATION "secret" automatic money. Here's why:

It's because you earn MORE money without an ounce of [more] energy.

*Marketing Law: "The Longer a Suspect Lingers Around Whatever You Sell The More of Their Own Imagination They Add and The Closer They Shift into Selling and Closing Themselves. The Key is the Give People a REASON to Sit Within Your Sales Funnel for As Long as Possible."*

My goal is to educate, entertain, amuse, astound and collect the imagination of people, for as long as it takes, in order for them to collect as many REASONS to believe that what I sell is (a) relevant (b) NOT buying would result in their future pain (c) and worthy of their purchase.

Do this to CHANGE your marketing experience.

Do this. EXTEND your sales experience into two / three weeks.

LOSE the idea that one sales letter or a conference call is all you need.

LOSE the concept of trying to "impulse" people quickly into buying.

Try this. Give your suspects MORE reasons to believe.

Try this. Let them "bake" in free samples for a week or two.

Try this. Fully and 100% optimize whatever you do.

Back in the 70's and 80's you read sales books that talked endlessly about "features" and "benefits." If you go out to buy a car the salesman will "feature" and "benefit" you to death.

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And that's a cool technique. For guys who want to earn a living. On the other hand, people like you and me are on a higher level. For instance, have you ever---did you ever---have HBO say to you, "free trial weekend. No charge. Try us out for an entire weekend."

We all have. HBO didn't send you a sales letter. Nope. They never even called you up and "featured" and "benefited" you to death. All they did was REASON TO BELIEVE you into subscribing to HBO so they could earn \$34 x's 12 or earn \$400 per YEAR off you.

Clever guys. REASONS to believe.

[Ten Million]

*You Are Holding \$10,000,000 Dollars in  
Your Hands*

In the next few minutes and within this scroll of prosperity I am going to reveal for you, for the VERY FIRST time, step by step HOW my system works, WHERE the Genius psychology rests, WHY it works and how you can ADD this mechanism of automatic income into your life.

**"Most People Only Have a Working Model of Work Itself, That's Why They Work For Other People. People With a Working Model of Prosperity Are Making Money All Day Long, They Have 5-10 Various Income Streams And They Are Generally Filthy Stinking Rich."**

***Joe Schroeder***

Here's The Double "Whammy" That I Promised You:

Here is what being totally optimized looks like. Notice how A leads to B and B leads to C and D is inside of C and A & B connects to C, D and E.

No, that's not Greek. It's about having the DISCIPLINE to market in such a way whereas *the income streams are inside of whatever you sell.*

**Step 1:** People opt into your Star-Link splash page.

**Step 2:** They read our auto-responder newsletter training letters.

**Step 3:** YOUR links for your PROGRAM are inside of those letters.

**Step 4:** People retrieve this eBook. It has your pay-pal link inside.

\*\* (that's being optimized because you are using this eBook to collect cash).

\*\* (on more than one product)

**Step 5:** People want the \$14.95 Chaos course so they pay you cash.

**Step 6:** You collect the  $\$14.95 + \$3 = \$17.95$ . YOU keep \$5.

**Step 7:** Send us the difference of \$12.95 and we ship to your customer.

### **Plus everyone receives:**

\*\* An invitation to attend our FREE live coaching and training calls.

\*\* Your friends also get to receive (2) free coaching MP-3 files.

\*\* Your partners also get to experience everything first, no charge.

\*\* Everyone appreciates that. They really do.

\*\* Plus your friends can download our archived PODCASTS.

\*\* Trust me. That makes them feel really comfortable.

\*\* Oh, and I did tell you this? You friends also get this eBook, free!

\*\* But there's more. Your friends also get a 1-800 bank of free calls.

## *Questions People always ask:*

**Question 1:** "Why do we lead with reciprocity?"

The answer: "Because what you give away you always get to keep."

**Questions 2:** "Does this create me more money?"

And everyone answered, "you never create anything, only God can. All you do is invite more prosperity to you by taking what is in your hand and offering it first---to everyone---for free."

And then the guy asked, "how come?"

*And we answer, "Because that's the system."*

And the guy kicked his desk and said, "all rhetoric!"

And then we all smiled and said, "no, listen, if you want to get more GET value all you have to do is give more GIVE value."

Then man finally got it and two years later he was finally earning over \$65,000 per month. *And everyone was happy.*

## [.StarLinkNation.](#)

### **Invisible To The Un-Trained Eye:**

Inside of Star-Link System is what I call Continuity. I mentioned that on page two. That's when what you sell also pre-sells something else. "A" leads to [B] and then up-sells and back-ends [C].

Most \$20 and \$40 affiliate re-seller programs don't go anywhere. All you do is spend your Google-ad-word money in order to make \$10 and \$20 commission checks. Whoopee. That's not a system.

*Note: It takes the SAME amount of time to make \$4,000 per day or \$400. Same time. So if you could market and earn \$190 and \$190 on two levels or spend all your time trying to accumulate \$20 commission checks, which one do you think is more optimized?*

**Step 1:** People read our training letters and get all jacked up.

### **What is Marketing?**

That's what marketing does. It doesn't sell. It gives people a reason to *stay within the sales funnel*. That's what BETTER marketing does. It prepares people to buy and gets them excited about the possibility.

### **Genius Marketing Prepares People To Sell Themselves:**

*Free Tip: The closer what you sell is for FREE the more buyers with cash in their hands will circle around and look. Then, if what you give away for free is worth MORE than you ask them to pay for, ka-ching.*

*And Then Everyone is Happy Again.*

That's why AOL, Time-Warner and Palmolive gives you free samples.

They are getting you excited and prepared to possibly trade money with them. Bad marketing is selling. Yuk.

**Step 2:** People send you \$14.95 for the Chaos to Cash course. (earn \$10)

**Step 3:** People then send you \$97 for SUPER-MIND (earn \$60)

**Step 4:** Then they give you \$2,041 for MEGA-MIND

\*\* When you sell MEGA-MIND your Benefactor earns \$500.

\*\* So in essence, you earn \$1,000 per \$2,041 MEGA-MIND.

\*\* It's being 100% leveraged. It's earning on other people's efforts.

You are Reading, "The Conquering Chief." It's free. Share it.

**Being optimized is making money without a stitch of energy.  
Being optimized is selling a product that sells a SECOND  
product behind your back and while you are off enrolling  
people into your main program.**

*That's being optimized.*

How Mary made \$8,000 in Under 21 Days

\*\* She sold 18 Super-Mind \$97 home study programs.

\*\* Each sale on the \$97 Mary made \$60.

\*\* Remember, Mary sold (18) Super-Minds @ \$97 each.

\*\* Nine of those (18) upgrade to the \$2,041 within a week.

\*\* Mary made 9 x's \$1,000. So far.

\*\* Then 12 more sales of the \$2,041 MEGA-MIND occurred because the people she sold to, also some and you make \$500 on OTHER people's sales.

Now add it up.

She made  $\$9,000 + \$6,000 = \$15,000$ .

Remember, Mary made \$500 each time those other 12 sales occurred.

Yes, that's more than \$8,000 and all within 21 days!

*You Are Holding \$10,000,000 Dollars in  
Your Hands*

**Leverage** is having OTHER people run your flea market stand on the weekends. *Optimization* is when you OWN the flea market.

**Leverage** is joining an MLM or Network Marketing program. *Optimization* is when whatever you retail and earn cash flow from, sells the MLM program that you are promoting in one seamless thread!

See the difference? Because there is one.

**Leverage** is when you use technology such as websites, eBooks and splash pages (lead capture sites) to build your list. *Optimization* is when OTHER people use these same tools and when they do, you earn money each time they do as well. It's optimized because it's bearing fruit in more than one location and within a number of income streams.

**Leverage** is anytime you can have technology speak, sort and sell for you. *Optimization* is when OTHER people use these viral marketing methods as well and THEY are building YOUR downline *FOR* you.

I never use any tool that first can't be used by other people who then use that tool to make us BOTH revenue, combined, all at once—all the time.

Being leveraged is when you can use splash pages and internet websites to BUILD and entertain your list. *Being optimized* is when OTHER people are building their list, which is building yours all the same time.

Call me Tom Sawyer, everyone does and for good reason.

Remember brother Tom and his little white picket fence? Remember how he got all of his homeboys to do the work for him? *That's what I do.* OTHER people build my lists. OTHER people advertise for me.

And if I didn't say thank you, lesson up because the guy once said, "Whatever you THANK about comes about." Tell everyone that.

Leverage is being asleep and earning \$1,000 because a stranger bought the MEGA-MIND program for \$2,041.

*Being fully optimized* is earning \$1,000 yourself because after they received the Super-Mind for \$97 they decided to UPGRADE to our \$2,041 course all by themselves. While you were asleep.

Utopia is when you earned over \$1,000 that DAY because a whole heck-uv-a-lot of STRANGERS bought Super-Mind subconscious course from your buddy Hank last month and ole Brother Hank sold five Mega-Minds last weekend.

The \$2,500 Angel

THAT'S how you earned ANOTHER \$2,500.

Remember, HANK sold five and you earn \$500 every time your people sell a \$2,041 and after they make \$1,000.

\$1,000 paid to the seller.

\$500 to the Benefactor-Sponsor.

"The House" gets \$541 to DELIVER the home package.

- \*\* You never spoke a word to the prospect about the \$2,041 upgrade.
- \*\* You never had to. Why?
- \*\* Because **the system** is optimized and upgraded people FOR you!

You were asleep or out loafing about and your prospects were on our live conference calls. ADDING their imagination to this. Some were off listening to our FREE MP-3 downloads while they were grooving over at the town gym. Others were READING this, adding their imagination and everyone was happy. Because **the system** was selling, sorting, speaking and sponsoring and YOU weren't there!

Optimization is when the affiliate program becomes the way you back-end folks into your MLM and direct sales program BECAUSE the affiliate program gave you the hottest LEAD CAPTURE system known to mankind.

Fine Print: Being optimized is when the SYSTEM has a two level LEAD program built right into it. Everyone BUYS leads but only a few are smart enough to see a potential RESIDUAL income by joining a lead program. Our LEAD PROGRAM is:

## **It's Pay Day And You Know it. So Get Excited!**

*Being optimized is when your insert your future income into whatever you are selling today.*

In lay terms, that's called continuity.

Being fully optimized is when you enroll people without speaking to them because the eBook pointed them to the program while you were someplace else.

**The 24 Hr. Diane Hochman Experience**  
**(Recorded) 1-800-772-9781 Ext: 22**

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***The HIDDEN ORDER*** of the great marketers is about CONTINUITY. Everything within the system must lead to the predictable back-end and to the RESIDUAL monthly purchase. **EVERYTHING** within the sales process must be a reflection of the whole. That is a marketing law.

How To Measure Your Own Optimization:

**Rule #1: Pay Yourself first, Not Second**

In 1999 if you worked a retail affiliate program, you sold a product and got a commission check a month later. Great. That was the last century! Today, if you *use the Quick Link system* people pay you and then you pay us our small cut to drop ship and deliver the products for you!

**Rule #2: What you RETAIL has to create multiple sales all at once.**

If what you retail *to make cash flow* doesn't also create "back-end" sales *as well as SPONSOR people onto your residual monthly program, your wick either must be wet or you are prone to struggle.*

Why promote something if it can only bring you back \$20 or \$50 dollars? Think OPTIMIZATION.

*It takes too much money and too much TIME to market and dilly dally with people NOT to make everything you TOUCH potentially make you \$500 per person PLUS back-end them into your Network Marketing deal.*

**Tony Robbins** got filthy stinking RICH because his FREE TV info-Commercial, which was very entertaining, sold his \$179 audio CD course. That didn't get him rich. What did, was that after you bought that, he introduced you to his \$700 weekend seminars. Then, once you were there, he sold you even MORE CD albums that were available at the back of the room. Good for you Tony!

What makes that Optimized *is that Tony used continuity*. His sales funnel seamlessly threaded people through a series of future sales.

**Don LePre and Tony Little** both got rip roaring filthy RICH. Not because what they sold on TV were hip little \$34.95 cheap items.

*No Sir.*

Instead, they got RICH due to continuity which is the hidden order within optimization. EACH of these late night TV Guru's had an up-sale of over \$200 bucks AND they EACH got customers on a monthly auto-ship buying either health or marketing coaching.

### The Oprah Winfrey Effect:

And then there's Ms. Winfrey. Oprah is a Billionaire. Not because she is a great talk show host. Nope. She is of course but it's way more subtle than that. There's an invisible intangible to Oprah.

It's because her SHOW sells BOOKS. She not only earns from publishing books (of her friends), but she also produces TV movies as well as has her own subscription WEBSITE (ka-ching!) as well as her own magazine called, of course, "O!"

[Ten Million]

*You Are Holding \$10,000,000 Dollars in  
Your Hands*

### Look what this SYSTEM of Reciprocity Did:

- \*\* I sponsored well over 500 people.
- \*\* I taught this to my local friends and they want F/T.
- \*\* I became the #1 leader out of a company with 75,000+ people.
- \*\* I got on the covers of five (5) magazines.
- \*\* I climbed from \$5,000 per month in income to over \$50,000.

### *The Hidden Process of Direct Marketers*

## **That Includes PERFECT ORDER**

- 1) Sit within in a niche market who already buys what you are selling.
- 2) Offer something FREE to collect the identities (data base) of those people. Don't try to SELL or close anyone. Just market and try to get 25,000 people to raise their hands and say, "yes, I am in your market!"
- 3) Now create a follow up system to create trust between you both.
- 4) Upgrade them from observation to some kind of front-end low priced sale. Make the initial front-end sale price SO LOW that at \$14.95 the people ask, "How can they sell so much for so little?"

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- 5) Here, support that transaction with conference calls and consumer bonding. Actually have live calls and be there to support everyone.

Remember my theory on REASONS to BELIEVE.

*The more supporting SYSTEMS that surround what you sell the MORE people will sell themselves and throw money at whatever you are selling.*

Now you know why APPLE (computer) has retail stores.

Now you know why APPLE has it's own blog and it's own magazine.

Now you know why APPLE has car decals, fan based clubs and it's own music.

6) Upgrade them to a \$200 to \$2,000 back-end sale

7) Turn your buyers into monthly REPEAT customers on "auto-ship."

## **If You Bait Your Hook With Chum The Fish Will Always Bite!**

The easiest people to enroll into your monthly MLM or Network Marketing program are KNOWN BUYERS who trust you because *they already sent you money to BUY whatever you are retailing.*

*It's easier to sponsor someone who you already did business with through an affiliate program than cold calling a stranger and asking, "wanna join my MLM program!"*

It's easy to enroll *15 new people per month* into almost anything if you first collected 65 people to hand over their trust and their cash to buy whatever you are selling as a front-end.

The guy said, "I am confused, what did you just say?"

And everyone applauded his ability to seek correction and shouted, "because if they trusted you once, they'll trust you again."

## Section II:

# **This Single Paradigm Shift Was Responsible For Me Shifting From \$1,500 Per Week to over \$10,000!**

**Paradigm:** "A common belief within a society that has gone unchallenged for many years. A mind set that is socially and normally accepted."

### **Paradigm Shift #1:**

*Shift from being a simple distributor to an owner.* A distributor earns at the END of the sales cycle. He earns in the end after the buyer joins his Network Marketing program. If you were an owner you would be earning on the ENTIRE sales process.

Read

This

Very

Carefully.

Because

[Ten Million]

***You Are Holding \$10,000,000 Dollars in  
Your Hands***

The SECRET distinction between you and the people earning \$15,000 to \$75,000 per month is this, they earn on the ENTIRE sales process while the part-timer only earns at the END of the sales cycle.

Imaging having me in your car and listening to me whisper the “Alpha Code” into your head for six glorious HOURS for months on end!

## **The Hidden Discipline of The Filthy Rich**

*Let's review:*

### **Paradigm Shift #1: From Distributor to owner**

*Shift from being a simple distributor to an owner.*

*A bo-peep little distributor earns (yawn) at the END of the sales cycle. He earns in the end after the buyer joins his Network Marketing program. If you were an owner you would be earning on the ENTIRE sales process.*

The DISCIPLINE of the people on top of the food chain is that they earn on the entire CONSUMPTION patterns and distribution centers of their entire lists Networking environmental exploration.

**“Oh Stop IT Mr. Man, My Head is About to Explode!”**

### **This is Almost Too Much Information!**

- \*\* They EARN when their list needs leads.
- \*\* They EARN again selling affiliate retail training programs.
- \*\* They earn a third time by charging you a site fee.
- \*\* They earn again when you need an auto-responder.

*The person who is fully optimized is earning on the entire sales process. The leveraged person is only making money at the end of the buy cycle.*

No Coke, Pepsi!

Pepsi cola was always second best to Coke. Then it happened. Pepsi moved the cheese. Then it happened. Pepsi shifted from only earning on the cola sales and earning at the END of the buy cycle to selling FOOD.

As soon as Pepsi shifted to earning off the entire consumption cycle of people who “snack”----- Pepsi’s bottom line turned black!

Now Pepsi is slaughtering Coke and it’s because of one simple little subtle shift. Pepsi now earns income on potato chips, water, Gatorade, chips, cola of course and *all sorts of snacks*. Pepsi shifted from only earning on one portion of the consumption cycle to the ENTIRE snack parade!

### **Being 100% Optimized is Being Set-Up To Receive!**

Step 1: Dream.

Step 2: Ask

Step 3: Set yourself up to receive.

Do you have a merchant account?

Do you have a pay-pal account?

Do 100 other people advertise FOR you?

Do 10 people make YOU money?

Do you give away what is already on your hand?

Are you set-up to receive or, just set-up to spend?

Hey, if ten OTHER people get paid, how much do you earn?

Confused? Don’t be. Read the SPELLBOUND (pDf)

### **Paradigm Shift #2: From buyer to Seller**

*Shift from being in FRONT of the cash register to behind it. Shift from always being the buyer to always being the seller.*

*Really, if you think about it, that’s all it takes. Shifting from being a buyer and setting yourself up **to receive cash orders**. That’s it and it’s not even a secret. If you stand back from people like me, really, that is the major #1 distinction between the beginners and guys like me who earn \$1,000 to \$4,000 per day. We are set up to receive money and the little guy is not.*

And then tall dark stranger [blushed] and said, “oh my Lord, this is brilliant!”

*And then everyone nodded and agreed.*

Look, you are either struggling and standing in FRONT of the cash register or standing **BEHIND** it collecting the orders and earning on the ENTIRE sales cycle of thousands of distributors.

- \*\* Do you have your own Pay-Pal account?
- \*\* Are you set-up to receive Visa and Master-Card orders?
- \*\* Are you set-up to earn when your prospects need an auto-responder?
- \*\* How much did you earn last week retailing killer training materials?

**The Napoleon Hill Focus Society of Over Achievers:**

- \*\* How much did you earn last month from an <MLM> lead deal?
- \*\* DO YOU control your list or is your list controlled by someone else?

Example: Last month over 100,000 POST-CARDS were mailed.

- \*\* I only mailed 500 myself. But 100,000 were also sent.
- \*\* Other people in my program mailed theirs too.
- \*\* And earn when they do.
- \*\* That's leverage.

**If Are Not Currently Experiencing Leverage You  
Are Not Getting Paid and a Cracker Close of Defeat**

NO one should have control over your list. Be an owner. Your income changes when you SHIFT and begin to control the sales cycle.

*The OLD money was to make money building a downline. The new EXECUTIVE money is earning income on the entire shifting of prospects as they toggle in and throughout the sales funnel.*

**The New Normal**

The full-timer is doing everything they can to **create cash orders**. The little guy is paying the full-timer for tools to build the downline. The people making \$10,000 to \$50,000 per month are selling the process. Not the MLM.

They are selling you Ebooks and charging you \$54.95 to use their downline site. Plus, charging you for buying leads. The F/T people are doing MLM as a back-end the unprofitable part-timer is still doing MLM as a front-end! "Hey, wanna join my hot-new program?"

Well, is it working? Did you make \$2,500 to \$5,000 last month?

Just how long will it take you to realize that the way to build a long-term income and a downline is by being a seller and **not** a buyer?

The people **YOU PAY** and the people **you LOOK UP TO** are always retailing something. \$54.95 site fees. Leads. Opt ins. Traffic, etc, etc.

The part-timer is forever **BUYING** and almost never selling.

The F/T people make cash up-front and they pay themselves over and over every hour. Then they "back-end" that list into their MLM.

The cash flow front-end funds their entire business and allows them to advertise endlessly for free. **READ this daily** until you are F/T.

### Earning On The Production Value of Each Person

Lets talk about Verizon phone. Verizon phone is set-up to receive revenue from the **ENTIRE** production value or tele-experience of everyone who uses a phone.

- \*\* Internet Access
- \*\* Cell phones.
- \*\* Home phones.

*Think of it this way.*

The people you enroll and sponsor into your primary direct sales business are spending money OUTSIDE of your sphere of equity.

*And not earning* when they do means you are not optimized.

What that means is simple. **Your prospects, whether you sponsor them or not, are spending money and buying tools, prospecting utilities and training materials-----and you're NOT getting paid.**

Boo-hoo. But that can change. And it will.

Say it now and sing it tall, "It's my turn to get paid!"

But admit it. The people who have DISCIPLINED themselves to market as Verizon does, are set-up to EARN capital on the entire consumption experience *of all of their leads.*

The Part-Timer **only** earns at the end of the sales cycle. When they sign someone up into their program. The guy on top of the pyramid is earning throughout each person's entire mobility within the industry.

- \*\* Auto-responder revenue.
- \*\* Training revenue.
- \*\* MLM and monthly purchase residual income.
- \*\* They charge monthly site fees.

- \*\* And they usually have training programs they retail to everyone.
- \*\* Plus, most top earners earn even MORE money by selling leads!

## CEO Vs. MLM Distributor

The heavy-hitter earning ridiculous money is earning over and over in numerous ways because they are set-up to receive. They are fully optimized and they are earning on the executive level versus on the distributor level.

As the CEO, you would be earning income on everyone's energy in the company. As an employee, you would only be earning based on what you do. Sell a widget and earn a buck. However the CEO is earning on the ENTIRE sales and consumption value of everyone.

*Hint: That is the hidden wealth mechanic of the “rich” in our industry. They earn on the ENTIRE consumption value of everyone within their reach. Period. There’s no debating that.*

By the way, VERIZON earns five, six and seven times off each of it’s customers. Some would argue more. That’s because they charge you for each FEATURE that you use. Just as a bank does. So do credit card companies. They too found ways to earn money off you outside of what is obvious to the eye.

Tip and it’s free: **The 97% who ARGUE against prosperity work for the 3% like me who agreed.**

**P.S.** Speaking of credit cards, did you know that if you owe a credit card company \$3,000 and your monthly “due” is \$100 dollars that eighty-five out of that one hundred dollars is PURE interest?

Check out your CELL phone or home phone bill this month. They have figured out, like the Government and banks, on how to charge you umpteen different and various ways.

The Employee Mind and College of Blind Compliance

The majority of Networkers have an employee mind. They’ve never owned a business and they come from the follow the leader college of blind compliance.

Serve one company, struggle like mad and pray to the gods of struggle that you can make a buck or two. Beyond minimum wage.

That’s BECAUSE people are not taught to see the bigger picture. “What!” the lowly distributor says, “earn on the ENTIRE sales cycle!” he says, “I only promote MY MLM company, nothing else!”

And *that* Ladies and Gentlemen is the difference between the Alpha types who rule this world and those who serve and who are employed by us.

## Marketing Psychics

I once wrote an entire MATHEMATICAL equation surrounding the elusive conjecture that permeates the ones who claim to have found the “riches” in our industry. It’s 12 pages.

Here is some math. There are only three (3) ways for a business to earn more money. Not four. **Only three.**

- (1) Collect more customers. (market harder and smarter)
- (2) Earn MORE money per customer. (raise the price)
- (3) Earn more often per customer. (think, Verizon!)

Now in the realm of the “economy of riches,” it stands to reason that if you want to make MORE money you need a solid plan. Well here it is.

EARN MORE money on each customer. How? By earning multiple times from their consumption value. How? By earning like an executive and earning as they party hardy and buy stuff throughout their ENTIRE buying cycle.

*Why* earn residually on them once when you can two and three times?

## The Church of MLM

If you stand back as an observer, you would notice that there is a very subtle and often *unnoticed church theme* in most MLM organizations.

**Saving People:** In a lot of churches they “witness” and bounce from stranger to stranger trying to bring them Jesus. It’s about saving people from perishable doom (see John 3:16) and if they resist the salvation of Christ---it is said that those who resist will rot in hell.

Isn’t that what a lot of Networkers do? They run around and try to save people?

How often have you felt pity and almost fear for those who rejected our industry and even almost believed they were doomed if they didn’t join?

**An Ideology of Them Versus Us:** In many churches, if you don’t think the way the church thinks, you’re an outsider and considered a sinner. It’s the old “*them versus us*” brainwashing. Cheery stuff.

Now stand back from the MLM companies that ruled during the late and the last century. Remember back in the 90’s in one of those programs if you said to your upline or to your sponsor, “I think I am going to add a SECOND program to my business portfolio!”

Jeepers. Saying that would have inspired a response similar to, “you sinner!”

**Specific Days of Observation:** In high intensity churches ask you to pray and culture with them on *Sundays and Wednesdays*. Plus they have mini-worship mornings throughout the week.

Now ask yourself this. How often do you hop onto conference calls and “observe” the MLM program? In other words, how often, even if you don’t have any prospects to bring to your MLM church, how often do you go to the MLM get-rich-quick calls to pray the prayer of prosperity with them?

**One Truth, Not Two:** Like those who follow within a church congregation, some MLM organizations would actually consider you an outcast *if you tried to splinter off and do another program*. That’s because like any unified CHURCH ideology, anything OUTSIDE of the groups belief is considered blasphemy.

And we wonder---as an industry---why people OUTSIDE of our industry often call MLM some sort of cult?

I share this with you for one simple reason. Back many years ago I stopped for a second, took complete stock of how and WHERE I was investing my MLM time, and then added up the money I was making.

*Well guess what? I was in MLM church. I was doing everything including IGNORING my wife and young baby daughter and making less than \$500 per month which ended up being LESS than \$3 an hour if you added up all of the hours of nonsense I was investing in each month.*

Were the MLM “Kool-aid” church people bad? No.

Did I fee stupid or ripped off? *Not even a little.*

How I felt was like this. I understood that to a large extent, this industry was THE GREATEST PERSONAL development boot-camp on this earth and I still do. Just think about it. Consider this:

*Where else but our industry* can someone with little or no college education, who is stuck earning less than \$35,000 per year in his regular nine-to-five, where ELSE, but in our glorious and wonderful industry, can the average Joe rub elbows and train with a Millionaire!

And I CRAVE that element of our industry. But what I am alerting you to, is that when the personal development and culturing together is at the expense of people's ultimate REASON for starting in the first place...

Guys, that's kind of weird don't 'cha think?

The shoe falls for me when strangers in a sales organization begin to dictate to me WITH WHOM and with what PRODUCTS I can sell and earn money from.

The problem for me stems from strangers who I just met on-line who I begin to Network with who give me the rules and regulations as to what (and how) I can exercise my capitalistic right.

Guilt, The Serum all Cults use To Get You To Surrender

It (the community) becomes *dangerous* for me when the people begin to infuse subtle little GUILT into the minds of its sales force, if for instance, *an outside income stream was introduced.*

It Gets Weird When Your Business Becomes Your Family

The problem for me lies within the concept where upon NONE of these people are my FRIENDS. It's business. Not a family and certainly not a base for long-term friendships and for anyone who uses MLM as a means to make new friends, might I suggest you go BUY a DOG for cripes sakes.

The bottom line is the bottom line. I do BUSSINESS from 8 am to 6 PM and all of my actions are geared not to play family and make cozy with people. It's about PRODUCING revenue for my F-A-M-I-L-Y.

My family lives within the four walls of my home. *Not* on-line and certainly *not* within my sales organization.

Those people would sell me down the river as SOON as what I showed them STOPPED making them money and in most cases, *until somebody else stole their focus.*

\*\* If what you choose to market is predicated on whether or not it would be endorsed by your current MLM sponsor, you are not optimized. You are being hypnotized and brainwashed by a stranger posing as an ally.

\*\* If you want to promote X-Y-Z but are afraid of what those in your current program might think, if they were to find out, who planted the potential of GUILT into your head? It couldn't have been you? Maybe it was the "TEAM" who taught you that loyalty to THEM came before your own ability to MAKE as much money as possible.

## Wise Potato Chips

If you owned a deli in town and the guy who delivered your Wise potato chips said to you, “if you sell Lays potato ships I won’t let you sell mine” you would probably think the guy is insane!

## One Big Fat Bowl of Lies!

There will be people who will tell you that adding retail income to your sales funnel, by selling training materials such as mine, is bad because selling “picks and shovels” (business tools) is a LACK of focus.

They will also tell you that earning income OUTSIDE of their church

of MLM is also a breach of your focus and that somehow YOU are guilty-----surprise!, as sin----of squandering your energy.

**What a bunch of crap that is, *and a lie.***

Notice and look closely. Because the guy who sells you THAT crap is also the SAME guy charging you once to use his site, a second time when he sells LEADS to your downline and yup, he is the guy earning on the PRODUCTION value of his downline and teaching you that if you do that (as he is) that somehow you are a *guilty little sinner*. It’s so “MLM” and it makes me sick to my stomach.

### **The Burden of Adaptation is Upon The Pursuer**

*“Every incredible conquest testifies to the abandoning of tradition and societal enslavement of ho-hum mediocrity. Each success is a look into your the inner mind. It is sheer decisive and dazzling DARING that wins out for the scores of BIG people of the present day who leave the onlookers scratching their heads without the faintest idea of how the strong acquired their dominion. Those that changed their life changed their ENVIRONMENT.*

*Your I AM and WILL in action can make servants out of your MIND, body and intellect. With those servants fully disciplined, the highest SELF can go forth and INCREASE and CONQUER. All great people summoned their power of NON resistant will power.”*

### **The Great “Ah-ha!**

This part is deep. Call it the Twilight Zone because what you are about to discover is in fact, a hidden variable sunken deep within the trenches of tricks used by ALL who earn \$15,000 to \$50,000 per month in our industry.

What I want you to do now is to breathe. That’s right. Breathe.

Relax. Soak up the “great ah-ha” and say to yourself, “I finally found something I can use RIGHT NOW and I found the sunken treasure within the Joe Schroeder classic, “The Alpha Code.”

## **“If You Extend The Sales Process Your Results Become Predictable!”**

*Now, let me take you into the Twilight Zone of Marketing.*

*The longer a prospect sits, observes, absorbs and consumes your sales message the longer your message stays in their head. This gives your message hours and hours to resonate in people’s heads.*

# *You Are Holding \$10,000,000 Dollars in Your Hands*

Not only that, but did you know that the LONGER someone sits mesmerized by your sales offer the MORE they add their own *imagination* to whatever you are trying to get them to buy?

## **Eureka !**

The more people who pick and consume through your sales offer *the more likely they are to sell themselves and buy what you sell.*

\*\* *This is why* companies such as America On-Line gave out 35,000,000 little orange disks daring the public to sample and test drive what they were trying to get the free trial users to buy.

\*\* *This is why* car dealerships INSIST that you “test drive” their cars.

\*\* *This is why* an eBook like this can make you money. Because it extends the “offer” into days and even into weeks.

\*\* This is why MAILING people a free audio CD works, because your suspects will become enamored with your message.

They have to. Who wouldn't if they listened to your sales message over and over again in their cars-----to and from their commute to work!

## **Bingo!**

Add it up. Here is some common knowledge. People with big lists of over 10,000 opt-in subscribers make lots and lots of money and now you understand *the psychology and why.* It's because whenever you can get people to SIT and to consume (little nibbles) portions of your sales message, *for any extended length of time,* you extend and propagate their natural desire to AGREE with anything that they have heard over and over again. It's just good old fashioned human nature.

## It's called, "The Alpha Code."

Call it marketing into people's DNA because that's what it is.

The power of connecting people's hands to whatever you are selling is a subtly of the QUICK-LINK formula.

*This literally **extends** the sales process from a quick peek, to a low cost front-end or even a free front-end free tour, that lets people fully experience what you are ultimately selling, ie, the back-end, to leading prospects to a monthly purchase commitment. Bingo!*

**"Oh God This is Genius!"**

And the man fell over and cracked his head open.

And everyone asked, "Hey Man, you okay?"

And the man cried back, "I will after I order the Super-Mind program."

And everyone yawned because they THOUGHT he already owned the darn thing because they did *and they assumed he did too.*

And everyone was happy again. That's because.....\*(watch this)

**Because** the man whose HEAD EXPLODED while reading this free sample of Super-Mind, with one hand, while the other was holding his head and trying to STOP the gushing blood, used his free hand, to grab his VISA credit card and he mumbled, "what's the use. I obviously need the subconscious book. I'm ordering SUPER-MIND now for \$97!"

And the ENTIRE stadium stood and chanted, "YES! YES! YES!"

**The Ben Franklin Focus Society For Over Achievers**

Smart, Educated Well Meaning Folks With Families and Mortgages Don't Wake Up Everyday and *Consciously* Say To Themselves, "Can't Wait! Today I am Going To Waste My Life, Get Hosed, Be Made The Fool and Yeah for Me, Here's Another Two Years of My Life Going Down The Drain!"

### **No Wonder the Part-Timer Struggles To Make a Dime!**

What has no extended sale process? Is new, is almost out of money, has no patience, no sales funnel and certainly no extended flow through?

The part-timer you silly, who else could that be!

Here is what 99.9% of all "oh poor me I never made a penny" Networkers do.

**Step 1:** Buy leads.

**Step 2:** Call and hammer the phones calling strangers.

**Step 3:** Invest 90 seconds pleading with people, "wanna join my MLM!"

Or worse, they beg people to hop onto their get-rich-not conference call.

Folks, that's not marketing. That's a date with MLM suicide.

Notice how in the above scenario the SALES process lasted all of 90 seconds.

*Did they* garb prospects in their splash page and ENTERTAIN them for a few weeks? **No.**

*Do they* even have a concept of what marketing is? **No,** because they are desperate little dweebs anxious to SCORE big in their fast money suicide camp. (It's suicide because they are selling, not marketing.)

*Do they* have an eBook with relevant content from which to glue prospects to them for an extended amount of time? Yawn, nope.

**Order "Super-Mind." \$97 + two audio CD's**

Do they even have a way to EARN Money from the 98% who REJECT their primary MLM program? In other words, does the majority of part-timers even realize that they need other income streams to awaken the lost potential of the 98% who will reject their MLM pitch?

## **NO THEY DIDN'T!**

Heck, do they even understand *what I just said?* Most won't.

I mail people a post-card.

While THEY are reading that, they are ALSO my conference calls.

THEN I mail them a blasted 16 page booklet.

THEN

THEN

THEN

THEN I mail them an eBook, this one!

Then I send them two hours of FREE training via my MP-3 files.

***THEN I call and NOT until I am speaking to someone who has***

EXPERIENCED what I sell and wants to speak about THE system!

#1 out of 75,000 OTHER distributors. Now you know how.

### **It's Called an Exit Program:**

It's called putting the majority of people who reject your primary program into secondary support programs, such a lead deal or say, retailing them affiliate training products such as what we sell.

The big fish has other things to sell you immediately.

*They actually have a big enough system to EARN money when the majority of the list says NO to the up-front offer.*

That's because they have "exit programs."

Regardless of if they join your "hot" primary program or not. Its called *being optimized* which is about earning MORE money without having to invest in MORE energy.

The big money earner knows that only 2-10% will "bite" at their own original offer, so they lace their entire marketing campaign with EXIT PROGRAMS and back-ends courses they collect from OTHER authors.

**Problem #1:** The part-timer doesn't have the knowledge and know how of how to do roll this sort of selling THROUGH a LIST **seamlessly**.

All they know is what they see, which is the "hot" new program their Church is promoting.

**Problem #2:** *The part-timer is naively focused on "saving money" and making money the CHEAPEST way possible. Meanwhile, the people making the big dough think just the opposite. The Power People have INVESTED in numerous properties (MLM's and affiliate deals and exit programs) to back-end their list.*

For instance, do you think that by not ordering my \$14.95 audio CD package Chaos to Cash that you are actually saving money?

If that sounds like you I'm not surprised.

That's because money COMES to you as easily as it leaves your hands.

Think about it. To those where money SLOWLY leaves their hands those people are typically with more month left at the end of their money.

Tight wads are people who are afraid to let money leave their hands.

The Universe sees that and makes their accumulation of money almost impossible if not an absolute struggle!

Something you haven't read elsewhere:

**If You Control the Sales Process  
You Can Actually Control The Response!**

**Process #1: Being Optimized.**

In process #1 you and I spoke about something no one else in the world *has ever revealed to you*. I showed you the absolute POWER of what being set-up to receive can do for you by being fully and unconditionally optimized.

**Process #2: Consumption Marketing**

In the next process, I taught you *something else no one else ever has*, which is the SECRET hidden order of *how* the *rich get richer* in our industry, i.e., by earning on the ENTIRE sales process, rather just at the end, ala “enrolling” someone.

**Process #3: The Extended Sales Funnel**

What I have given you for F-R-E-E I pray is better and hopefully has more value than 99% of all other how-to programs you paid money for.

My goal here has been to SERVE you. To give you eye popping ideas upon which you will want everyone in your marketing world to be exposed to.

*Now, lets finish and polish the apple here in such a way where upon HOW you market from this DAY forward will render people unable to walk away from you.*

**Here is How That Works:**

People are not “bad” salespeople. They are just over anxious and they over sell. The key is to SLOW DOWN your selling and start trading!

(notice I didn’t say “stop selling.”)

Trading is always better because when you “trade” with someone it’s always a win/win experience. Not only that, but trading FEELS good because trading is NOT “selling.”

Here, let me *highlight* that one because it’s important:

*Trading is not selling and people love to trade----  
but they can’t stand to be “sold!”*

And you know it, look....

Sell and you will always be swapping spit and harassing people. Trading is way better. And I'll show you exactly how and exactly what I mean.

## If You Control the Sales PROCESS You Can Actually (Also) Control The Response!

One key ingredient is to reverse the "sale" and let the person you want to trade with-----sell themselves. That's obvious. Still though, most people don't know actually how to do that.

Here is what I do:

I say, don't buy yet. Slow down. Grab my free eBook.  
I say, don't buy yet, slow down. Call my 1-800 24 Hr. recorded #  
I tell my prospects to LOOK, but simmer down. Don't buy yet.  
Here is my free eBook.  
Here is my FREE 1-800 bank of training calls.  
Here is my FREE live coaching call.

### **ONCE:**

By giving the potential buyer CONTROL I am actually holding the control.

### **TWICE:**

By giving the potential buyer CONTROL I am actually holding the control.

Twilight Zone. I told you this was deep. The abyss.

Here is how to CONTROL a potential buyers FEAR of buying from you.

STOP screaming BUY NOW in their face!

Be the ANTI-SALES type by suggesting.....

\*\*"Hey----why don't you take a break and listen to my recorded training line?"

\*\*"Hey---why don't you take a break and see my OTHER reports?"

*See, by NOT trying to CLOSE the sale, you actually move the prospect closer to the BUY!*

And the man asked, “Does Schroeder know anything about Zen?”

And then everyone quietly giggled and a little blonde girl, oh, like seven years old, walked up to the tall / dark stranger and pulled on his trouser pants.

And everyone watched.

And the little girl cranked her pretty little head up and said, “Joe Schroeder is Zen Mister.” Then she walked away repeating this, “to go fast you go slow and to go slow you go fast.”

Something she heard Schroeder teach.

And everyone was happy. [Especially the man!]

Also, your posture then becomes one of CONFIDENCE!

Also, “buying” *becomes their idea* and not yours. *All you did* was trade some cool information and try to help a few hundred thousand people.

## **What You Give Away You Always Get To Keep**

It’s about trading relevant content.

It’s about entertaining people *long enough so they can sell themselves*.

It’s about marketing, not selling.

Selling creates friction, angst and arguments. Yuk.

Trading is easy and fun. Just ask “Google.”

It’s a choice. Intelligent, even enlightened people make all of the money. Here’s why. It’s because they have the emotional intelligence to actually be able to PREDICT where the market is shifting to.

Just like you can. But not until you serve far more than you try to get. The Universe is a system that simply can’t be beat and here’s how she works. *In order to get more GET value all you have to do is give more GIVE value*. Reciprocity is a cool little system.

# Once You Know How To Erase People's Purchase Anxiety, They Will Eagerly Crawl Over Broken Glass To Buy What You Sell!

And now you know how that is done.

I pray that this helped you and I know that it has!

Sincerely,

Preacher Joe

Don't be a stranger.

(I'm not!)

## Rules of Engagement:

- 1) Believe to see. Those (3) simple words can change your life.
- 2) Take what you have in your hands, wrap them in seed faith and give it away.
- 3) Now, what is left in your hands will multiply. It's called FAVOUR.
- 4) That's the SECRET of ALL SECRETS / learn to inspire favour in your life.
- 5) THAT is the hidden CODE in every success book you ever read.
- 6) What you DO to others GOD does to you.
- 7) It's about splintering off what you HAVE and giving it away.
- 8) The Economy of Riches says this, "do unto others as you would like..."
- 9) "What you give away you always get to keep."
- 10) My live gives evidence that this works. All I did was GEN 1: 11

Inventory not your needs, but instead your seeds of prosperity. Take what you have, wrap it in faith and give it away. HBO did. AOL did. Baskin Robbins did. Bill Gates and Joe Schroeder did.

1,000+ people came to me and asked, "what is your ID# I want to join you."

Here's why. Because I took what I had, wrapped it in PRINCIPLE and the law delivered to me **my own balance**. Yes, it's cause (Favour) and effect (increase).

When you are done playing money games, try applying Universal PRINCIPLE.

I encourage you to listen to yourself more. Why? Because God doesn't give out money. He gives CONCEPTS. The problem is though, that most people are too busy to hear. When it fact, silence is the voice of God.

# The Million Mind March