

## Special Report

# **How to Break the Cycle of Home Business Failure!**

*“The Secret To Creating Lasting Wealth”*



**Roy Babineaux & Ron Forney**

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# **“As a Successful Direct Mail and Network Marketer for Over 20 Years, I Want to Help You Achieve the Success That I Have Experienced and You Can, With My Help”**

Dear Friend,

If you are sick and tired of trying to make a home business work after joining multiple companies. . . I understand exactly how you feel. I too invested thousands of dollars and several years searching for the right program that was going to set me free financially and be the “LAST ONE” I’d ever have to join.

If you can just take the time to read this report and open your mind up to new possibilities, then what I share with you today could be the major turning point in your life and financial future. In fact, I believe this could be that “ONE” program you’ve been waiting and praying to come to you.

I’m going to reveal a unique Home-Based Business that I’ve selected for myself, and more importantly, I’m going to let you use the EXACT SYSTEM to create your own cash flow.

You will have the same system and opportunity that I have, but I will be doing ALL the work to manage the backend system. And don’t worry. . . It’s perfect for the person who does not have a large “lump sum” of money to invest in a business.

I have joined forces with Ron Forney, who has been in the industry for over 38 years and focuses on creating turn-key systems. Ron and myself do one thing VERY WELL – **We Help Real People Make Real Money!**

We are both sick and tired of seeing good people get nickel and dimed in programs that never work. That’s why we put together this “**SPECIAL REPORT — How To Break The Cycle Of Home Business Failure!**”

We sincerely want to see you succeed, especially in turbulent times like we are experiencing now. **In my previous business I helped many people make HUGE INCOMES FROM HOME through my companies amazing marketing system.**

It is our hope that you will take time to read this report and more importantly apply the information. We know that if you do this you will increase your chances of success in creating a constant flow of income and achieving financial security for you and your family.

To your success,

*Roy Babineaux & Ron Forney*  
Co-Founders of the Turnkey Income System

**“We Really Want To Help You Succeed!”**

# Are Your Dreams Becoming a Reality, or Moving Farther Away?

## Take a moment and recall what it feels like...

- To put your dreams and goals on the back burner because of life's demands and responsibilities?
- To tell yourself to be realistic and just accept that you'll really never be able to do the things you've always dreamed of?
- To open your credit card statement and dread the growing balance?
- To make a choice every month about the things you can't do and can't buy?
- To find yourself constantly saying the words, "I can't afford that?"



## What would it feel like...

- To have NO car payments?
- To have NO credit card bills?
- To have NO mortgage payment?
- To have a surplus of income, and the time and freedom to enjoy it?
- To do the things you'd really like for and with your kids?
- To know that you will have a comfortable, reliable retirement income?
- To have the extra money to help those you love, and give to ministries and non-profits?



## Are you ready for a Solution to...

- Stressful credit card debt?
- Buying a home, or paying off your existing mortgage?
- Living paycheck to paycheck?
- Paying off student loans?
- Saving for a comfortable retirement?
- Additional income for your family?



As you read through this report you will gain more information about us and how it's our desire to help you get started on your own financial freedom solution.

**Keep Reading It Will Change Your Life!**

# Required Reading For Anyone Who Wants To Create Residual Income From Home.

## SPECIAL REPORT

*Learn How To Break The Cycle of Home Business Failure...*

**Discover Why Two Top Marketers Got So Fed Up With All the Shenanigans in the Network Marketing Industry and FINALLY Created A System That Allows Even The Most “Inexperienced Person” To Build A Profitable Home-Based Business!**

Before we go any further and introduce you to our chosen program and powerful marketing system we would like to share why we created this unique opportunity for you in the first place.

Both of us have been around the “Network Marketing Industry” for many years. We have both enjoyed many successes as well as failures. As we began to discuss our years in the industry, the #1 question that kept coming up in our conversation was, why do so many people who have good intentions continue to fail when it comes to making money from home?

As we talked about this concern, we began to realize there are several factors that can affect why some people or groups are very successful and others are complete failures.

Most of the time leaders in the industry want to blame the individual who quits and gives up too quickly as the primary reason for the high rate of failure. They may say things like “their just too lazy, or their not focused enough or they don’t have what it takes.” But we weren’t buying that! Both of us knew better.

### **We Have Been In Your Shoes and Know What It Feels Like**

You see we’re just two average ordinary guys who have been there and understand it is not always about the individual who has decided to throw in the towel and walk away from the business.

We know this hits home with you because like ourselves we have experienced this first hand. We also bought into the dream of making money from home to help improve our financial situation for ourselves and our families only to be let down because of several factors beyond our control.

At the time we did not know why it seemed so difficult to make the latest greatest - can’t lose opportunity work. After all, the “gurus” told us it would be so easy... and we believed them.

We are here to tell you that it is not your entire fault. Enough of the blame game! It is our hope that we can shed a little light on some areas so that you may have a new perspective and come to see why you have had such a hard time finding true success.

Now, we don’t know if we’ve ever met, but **we know these three things about you** (because we’ve been in your shoes)...

**1. You're frustrated or maybe even angry because you're not bringing home the kind of money you know you deserve. You're working too many hours, much harder than you should, with way too little financial reward.**

**2. You're disgusted and sick and tired of wasting your time and your money on products, courses, and programs that consistently produce little or no results. You want to take all the guess work and uncertainty out of the equation and learn what REALLY works today and will continue to work for years to come.**

**3. You want to learn the most cost effective and highly powerful marketing strategies that are guaranteed to dramatically increase your sales, income and profits in the shortest amount of time.**

And it's not your fault you haven't made the kind of money you want yet, or haven't been able to quit that miserable 60-80 hour a week job. It's not your fault because you've tried everything.

Just like us, you've probably bought every "how to make money" home study course under the sun, only to find all of them are rehashed garbage and a complete waste of your time and money.

The bottom line is this: even if you've tried to make money from home before... even if you've failed miserably... even if you have no computer skills, little money and zero experience, then this may be the most important report you'll ever read!

## **We Had To Help People Break The Failure Cycle**

We knew we had to do something to help turn things around and offer a viable solution to people who were looking to achieve financial and time freedom. The fact that you received this report is no coincidence. This is your chance, your opportunity to completely change the quality of your life.

Let us encourage you to spend a few minutes reviewing this report, read it several times if you have to, but most importantly, have faith in the opportunity that is being offered to you.

We have been where you are today. We know the desire that burns deep inside of you; the desire to live a happy and fulfilled life, one without all the financial heartaches. We know how you're feeling.

We know it seems like nothing ever works out for you and sometimes you feel as if you will never get ahead. You believe that wealth and happiness are meant for everyone but you.

We have the answer for you. The offer we are making you will not make you a millionaire overnight but it will allow you to take back control over your finances. **This is a real, honest-to-goodness, opportunity for those who are serious about changing the quality of their lives.**

There are no "get-rich-quick" schemes here. Our system is operated with integrity and a sincere desire to help those who want to help themselves. This is your chance at success, we hope you take it!

Let's move on and begin to take a closer look at creating wealth. **It is very important to keep in mind what your primary goal is when joining a company and that is to make MONEY.** If you really want to achieve financial freedom then pay close attention to this next section. Many folks fail to grasp the simple principles of wealth creation.

# **The Purpose of this Report**

**This report is designed to help “ANYONE MAKE MORE MONEY.”**

Are you tired of letting your paycheck **regulate** what you can **have** in life... what you can **do**... and even who you can **be**?

What you are about to discover is a remarkable method of creating a permanent income for yourself and your family. There are no gimmicks or tricks to this program, just a straight forward, fact based plan that will enable you to secure your financial future and possibly allow you to retire a lot earlier than you ever thought possible.

This remarkable method has been praised for providing the average person with a safe, reliable income that can continue to grow, despite economic conditions.

Best of all, it can provide you with the time and freedom to enjoy life while earning a substantial income.

## **Why Aren't More People Wealthy?**

The answer is very simple. **People are simply too busy earning a living to make any real money.** We never seem to have the time, money, or experience to get a “business” off the ground or we simply don't want to take the risk.

So, many of us have resigned to the fact that we will have to work for someone else. This is a sad situation and it can even be dangerous. There is no such thing as job security anymore and even with a job, the odds are stacked against you.

**FINANCIAL EXPERTS agree... changing your financial future is no longer just a wish or a dream... it's a must!**



Richard Branson



Warren Buffet



Donald Trump



Robert Kiyosaki



Bill Gates

**The choice is simple: You either continue to live from paycheck to paycheck or you create a financial building block through a home business (an asset) to pave your way to financial freedom.**



# The Secret to Creating Lasting Wealth

A study of some of the wealthiest people in America revealed that most of them came from all walks of life, with no special skills or talents. Their success has little to do with their experience or environment, but rather their knowledge of a solid opportunity which they acted upon. **So the First Key was they took ACTION.**

**Second**, they made sure that their income would continue to grow even if they were not actively working. Some call this “**ROYALTY**” income or “**RESIDUAL**” income because the income continues without additional effort. This is very important because you cannot get ahead if you have to repeat the work over and over again in order to make a living.

**Lastly**, these wealthy individuals made sure they had income from **ASSETS** they owned that would continue to produce a continuous income like a business, investment real estate, stocks & bonds or commodities like oil and gas wells.

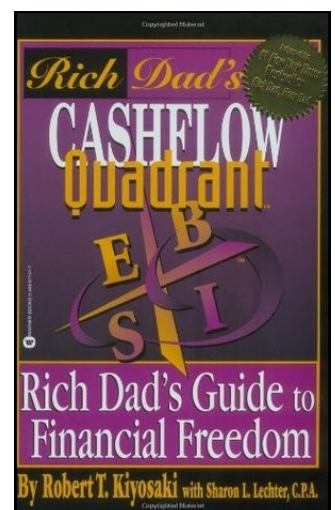


But here is the million dollar question: How do you take these methods and use them to create a permanent income for yourself... starting today? Here is the answer...

## Creating Your Permanent Income

Achieving real financial freedom and even creating true wealth is not an impossible dream. However, there are a few things you need to know about creating wealth that most people don't know:

1. **You must be in BUSINESS for yourself.** You'll never get rich working for someone else. A home-based business is one of the easiest ways for you to acquire an income producing asset.
2. **You need to utilize LEVERAGE.** Learn how to earn income from the efforts of a lot of people... not just on your own.
3. **You need to create RESIDUAL INCOME.** Income that continues to pay you month after month - even when you are on vacation or after you stop working.



# What Kind Of Income Do You Want To Earn?

Most people don't think about the fact that there are basically two types of income - **TEMPORARY** or **LINEAR** (You work... you get paid). But in order to create financial and personal FREEDOM, you need to create a **ROYALTY** or **RESIDUAL** income that you receive whether you're actually working or not.

- Are you employed? If you don't go to work, will you still get paid?
- Are you a doctor or attorney? If you don't see your patients or clients, will you still get paid for your services?
- If you're in commission sales, will you still earn your commissions if you don't make any sales?
- If you're a sole proprietor, do you still get paid if you're not there to do business?
- If you provide personal services, do you get paid if you don't perform your job?



Chances are you are earning TEMPORARY or LINEAR INCOME. It doesn't matter if you flip burgers at McDonald's or are a doctor, lawyer, consultant or CEO... the reality is that you can never really accumulate wealth and enjoy true lifestyle time freedom if you have to continue to work to receive your income.

And since there is always a limit to the amount of hours you can or are willing to work, there will always be a limit to the amount of income you can earn. ROYALTY or RESIDUAL INCOME is the only kind of income that can truly set you free.

## The Miracle of Residual Income

Perhaps \$100 or \$500 or \$1,000 a month doesn't seem like a lot. But it is if it keeps coming month after month... that's the power of Residual Income.

If Your Monthly Residual Income Is...	It's just like having this in a bank earning 5% interest
\$100	\$24,000
\$500	\$120,000
\$1,000	\$240,000
\$5,000	\$1,200,000
\$10,000	\$2,400,000



**Assuming a 5% interest rate, you would need to save  
\$240,000 to have a monthly income of \$1,000!**

**How long would it take you to put \$240,000 in the bank?**

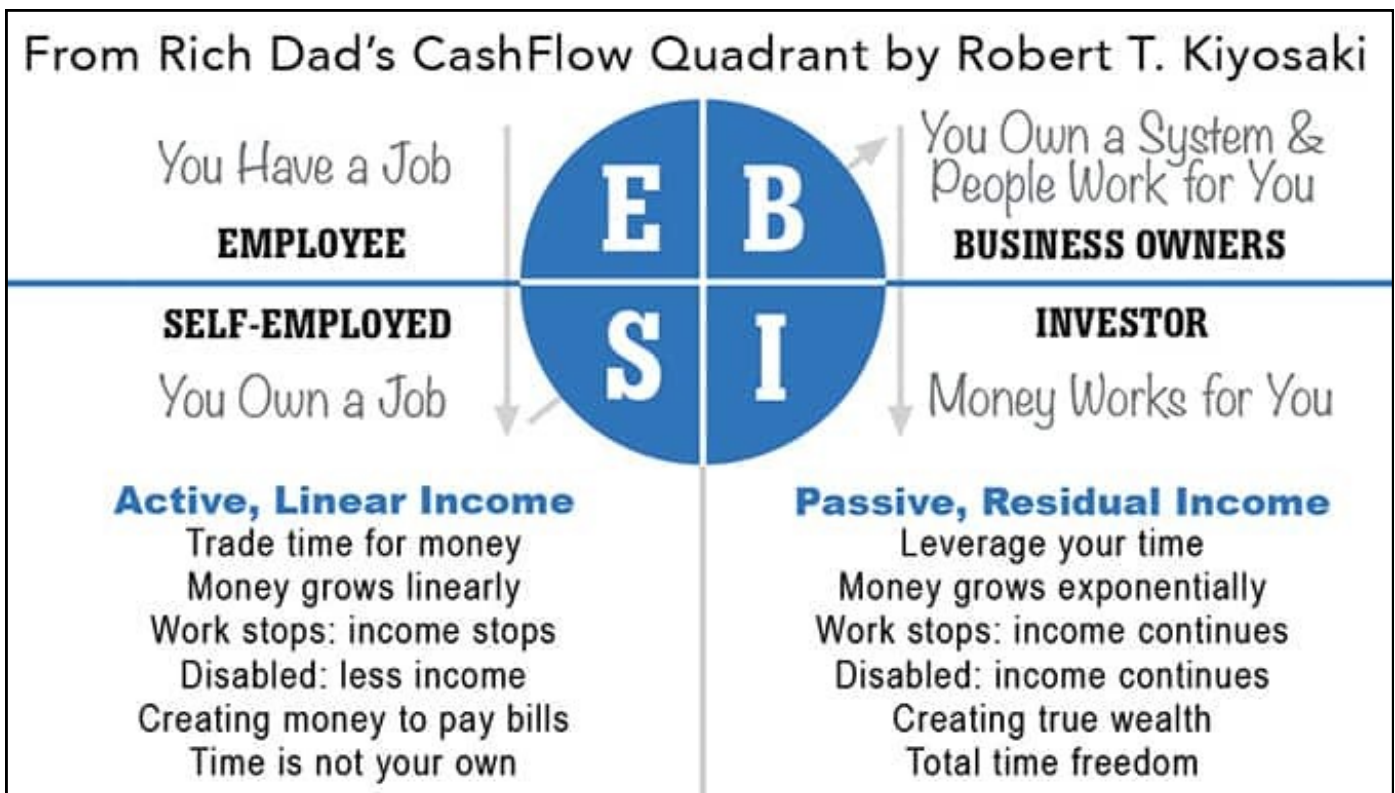
**How about \$1,200,000 or \$2,400,000?**

How much would you need to make at your current job to do this?  
Is it possible for you to do this at all?

**Yes it is and we can help you do this!**

The trouble is that people are not properly taught how to build wealth in school. Many do not know the difference between an asset, something which puts money in your pocket, and a liability, something which takes money out of your pocket.

Choosing to become a “**Business Owner**” is the best way for you to achieve financial freedom. This is how you begin to leverage yourself with the help of others to create true wealth.



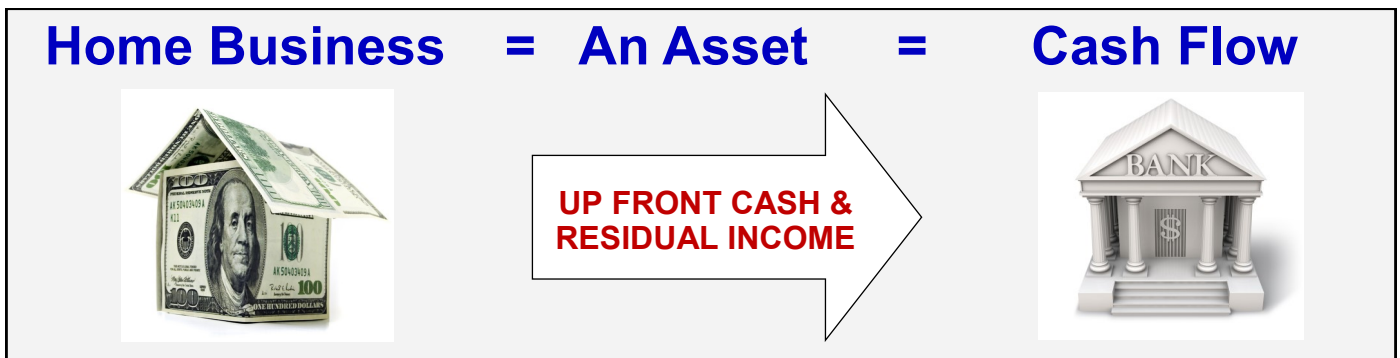
**Watch The Wealth Creation Video Overview:  
“The Perfect Business” at Step 2**

# Network Marketing is the Perfect Home Business

One of the best ways for everyday people to become financially independent is to build a network marketing business which is an income generating asset.

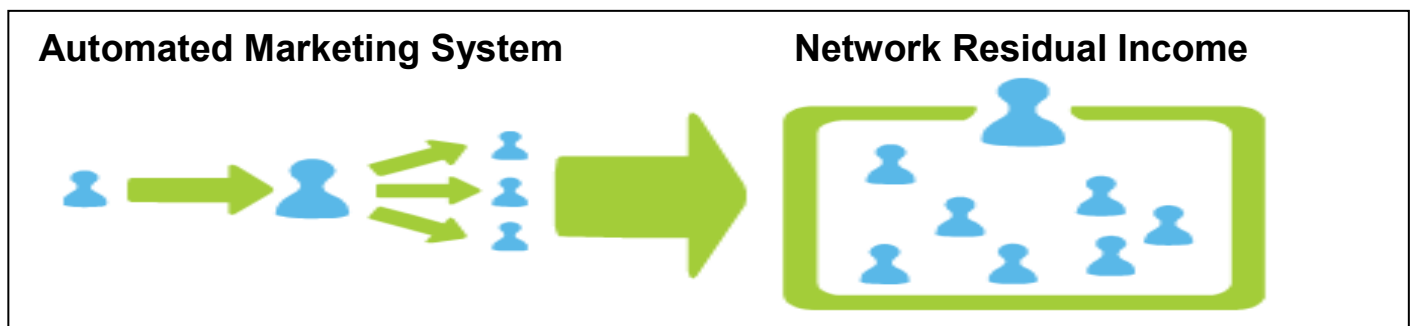
***With a network organization of just 100 people, you can generate a regular monthly income of \$1,000 or more. Perhaps a lot more!***

**Which would be easier for you? Save \$240,000 or build a network marketing group of just 100 people.**



The beauty of residual income is that it comes to you every month, month after month, like having \$240,000 in your investment account earning 5%. Unlike a job, that does not provide you the luxury of residual income. If you can't or don't work, you won't receive your wages! Network marketing produces residual income, coming to you every month!

## A Residual Income Offers Huge Advantages



1. You can earn an extra \$500, \$1,000, \$5,000 or more a month, every month, to invest in the traditional options of real estate and equities.
2. Residual income will earn you money and pay you from work that you did once.
3. And the most valuable and lucrative benefit is that of recurring residual income and it's asset value. An income that you pass on to your family forever.

## THE GREAT NETWORK MARKETING BUSINESS



**NETWORK MARKETING INDUSTRY**  
Has been a successful method of distribution for more than 60 years creating the highest number of millionaires in the last years.

- ✦ Work from **home**.
- ✦ No operation costs.
- ✦ No inventory.
- ✦ No employees.
- ✦ Low startup costs.
- ✦ No boss.
- ✦ Ideal for busy individuals.
- ✦ Create residual income.

"Network marketing is an excellent second income opportunity. Millions of people, all over America and throughout the world are taking advantage of the opportunity network marketing offers to start and build a successful business, quickly and inexpensively." - **Brian Tracy**

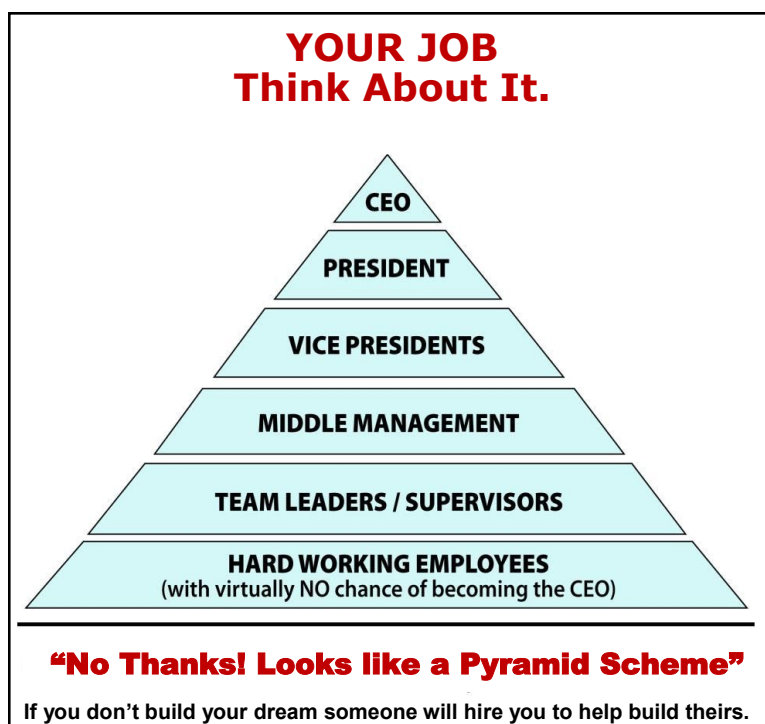
Many people have the idea that they are 'too good' to buy and sell small products to the people around them. These people are always amazed when they find that doctors, lawyers, engineers, architects and other professionals are busy building successful network marketing businesses in order to create second income streams for themselves and their families.

"Network marketing is the fastest growing business model in the world today." - **Robert Kiyosaki**

"If I would be given a chance to start all over again, I would choose Network Marketing." - **Bill Gates**

"I am often asked if Network Marketing is a Pyramid Scheme. My reply is that corporations really are pyramid schemes. A corporation has only one person at the top, generally the CEO, and everyone else below." - **Donald Trump**

## Just How Big Is The Network Marketing Industry?



There is a seemingly endless debate over whether network marketing companies and programs are legitimate business opportunities or not.

Many top industry experts believe that the entire network marketing industry is poised for explosive growth and can be one of the most significant solutions to helping people improve their current financial situation.

There is a major shift in peoples thinking about the industry. **They no longer perceive these types of opportunities as money-making pyramid schemes.**

Instead, they now see it as a way to either supplement or replace their current income.

# Benefits of Network Marketing

**The home-based business revolution is exploding today**, and for good reason. With so many companies downsizing, laying off workers, simply closing down or having jobs “outsourced,” more people are looking to take control of their own paycheck!

Because of the high cost of living and inflation these days, it seems like there’s never enough money left at the end of the month. Yet, as many have found, the bills keep coming in.

**The debt burden that most people carry is beginning to take its toll.** And network marketing is a viable option in helping to eliminate that debt.

When it comes to retirement savings, most people are not doing a great job. This is especially true for the Baby Boomer generation - a group that is starting to reach retirement age now, and will continue to do so for the next 15 years or so. In a nutshell, Baby Boomers as a group are not ready for retirement. A frightening 41% of baby boomers have no retirement savings at all.

Network Marketing is a simple, proven way for you to make more money, and have more free time than you’ve ever dreamed possible. It is beginning to capture the imagination of a whole generation of people from all walks of life.

***People who have the wisdom, desire and passion for a brighter, more secure future are getting involved in record numbers, proving this powerful business concept is exactly what they have been looking for.***

Most people find working at home and being their own boss is liberating and most make more money than they ever did while working for someone else!

**Individual Debt is at an All Time High!**



## This is Why Network Marketing is Exploding!

1. ***You can do network marketing part-time*** — and succeed big time!
2. ***You can obtain financial freedom*** — real personal wealth.
3. ***You can have time independence*** — freedom to do what you want.
4. ***Create real security and peace of mind*** — for you and your family.
5. ***Establish a continually growing residual income*** — true cash flow.



# Why Most Home Businesses Fail!

We analyzed why most people fail in a network marketing home-based business. There are several reasons why, but we boiled it down to the top five.

The sad reality is that people are not provided with the right systems and methods to achieve any level of success.

They simply jump from program to program and continue to make the same mistakes over and over again.



## 1. **Money** - The #1 problem most people face is that they do not make money fast enough.

In most cases it simply takes too long to make money. Most people quit in disgust after a few months of trying because they run out of money or they had unrealistic expectations about how quickly they would make money to begin with.

Not having enough money to promote their business is a huge stumbling block for the average person for a couple of reasons. They never budgeted any money to help cover their costs to advertise the business in the first place. But if they do promote the business, they do not generate enough back to cover their advertising costs so they stop advertising.

## 2. **Sales** - Most people are not good salespeople and don't want to be in sales anyway.

People don't like to sell... period. If a program expects its members to sell in order to be successful, more than 95% will fail! (that is a fact)

3. **Time** - People don't have enough time. First of all, you have a life, a job, maybe a family. You don't have 4-5 hours a day to work your new business no matter how motivated you are. Giving up evenings or weekends to work the phones or go to meetings is not an option for most people.

4. **Duplication** - They don't have a system that can be easily duplicated. With most businesses, you not only have to "get people involved", but once they're involved, you also have to make certain THEY will SELL. (Good luck!)

If a simple turn-key marketing system is not in place and people have to figure out on their own how to market the program, there will never be any growth to their business or any-one else's for that matter.

5. **Rejection** - The average person can't take the rejection. Only the toughest of sales people have thick enough skin to endure the process of constantly being exposed to rejection.

If people believe they are required to approach friends and family, most will not join. And if they do contact friends and family about their new business, generally they are met with lots of rejection! This type of rejection is the type that makes people quit in their first week.

***We Have Proven Solutions to Each of These Problems!***



## 3 Keys To Money Making Success

When trying to become successful with any program, there are **THREE MAJOR KEYS** that need to be in place for your success to really become a reality. ***Without these keys in place, the chances of building a steady monthly income for yourself will have just dropped to ZERO!***

The keys are based on our analysis of why so many people fail after joining a network marketing business. With such a high FAILURE rate in the home business industry, we said to ourselves “this is just not acceptable... enough is enough!”

It is our hope to reveal in this report what successful distributors are doing differently than everyone else to earn above average incomes and live above average lifestyles. We want to help you understand the rules of the game and the secrets you must employ in order to create wealth.

And we wanted to go a step further and actually create a system from the ground up that will give you a better chance to experience success once-and-for-all. We also researched hundreds of companies to find the only ones that meet our strict criteria to help you succeed!

As we go through these keys, you will begin to see exactly why they are so vital and important when it comes to building a steady monthly income. *These keys truly are the deciding factors that will determine your success or failure with “ANY” program you get involved with!*

### Key #1 - Will It Produce Steady Income?

This is one of the most important factors that will determine your success. You need to make sure it has a compensation plan that can actually produce you an income of \$10,000 a month or more on a steady basis. In other words can you realistically make money?

Most people don't even bother to think about this. They get all caught up in the hype and dreaming about how they are going to spend their money that they never really think about how they are going to get paid.

***Would you start a new job if you didn't know how much you were going to be paid?***

***Would you start the job if you did not know what was required of you?***

The point is this - never focus on just the glitz and glamour of big income claims with any program, always take the time to factor in your initial income as well as future income also!

To produce a steady monthly income of \$10,000 or more, you need to be involved with a program that provides **a compensation plan that is designed to build you immediate income and future income**.

This means you need a compensation plan that not only offers up front direct commissions, but you also need passive residual income and real perpetual leverage which will create your future income.

**Look for programs that offer the 3 types of income  
that are found on the next page!**

### 1. Fast Start Commissions:

Fast Start commissions are obviously the commissions that you receive up front which creates your immediate income.

Front-End Cash Flow! Up front cash is so critical so that new people begin to see success almost immediately. Plus this up front cash is what helps off set your advertising and marketing costs. It's what keeps the engine running.

### 2. Passive Residual Income:

Passive income is income that is produced without any effort on your part. The only way this is possible is by being involved within a system that allows you to receive commissions from the efforts of others on a consistent basis.

Residual income is the income you will receive over and over again for your initial efforts. One time program's or Top Tier programs as they are commonly referred to generally only pay one time.

The only problem with that model is now you have to go out and start the process all over to make a new sale the following month. You want to provide a product or service that people will use up and will need to come back to you to reorder over and over again. (like toilet paper)

### 3. Multiplex Income:

Multiplex income is allowing your income to automatically build within the system. Without multiplex leverage your income will not build automatically and your monthly income will level out quickly and never continue to grow.

This type of income works on the principle of compounding and can be huge! Without these three components in a compensation plan, your chances of building a steady monthly income of \$10,000 or more are practically ZERO!

## **Key #2 - Does It Have A System In Place To Provide Easy Duplication?**

Duplication is another very important key that needs to be in place within a program to build any type of steady income on a monthly basis. Making sure the program can be duplicated easily by people regardless of their experience is critical to long term success for all members.

Let's make this clear - ***WITHOUT DUPLICATION YOU WILL FAIL EVERY SINGLE TIME!***

Duplication is where the program provides a system that allows anybody to plug-in immediately regardless of their knowledge or experience. ***The easier the duplication process is, the more successful you will become.***

You have to realize that when you are trying to build an income from home, you will be bringing others into the program you are involved with. **You also have to realize that not everyone you end up bringing into the program will carry a "Masters Degree" in marketing!**

If the duplication process is complicated within the program, it will create more problems and complications for you and others that you bring into the program.

**But what is even more critical, is that the structure of the compensation plan must utilize leverage.** It is important prior to joining any company, to determine if it is designed to benefit "Everyday People."

This can be rather difficult to determine if you are new to the industry. Unfortunately many compensation plans are really structured in favor of the company or the professional marketers.

The good news is that there are certain company owners who are looking out for the average person and have designed their programs to help benefit everyday people. They are honestly trying to make it a Win-Win situation for everyone!

## **Pay Plan Leverage...**

### **Up Front Money:**

Many referral marketing companies put a lot of the commission money on the back end of their pay plan where it takes a while to earn. The average person needs as much money as possible on the front end to get money coming in QUICKLY to sustain their business building efforts. In other words up front commissions can help fund your marketing!

### **Break Even Quickly With A Small Number of People:**

A person must be able to break even or get into profit with a small number of people. So many companies require large numbers of members before a person can actually earn any type of realistic income.

### **Fair Payout On All Members Below You:**

Lastly, many companies will limit how much money will be paid out to it's members by making it difficult for the average person to achieve certain levels of desired income. It might be through needing to reach unrealistic qualification levels or limited by the a type compensation plan structure. True leverage takes place when you are compensated on everyone in your group through an unlimited number of levels deep.

The real "secret" to making money, lots of money - fast and consistently in a home-based business is having a simple, proven, step-by-step "system" that does most of the work for you. In order to achieve real success, the system must be able to create money up-front as well as long-term, residual income. This is important for many reasons - here are just two of them.

**#1 - You must have "front-end" cash flow to cover your cost of advertising, product purchases and normal business expenses.**

**#2 - You must have "back-end" long term "walk-away" residual or (on-going) monthly income for your future financial independence and security.**

Our automated marketing funnel system that has taken years to produce and perfect. It was critical to find just the right company to make this work. It had to be a **company that aligns with our values and their willingness to put members first**. Many people are using this system and the network marketing company attached to it to create part-time and full-time incomes!

## **A Proven Marketing System Must...**

### **Be Easy To Do:**

It has to be easy to duplicate and simple to use as well. Other people have to be able to see themselves doing it.

### **Provide Interested Prospects:**

You need to be able to have plenty of people to expose your business opportunity to. The more people that see the opportunity the greater the chance of achieving success.

### **Have Proven Marketing Materials:**

It is critical that you have ready made materials to use right out of the gate... like postcards, letters, videos, sizzle numbers, websites, etc.

### **Offer Rejection Free Marketing:**

People need to know they will not be pestering family and friends. The system must do all the telling and selling so they don't have to.

**You must have the right SYSTEM.** Without a system you can't create wealth. Analyze the most successful organizations in the world and almost ALL of the energy is placed on the SYSTEM which creates the cash flow.

McDonalds, Starbucks, Walmart, Microsoft, eBay, Google... it's the SYSTEM. Mickey Dees is a multi-billion dollar company... **but the system is so simple that it's run by teenagers... GLOBALLY.**

It's NOT dependent on WHO runs it... it's dependent on it's own SYSTEM. And anyone can run it as long as they can **FOLLOW SIMPLE INSTRUCTIONS.**

## **Key #3 - Does It Utilize the Powerful Principle of Leverage?**

The final key element that must be in place is leverage. Leverage means that everyone benefits from the efforts of everyone else. Basically It Means, **People Helping People!**

**All successful people have one thing in common: LEVERAGE.**

Leverage is the power to earn more and more while working less and less, either by having people, systems or money working for you.

Leverage is the main concept behind referral marketing. The problem is, with out an easy to use marketing system very few ever benefit from leverage.

## Time Leverage...

The ability to multiply yourself, the ability to multiply your time.

**YOU = 1 person**

**Alone**, you would invest 5 hours per week developing your lifetime residual income.

**TEAM = 100 people**

**As a TEAM**, in this example, you would have 100 people investing a total of 500 hours per week working to develop their own as well as your residual income.

This is just one small example of the power of teamwork leveraging when each person invests just **5 HOURS PER WEEK** developing his or her residual income.

When you grasp the concept of multiplying the efforts of other people as opposed to you doing all of the work yourself you will begin to understand why John D. Rockefeller was quoted as saying;

***"I would rather earn 1% off of 100 people's efforts than 100% of my own efforts"***

Using a marketing system that utilizes leverage is also critical to you achieving success in a home business.

Direct mail and online marketing is a proven advertising method that has been used with great success. Billion dollar companies use these methods to make their fortunes. These are the most effective and simple ways for you to reach thousands of people that are known opportunity buyers, people who are **already interested** in a home business and achieving financial freedom!

Market to just 10 prospects a day to home business opportunity buyer leads. 10 prospects a day x 30 days = 300 prospects monthly and a 2% to 4% sales response could mean 6 to 12 sales monthly. As your customers duplicate the process each month, you could "potentially" have hundreds or maybe even thousands of members in your downline in only 12 months.

## Direct Mail & Online Marketing Leverage

If each person on your team is marketing to just 300 prospects a month, imagine the potential sales that could be generated! At just a 2% conversion rate see the results:

<u>Team Members</u>	<u>Total reached per Month</u>	<u>New Members Added</u>
10 people	3,000 prospects	60 new members
50 people	15,000 prospects	300 new members
100 people	30,000 prospects	600 new members
500 people	150,000 prospects	3,000 new members
1000 people	300,000 prospects	6,000 new members

As you can see this is when exponential growth kicks in and takes on a life of it's own! You can grow a very large team because of the simple concept of leverage.

When we analyzed which systems worked the best, it always came down to those simple online and direct mail postcard and/or letter systems win hands down. (Roy's former company; Cajun Country Candies added 500,000 distributors to the company using a simple postcard system)



**We want to summarize what we hope you will take away from our report!**

**To Achieve True Financial Freedom:**

**You must be in BUSINESS for YOURSELF.**

**You must utilize LEVERAGE.**

**You must create RESIDUAL INCOME.**

We think by now after reading the report that you can understand why you and so many other people have had such a difficult time achieving financial freedom in a home-based business.

**Why You Need Multiple Streams of Income!**

In today's rapidly changing economic landscape, the importance of diversifying your income cannot be overstated. While traditional employment still holds its place, the rise of entrepreneurial opportunities have given birth to a new paradigm of financial security.

**One of the best ways to secure your financial future is by harnessing the power of multiple income streams through network marketing.**

Why is this so crucial? Let us share some insights.

1. **Resilience in Uncertain Times:** Relying solely on a single job can leave you vulnerable to economic fluctuations and unexpected crises. By embracing network marketing, you create a financial safety net that can help you weather the storms of uncertainty.
2. **Maximizing Your Earning Potential:** Network marketing allows you to tap into your network's potential and leverage it for financial gain. As you expand your reach and connect with others, your income potential grows exponentially. The more you promote, the more you earn.
3. **Flexibility and Freedom:** Network Marketing offers the flexibility to work on your terms. Whether you have a full-time job or other commitments, network marketing can be pursued part-time, allowing you to gradually build your income streams.
4. **Learning and Personal Growth:** Engaging in network marketing exposes you to a wealth of knowledge and personal development opportunities, which can benefit you in various aspects of life.
5. **Passive Income Potential:** Over time, your efforts in network marketing can lead to passive income streams. Imagine earning money while you sleep, travel, or pursue your hobbies. That's the power of residual income generated through network marketing.
6. **Building a Sustainable Future:** Multiple income streams are the cornerstone of a secure financial future. They provide the means to invest in assets, save for retirement, and achieve your long-term financial goals.

Network Marketing offers a pathway to financial security and freedom by diversifying your income streams.

## Why is it so Important to Partner with the Right Company?

We used to say that more people failed in network marketing from a lack of a system, but in recent years, we've learned it can also be from choosing the wrong company as well.

You want to think of joining a company and a team like you would going into marriage.

**You want it to last a lifetime.** If you keep changing companies or follow the guru into the next best thing, you will never establish any credibility and you don't give it enough time to experience exponential growth.

There are lots of things to consider and evaluate, but here are the 4 important criteria a company **MUST** have in order for you to be successful. If they fall short on any of these four, you could be heading down the wrong path and it will eventually reveal itself and you'll be looking for a new company again.

1. **Ownership:** Everything starts and falls on ownership. What's their track record? Does the owner understand network marketing? Do they understand how to manage a company? Too many times we've seen people who were successful distributors in a company try to start their own MLM only to end up with a disaster.
2. **Financial Stability:** The company needs to have plenty of cash or they will make decisions out of desperation and lack of capital. The company we chose is privately held and debt free. Since they are a private company, they don't have to answer to shareholders and because they manufacture their own products, they can afford to pay more commissions to the distributors.
3. **Proprietary Product Line:** You must offer unique "Breakthrough" products that every person needs in order to enhance their overall health. Products where people can feel and see the results in a very short period of time. You need to partner with a company with products so life changing, unique, and beneficial, people won't mind spending their hard earned money on it month after month.
4. **Compensation Plan:** Our chosen company uses the most modern, simple, fair and highest paying hybrid compensation plan we have ever seen. It's not a top heavy plan where 90% of the commissions are rolling up to a few leaders at the top that have little or nothing to do with what you are doing down below. They have the lowest qualifiers for getting paid in the industry. This helps the average person so they can start to put money in their pocket quickly.

## The Secret to Becoming a Top Income Earner!

You must use a Turnkey Online and Offline Marketing System if you want to achieve success. Roy helped everyday people create income from home with his original "**Money Magnet Systems.**" They were successful because they could easily plug into the system and get started immediately.

Most people after joining a program don't have any type of plan, system or knowledge as to what they should do next. No doubt they will quit the business within a very short time after joining.

As you know, the only way you make money in any home business is by sharing it with others. That is the problem most people have, they don't want to chase their friends and family and they try marketing tactics that simply **DO NOT WORK.**

**It's very important to keep in mind that the primary goal for most people when joining a program is to make MONEY.**

There are 2 critical questions most people ask themselves when evaluating an opportunity:

**1. WIIFM - "What's In It For Me?"**

A person wants to know if they invest their time and money into something that it is going to benefit them: *(make more money, more time freedom, eliminate debt, better health, etc.)*

**2. CIDT - "Can I Do This?"**

The other consideration a person is evaluating when looking at a program is:  
*(Can I Do This? How hard will it be to make this work? Will I be able to succeed?)*

When we designed the "Turnkey Income System" we made sure that everyday people could see themselves doing this and making money with it.

We wanted every piece in place, a system that was so foolproof and so easy that a nine year old could succeed, and a program that can be done by anyone.

We wanted a program that was so irresistible and so obviously easy to succeed at, that you would have to search for a reason why it won't work and not be able to find one.

The thing people seem to like best is the system works exactly the same for everyone. We knew people would want to join us when they saw how easy it was to make money, but we had no idea what would happen.

***The response we have had is beyond anything we could have imagined in our wildest dreams, and we've only just started!***

There's absolutely nothing to figure out on your own or anything you have to study in order to start marketing. We've set up our system to work at the push of a button.

We realize that most people, although willing to work hard, do not have the skills necessary, the time or know what to do to succeed in business. It is for that reason that we have set up a system that is so automatic, it doesn't depend on personal skills of those who use it.

Our system is very unique because we solve the main problem most people face after joining a program, which is, **"How Do I Market This to Other People."**

With our exclusive system, you simply cannot fail because we've already done the work needed to make sure that this thing works. We've paid the price for your success!

You will use our explosive, cash generating materials to make money for you. These materials cost thousands of dollars to prepare, and **you can use them to make money for YOU!**

***In fact, this informative "Special Report" is one of the tools we use to help YOU achieve success!***

# 6 Hints from Roy and Ron to Help Save You From Being Frustrated & Losing Money!

We know that everyone who reads this Special Report will ultimately not join us in the Turnkey Income System. But our hope is that by them taking the time to read this information that they will avoid some of the same mistakes and pitfalls that we and so many others have had to endure while looking to make money from home.

We only ask you to **“STOP”** and really think through and evaluate all of your options. We know that if you take your time to ask questions and do your due diligence you will come out a winner!

## **STOP... Believing The Hype.**

Understand that there are very talented copy writers who know how to tug at your emotions and your wallet. They are able to craft their words to make you think that you can't live without whatever they are selling. Really take time to evaluate the offer they are making. Sometimes if “something sounds too good to be true, it probably is.”

## **STOP... Jumping From Program To Program.**

Is it because you think the grass is greener on the other side? Most people never achieve success in a home business because they don't give the program enough time. They fail to experience exponential growth because they get distracted on the internet looking at the next best thing and decide to drop out. Find a great program and commit to it!

## **STOP... Looking For A “Get Rich Quick” Fix.**

The unfortunate truth is that get rich quick schemes are a complete scam and the only way you are going to make money is by working an honest and legitimate Network Marketing company. The good news is that the sooner you are willing to accept this fact, the sooner you will be able to start earning money.

## **STOP... Promoting Money Games.**

These programs will normally involve cash being sent in the mail – you send a cash buy in to the person who invites you, you then get other people on board to mail cash to you and so on. If there is no tangible product or service in place that people are paying for and the whole purpose of the system is to recruit others into it – then straight up, this could be considered a pyramid scheme.

## **STOP... Working With People Who Have Never Achieved Success.**

Mentorship is one of the reasons that the Network Marketing (MLM) business model is so successful. Ask anyone who has ever been successful in an MLM based business and they will most likely tell you that topline mentoring was a major factor in their success - on the other hand, ask someone who hasn't been successful and they'll probably tell you they had zero support.

## **STOP... Working Compensation Plans Designed For “Big Hitters.”**

Unfortunately, many network marketing pay plans are designed to benefit the company and the “big hitters.” Yet 95% of distributors are part-timers. It's essential to work with a company that understands that ordinary part-time people are the ones who must be motivated by it, more so than the “big hitter.” Plans designed for the part-timer always generate bigger checks for the full-time leaders. It must be fair for everyday people.

# You Can Make Money From Home With No Face-To-Face Selling or Meetings!

We have developed a completely automatic sponsoring system. With our system, there are no recruiting problems. People are drawn into our program themselves. They join without having their arms twisted.

With this system there's:

- **No annoying calls to make**
- **No one-on-one presentations to suffer through**
- **No conference calls or 3 way calls with your upline**
- **No chasing family, friends, and co-workers (how embarrassing!)**
- **No plastering your car and community with signs and flyers**
- **No setting up computers and websites**

No one wants to do those things.

In a nutshell, all you have to do is distribute our sales literature, such as mailing our postcards or flyers or send traffic to a proven list of people who are interested in making money from a home business. We take care of the rest. When your prospects enroll into the program with a product purchase, you will receive a commission for your marketing efforts!

***Our system combines the best features of the Internet, Direct Mail and Network Marketing into one powerful, money generating system.***



**INTERNET**



**DIRECT MAIL**



**NETWORK MARKETING**

With our system, you'll actually be able to sell products and earn commissions without **doing any "selling" yourself**. We truly have a system and methods that everyone can follow... that everyone can do! Finally, everyone has a "real" chance to find real success!

We have proven several very... very... very... important aspects of our business to you already, haven't we? **Our postcards, flyers, videos, work, and the fact that you've read this much of our report indicates we're proving that our entire system works too!** Yes, absolutely, you are experiencing the power of our system, firsthand, right now!

**The Power Behind Our System Is It's... SIMPLICITY!**

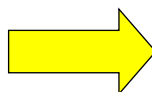


# We Have A Realistic Solution To Help You!

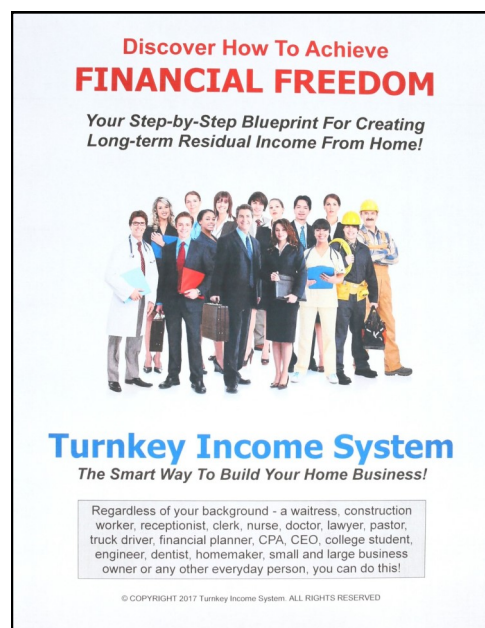
We hope that you enjoyed the [Special Report - How to Break the Cycle of Home Business Failure!](#)

You have learned some specific principles to help you create wealth from home. We have taken our knowledge about the industry; the good, the bad and the ugly and distilled it down to provide you with valuable information so you can avoid many of the pitfalls we had to go through ourselves.

The **next step** is for you to read the booklet titled; ["Discover How To Achieve Financial Freedom"](#) that can be found in [Step 3.](#)



This booklet will reveal everything about the system itself. We believe as you begin to understand what we have created within the Turnkey Income System, that you will see the amazing potential for yourself.



As you read through the booklet about how our system works, you will find a unique and exciting opportunity that can help you achieve your financial goals.

By now you should realize that **you must have a continuous, repeat income** in order to truly have the freedom and security to enjoy the money you are making. If you are working a job that is not providing enough for you and your family, then let's do something about it... you certainly can't risk everything by relying on only one source of income.

You will need a proven program that provides continuous, repeat income **so that you don't have to repeat your efforts every week** to keep ahead. Most of the wealthy people in the country discovered this strategy years ago. You don't see them slaving over a desk or cold calling on people day after day do you? Of course not!

**The key here is to Leverage Yourself and Use the system to Generate Multiple Streams of Income all from the same Marketing Efforts.**

We hope you realize that what we have shared in this report are some of the most powerful strategies for creating a lifestyle that most people can only dream about. Our system will provide a permanent income and plenty of time to enjoy it... and that's the lifestyle you want... isn't it?

You either want to be wealthy or you don't. You either want to provide the freedom for you and your family or you don't. You either want a chance to make a difference in people's lives or you don't; and if you do want these things, you need a vehicle to achieve them.

In closing, we want you to know that **our goal is to create a long-term relationship with you based on honesty and trust. We truly want to help you achieve your financial goals and will do all we can to help you and your team succeed.**

If you are serious about having more wealth in your life and you want to associate with a team of positive, like-minded entrepreneurs who will work to help you achieve your financial goals, then read; ["Discover How To Achieve Financial Freedom,"](#) and make a decision to get **started today!**

**"This Is the Most Ingenious System That I've Ever Seen"**