

# Success In 10 Steps

Home Business Warning: Don't Get Toasted Like a Pop-Tart!



**Where You Learn How to Think,  
Not What to Think™**

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Wishing you much success and great use of this ebook!  
A lot of work has gone into this book; its worth is beyond measure.

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# Success In 10 Steps

“Home Business Warning: Don’t Get Toasted Like a Pop-Tart!”

## Introduction

No Good Deed Goes Unpunished, Parts 1 & 2

### 1. Bottom-Fishing For Heavy Hitters

- ✓ What Do Your Past & Jimmy Hoffa Have In Common? (This one is SO Obvious!)
- ✓ **You Sometimes Think YOU Are Nuts? Heck ... I Joined 100 MLMs!**
- ✓ I Never Realized There Was So Much Stuff I Didn't Want
- ✓ **And the Lambs Shall Lie Down With The Lions (Cover your eyes to avoid blood spatters.)**
- ✓ How They Rob You Under The Radar
- ✓ **Bad Blood In Big Companies**
- ✓ Oh, The Questions I Hear!
- ✓ **Network Marketing Devilry**
- ✓ Why You Should Never Wrestle a Pig
- ✓ **Breast Stroking Across The English Channel**
- ✓ The Monk In The White Lab Coat
- ✓ **Voodoo MLM Economics**
- ✓ Network Marketing Angels ... Whoops! Doggoneit! It’s Still More Devils
- ✓ **The Stupidest Lie They ALL Tell You!**
- ✓ Marketing Insanity
- ✓ **Even Your Mirror Lies!**
- ✓ Opportunity Comes On Little Cat's Feet (Scams use a sledgehammer.)
- ✓ **What The Heck Is Pentacle Leadership?**
- ✓ Hannibal Lecter Missed His Calling
- ✓ **Her Ranch Was The Size of Rhode Island**

### 2. "Look Deep Deep DEEP Into My Eyes!"

- ✓ Your Business Life Expectancy Is About 45 Minutes
- ✓ **Your Warm Market Has Ice In Their Veins**
- ✓ How To Get Staying Power
- ✓ **Let’s Play Sherlock Holmes**
- ✓ Shocking - The Family Member I Am Driven To Get Even With!
- ✓ **Go Catch Some Cannonballs, Boy!**
- ✓ Your Brain Ain't Worth Dog Meat (no offense, Fido)
- ✓ **Get Serious!**
- ✓ Some People Wear Me Out
- ✓ **Is YOUR Biscuit Cooked?**

### 3. A BIG Research Surprise

- ✓ Opportunity Wears a Fake Nose & Mustache
- ✓ **Rabbit's Foot, Anyone?**
- ✓ How To Catch Flies
- ✓ **Give Your Prospects a Puppy**
- ✓ The Man Who Stared Down IBM
- ✓ **Your Best, Cheapest Solution**
- ✓ The Bad News
- ✓ **The Good News**
- ✓ "Heart" Decisions vs. "Head" Decisions

### 4. Get "Down 'n Dirty" in MLM

- ✓ Network Marketing Is NOT What They Tell You
- ✓ **The Knife In The Heart**
- ✓ Have Some WD-40 On That Steak?
- ✓ **Two Ways To Stop Your NEXT Spouse From Demanding a Pre-Nup**
- ✓ 1978 – The Word Picture That Turned My Life Upside Down
- ✓ **The REAL Truth About Network Marketing**
- ✓ The Boy Scout's Oath
- ✓ **My Mentor – The Most Brilliant Marketer I Know ...**
- ✓ Keep Your People Or Die!
- ✓ **The ONLY Person To Spend Your Time On**

### 5. Do The ONLY Thing That Matters!

- ✓ 10 Mistakes Everybody Makes Selling Hamburgers
- ✓ **You've Got a TON of Homework Tonight!**
- ✓ Take a Bus Driver To Lunch
- ✓ **Work Smart – Fail Forward**
- ✓ Nail Your Prospect's Passionate Sweet Spot
- ✓ **Color To Success**
- ✓ Saddam Hussein Meets Dr. Phil
- ✓ **Opportunity Has VERY Long Legs**
- ✓ A Concept That Changed My Life
- ✓ **YOU: Robo-Bonder!**

### 6. Prospects Are Like A Box of Chocolates

- ✓ The Charles Schulz Lesson
- ✓ **Anatomy of A Prospect's Mind**
- ✓ "Think Like A Prospect" Quiz For You
- ✓ **Talk Their Talk & Walk Their Walk**

## 7. Your MLM Business From Soup To Nuts

- ✓ If You Want To Be A Winner, Raise Your Hand
- ✓ **The 8<sup>th</sup> Wonder of The World**
- ✓ Blues Just Want To Have Fun
- ✓ **Some VERY Bad Un-Fun**
- ✓ The Human Winning Machine
- ✓ **A System That Works**

## 8. Pay Dirt! Get And Keep Your People

- ✓ OK. I'm Not Tom Cruise. But I'm Not Elmer Fudd, Either ...
- ✓ **The Dark Side of MLM**
- ✓ So What?

## 9. How To Evaluate An Opportunity

- ✓ Your Ex-Spouse Was An Optimist
- ✓ **It Just SEEMS Like Brain Surgery**
- ✓ Best of BOTH Worlds
- ✓ **Last One In Is a Rotten Egg**
- ✓ Never Dedicate Your Life To An Inanimate Object
- ✓ **A Whole Lotta Connivin' Goin' On**
- ✓ Opportunity Hides In The Tall Grass

## 10. Focus Until Your Eyes Cross

- ✓ Multiple Streams of Outgo
- ✓ **Assaulted Right & Left**
- ✓ How To Send Prospects Racing for the Exit
- ✓ **Go Ahead – Argue With Me!**
- ✓ How One Famous Company Drove Their Customers Away
- ✓ **Ambushed By Human Nature & Common Sense**
- ✓ What Your Prospects Believe
- ✓ **The Sun, The Moon, The Stars, The Universe, & Your Prospect's Head**
- ✓ To Thine Own Self Be True
- ✓ **I'll Get In Your Head & Under Your Skin**
- ✓ Let's Get Illogical!
- ✓ **Never Underestimate The Cost of Logic**
- ✓ A Series of Harmless Decisions? HAH!
- ✓ **Yum, Yum, Yum!**

# Introduction

## No Good Deed Goes Unpunished: Part 1

Listen carefully.

I'm well aware your intentions were gallant: to provide for your family all the things YOU never had, to spend more quality time with them, to help others like yourself grow & prosper.

And remember what happened next?

You were lied to. You were "leveraged". The Heavy Hitters used you for batting practice. You got thrown in the muck, untrained, unprepared. Your checking account was drained. Your credit cards were maxed out. Friends & relatives screened your phone calls.

Then you looked in the mirror and called yourself, "Loser!"

I know, I know.

It started because you want the same things I wanted.

You want to be your own boss, answer to no one ... and earn a good living doing it. You want to go where you want, when you want. You want to spend \$200 on dinner without batting an eye.

You want precious time NOW with those you love. You want the money & freedom to take a day off – or 2 weeks off – and maybe fly to some faraway island on a whim.

You want to work and socialize with people you like & admire, who share your outlook on life and your goals. You want the self-satisfaction of achieving your goals, and the self-fulfillment of helping others reach theirs. You want financial independence.

**You DON'T want more rejection.  
You DON'T want to have to sell anything to anyone.  
And you sure DON'T want another MLM.**

Good stuff. Holy mackerel, sounds just like ME!

So here I am. I have no choice but to write this book. Truly, no control. You'll read why in Chapter 2.

But here's what I do control: This book is free. No company is mentioned or promoted. No opportunity is mentioned or promoted.

You'll find 20 tons of ebooks all over the internet, full of affiliate links. Trust them at your peril, because they profit on every recommendation they make.

My purpose is to share what I've learned in nearly 30 years in network marketing, and present a 10-step success plan you can use with ANY network marketing opportunity.

The plan is NOT easy.

But it's simple.

It's NOT "I'll do all the work FOR you."

It only works if YOU do.

It's NOT "get-rich-quick."

But you can create a lifetime residual income.

What's in it for me, you ask? That question is answered in Chapters 2 & 5. Don't worry. Helping you helps me. It's part of my giving back to this great industry.

I wish you the absolute best, and I hope you use this information. It could change your life.

Are you game? Then read on!

## No Good Deed Goes Unpunished, Part 2

People ask me:

- "Your e-book is great! Why on earth do you give it away free?"
- "Your telephone training is great! Why is it free?"
- "Your 'Colors' CD is great! Why is it so cheap?"
- "Why do you help me for free when I'm not in your company?"
- ... and a dozen other variations.

In the early 1990s, I joined over 100 MLM opportunities. I tracked, cataloged, analyzed & evaluated EVERYTHING they did: products, compensation plans, marketing, distributor support, profitability, etc.

### The Ugly Results

I'm a fun-loving, easy-going guy. But my teeth clenched and my fingers curled into fists of rage. **I was stunned by how many companies and "Heavy Hitters" make HUGE profits NOT on product sales, but instead by selling a ton of worthless marketing materials to the distributors who trust and believe in them!**

I get mad just thinking about it. This is why you find widespread cynicism & skepticism amongst network marketers.

I can't blame them.

But you should hear the calls I get from people trying to figure out how I'm going to bamboozle them.

**First, they figure I'm trying to steal their people.**

Fact is, they don't HAVE any people. None who trust them, anyway. Many up-lines' idea of support is to tell you the lies we'll cover in Chapter 1.

TRUE support is to take you by the hand and lead you through every step of this business, so you can actually experience it in real time and get good at it. THAT is what we do on our phone calls.

No company is ever mentioned on those calls. No product is mentioned. No one is ever recruited.



**Some people figure our calls must be rigged so anybody who calls gets billed on their phone bill!**

Listen. Our MLM business brings good income, thank you. Our tools & phone calls support our people. And they work their butts off. And Linda & I love them and appreciate them.

We owe everything to this business. It tortures me to hear people denigrate network marketing because of the greed of some companies and their "Super Star Reps."

I don't do ANYTHING in life that isn't fun. Whatever I do, it's because I love it.

**So I do what I can to balance the scales. I choose to support with every fiber of my body ANYONE who invests their hopes & dreams & life into this industry. It makes my day to help keep their spark alive.**

I will train anyone for free. No strings. I am not threatened by anyone or any company in this industry.

But I do understand that they are threatened by me. Most STILL don't take the time and make the commitment to train their own people.

**A word for the "Still Skeptical:"** I get the skepticism. Really. But enough is enough. Get over it. If you want to live your life distrusting everybody, then your life is pretty much over, anyway. Goodbye, good luck. Don't let the door hit you in your butt on the way out.

**For everyone else: Let's get started!**

Sincerely,

*Michael Dlouhy*



# #1 Bottom-Fishing For Heavy Hitters

## What Do Your Past & Jimmy Hoffa Have In Common?

Yes. Sure. Absolutely. The answer is obvious.

They're both dead.

However, it's a bit of a trick question, too.

Why?

Well, I personally don't know if Jimmy Hoffa is part of the foundation of Giants Stadium in New Jersey, or if he's buried in a backyard in Detroit. But I'll tell you this: Jimmy Hoffa IS dead. I know he's dead. You know he's dead. Jimmy Hoffa knows he's dead.

Your past, on the other hand ... well, I know it's dead. You know it's dead. Right?

Or are you like most people, reliving your business failures every day of your life?

If so, you've come to the right place.

## **You Sometimes Think YOU Are Nuts? Heck ... I Joined 100 MLM Opportunities!**

Almost 20 years ago, we joined a 1-year-old wellness MLM that is still going strong today. Our timing was mostly luck, but it was perfect. We used what we knew at the time and built a very lucrative business, and helped others do the same.

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