

RANDY GAGE

THE
2-Week
TURNAROUND

**A GROUP-STUDY PROGRAM TO WORK THROUGH WITH YOUR TEAM,
TO AWAKEN AND UNLEASH YOUR INNATE POTENTIAL
AND BEGIN (OR CONTINUE) ACHIEVING
BREAKTHROUGHS IN YOUR LEVERAGED SALES CAREER.**

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A group-study program to work through with your team, to awaken and unleash your innate potential and begin (or continue) achieving breakthroughs in your Leveraged Sales career.

Randy is providing this transformational training to you and your team at no charge. Feel free to share it by email, SMS, or social media on the Internet – and you may also print and reproduce physical copies to share with your team – provided you don't alter the content in any way. Thanks for your cooperation.

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The “Secret Meeting” that Changed My Life...

And impacted the profession forever

**Dear
friend,**

It was decades ago, but I can remember it like it happened last week. It was a Tuesday evening at 6:57 pm, and I was hosting my first home meeting, as the newest distributor in the Amway empire. My sponsor had arrived about 10 minutes earlier. We had set up a chalkboard on an easel (yes, chalkboard) in the living room of my dreary apartment in Raleigh, North Carolina. Now he and I were mixing up some horrible juice blend they sold back in the day in a pitcher and setting up some cheap snacks in the kitchen for after the meeting. We had twenty “take home packs” of recruiting materials that my sponsor was fronting me, which we hid in drawers, so no one would see them until the appropriate time.

By the time we were set, it was about ten after seven. Now all we could do was wait...

In those days, when you joined the Amway Corporation, your distributor kit included a thick 3-ring binder, packed with training information on how you built your business. It even had scripts for what to say when you called potential candidates.

“Hello (prospect name) this is (your name here), I’ve got something I’m really excited about, that I want to share with you. What would be better, Tuesday at 7:30, or Thursday at 7 pm?”

I had dialed almost 50 of my friends and run through that script. Some people had hung up on me. Others ridiculed me and accused me of falling for a pyramid scheme. Some asked point blank: “Is this Amway?” Because I had my binder, I knew exactly how to respond: “What’s Amway?”

In the end, I had 17 people coming. Seventeen people who heard my halting, scared, and pathetic invitation, and actually promised to attend. (Being optimistic, I had packed a few extra take home packs.) I had weathered the hang ups, ignored the skepticism, and brushed off the ridicule.

***Now it was
the moment of
truth...***

By 7:15, no one had arrived yet. At 7:20, I was peeking through the curtains. By 7:27, my sponsor was trying to keep me from doing harm to myself. By 7:33 it was becoming apparent, and by 7:44, it was definite.

I had just hosted my first “secret meeting.”

Seventeen people – my friends – had promised to attend. Seventeen people – my friends – had blown me off. I had reached “the moment” every person who has ever signed a distributor application will have to face.

The moment feels as though you are chewing tin foil, while someone is sticking a fork in your ear, and someone else just dropped a 25-pound dumbbell on your foot. You stare into the abyss and rethink every choice you’ve ever made in your life.

This is the moment that 99.9999999992 percent of people drop out. As I should have, right? I mean how many people can claim that they had 17 confirmed attendees, and have not one single one of them actually turn up? Even after all his pep talk and beseeching, the look in my sponsor’s eyes betrayed that he thought it was over. I had every reason, every right to quit. But I didn’t.

Why?

Hell, I don’t know. We’ll probably never know for sure. Maybe because it was my first entrepreneurial venture as an adult. Maybe it was because I was too stupid to know any better. But here’s what I think it was...

The first time I saw those circles, I “got” it. The concept of leverage hit me like a lightning bolt. I had been trading hours for money for as long as I lived. Everyo-

ne in my family did the same. I believed (rightly so as it turns out) that leverage was the only platform that could transform a high school dropout like me into a wealthy entrepreneur.

The dream was so compelling – I simply could not give up on it so easily.

Can you relate to that? Do you know what it means to want something so bad you just can’t ever give up on it? A dream so true you can’t imagine not achieving it? A dream so strong it doesn’t matter who doubts, ridicules, or scorns you – you know with every fiber of your being you are meant to live it.

If you do relate to this kind of dream, this short booklet is for you.

You'll quickly notice, the booklet isn't about teaching you how to create a retail customer, get a candidate's phone number, or other fundamental business building skills. I've written several inexpensive books that will teach you that stuff. This is a two-week study program dedicated entirely to how you turn-around your business, and create the mental breakthroughs that unleash your team's true potential. Because everything in life is mental. It's a collection of 14 short lessons, with the idea that you will do one lesson each day for two weeks straight. (Ideally as a group with your team.) Have everyone read the lesson for the day, then gather in someone's home or a Zoom room and discuss it.

The study program will help you reboot, reframe, and recharge your business. It will help you create a mindset so strong, you will never step back from adversity, but instead, charge forward into the breakthrough success you are meant to live.

In case you haven't noticed, the course is free. No upsells, no hidden tricks, you cannot pay for it, even if you want to. If you go through the course and want to send me ten grand or a hundred grand in appreciation, I'll refuse it. Instead I'll ask you to pay me back by sharing the course forward. (Btw, if you did pay for this, someone ripped you off and you should demand your money back.)

The lessons here are my gift to the dreamers. You, your team, and the people who come after you, still chasing their dream of building a Leveraged Sales business. Because I have stared into the abyss and know that you will have to stare into that same abyss at some point.

By 8:15 on that fateful Tuesday evening, I decided how I would frame what I had just experienced. I came to the conclusion that I was the most ambitious person I knew. And that was enough. I would persevere without those 17 people with no ambition, no vision, no dream for their future. I wish I could tell you that the magic started, and I immediately became rich and successful. But that would be a lie. Truth is, I struggled for five years...

Jumping from company to company, buying a seemingly endless stream of distributor kits, marketing materials, and rah-rah rallies. Spending more than I was earning, suffering more rejection than recruits, and usually more dropouts in the team than new sign ups. But from that adversity, something amazing came about...

Yes, I finally learned how to do the business, build a team of more than 200,000 people and become wealthy. I've earned ranks that no one else in my companies have ever achieved before or since, become the number one income earner in the world, and really did all of the drink out of a coconut, buy a fleet of exotic sports cars for cash, travel the beaches of the world, blah, blah, blah stuff. For real. But also, something much more important, something much more impactful than all of the materialistic stuff...

After developing my skills, I learned how to teach others to replicate them. I created my generic duplicable system, that today is helping millions of people around the world. I introduced Leveraged Sales in new countries

The 2-Week Turnaround

around the world, and personally conducted training in 51 countries (and counting). I wrote the Manifesto that changed the game, exposed the charlatans, and started the movement to Leveraged Sales and doing the business with integrity.

It's been argued that I have trained more millionaires than anyone alive, and that's probably true. But that isn't what excites me, isn't why I created this course. What excites me is that I have been able to help millions of people successfully go after their own dreams.

People like you.

That's what these lessons are about. Not me. You. You and your team and the lives you will touch. Because when you achieve your breakthroughs, the world is a little bit better. And when you duplicate that, and you help other people achieve their breakthroughs, the world is an even better place.

Back on that fateful Tuesday evening, there was no access to lessons like these. But now there is. Please make the most of them. Your dreams deserve as much.

Peace,

- Randy Gage
October 1, 2020
Miami Beach, FL

Lesson Day 1

The Dream is Real

Here's what I know about you. I know perhaps right now, or at some point in the future, you will be facing one of the deadliest threats to our business...

Doubt.

This can play out in either one of two scenarios. Scenario number one is when you are the one facing the doubts. You might doubt the business. You doubt whether it's real, if people really do make money, and if duplication really exists. That's an easy doubt to dispel, because we have more than half a century of successful operation proving Leveraged Sales is a viable business.

Other times you may doubt the company you're working with. Once again, this doubt is fairly simple to dismiss. Everyone in your company has access to the same product line, compensation plan, and marketing materials. If anyone in your company is succeeding, it means that anyone in your company can succeed.

The toughest situation is when you doubt yourself. You believe in the profession and your company, but you

worry about whether you can make it work. If you're in this situation, here are some important facts to consider...

Literally millions of people around the world have created various levels of success in our profession. People from metropolises and one streetlight towns. People with four different degrees and high school dropouts (like me). People with less money, more stress, fewer connections, added disabilities, less experience, and additional challenges than you have.

The truth is, you will face rejection, have dropouts, and experience challenges. But they can only stop you if you let them. If you refuse to lose, no one and no situation can stand between you and success.

The dream is real. Direct Selling is one of the few options in the free enterprise system where the odds are not stacked against you. You don't need experience, education, or a large investment. This business works for anyone with a dream and the willingness to work to achieve it. What you have to offer is better.

Scenario number two is when your doubt has been replaced by belief, you know the dream is real, but you have a young team experiencing doubts. This is a common occurrence and nothing to be alarmed about. But as a leader, you do need to deal with it. Hope is what brings people into the business. Belief is what keeps them in the business. Your job is to turn hope into belief, killing doubt along the way.

Frequent communication helps. Testimonials and success stories build belief. Major events are huge belief builders. Creating a culture of daily self-development will pay rich dividends in this area. But the biggest thing you can do is to be working depth down in the group... When people see their team growing and recognize you truly are their partner for success, they develop the belief that keeps them around.

***Teamwork
makes the
dream work.***

Lesson Day 2

Paying the Price

To build the business effectively, you need to start with a time investment between 10 and 15 hours a week. That means you're aggressively working two or three evenings a week along with some scrap time along the way.

That's hard.

Because you're already using all 24 hours of every day already. You've got routines and distractions. That show you've been bingeing on Netflix is beckoning. It means at 7 pm when your spouse is home and your kids want to play, you're streaming a meeting or going to a presentation somewhere. You have friends in bowling leagues, softball tournaments, or dinner parties. You may chafe at this and attempt to do the business in only five or six hours a week. But that doesn't work. Ten hours is the minimum unit of time that you can get customers, service them, recruit builders, and support them.

Putting this into practice isn't easy and creating this culture won't make you popular. (At least not at first.) Many will tell you they're already working all day and the evenings are their only time for relaxation, family time, and worship. But what we're really talking about here

is sacrifice. Making a conscious decision to get out of balance for a certain period of time, so ultimately you can be free. Once you are free, you can spend all the time you want with the people and things that are important to you. That leads us to the relevant question...

What are you willing to give up now, to get what you want later?

Ten to 15 hours a week is a sacrifice. It is a sacrifice you make to become free. When times are tough and you're feeling overworked and overwhelmed, out of time and low on belief, remember this:

The price you pay to live your dream will be dear.

But the highest price you can ever pay, is giving up on your dream.

Lesson Day 3

Getting Advice

If you want to learn how to climb mountains, wouldn't you ask advice from a mountain climber? Would you try to learn violin from someone that plays the tuba? So why do people who join Direct Selling seek advice from their brother-in-law, neighbor, or cousin Pookie? Don't take investment advice from pool cleaners, don't take health advice from sickly people, and don't seek financial advice from broke people.

A few years back I flew to San Francisco for a wealth-building summit. They had stock market analysts, currency traders, natural gas investment analysts, penny stock traders, real estate investors, and mutual funds experts. Every 90 minutes, another presenter took the stage to make the case for how to build wealth in their area of expertise.

After two days in the workshop, I realized none of those experts made as much money as I did. So, I left, even though I had paid several thousand dollars to attend and there were two more days remaining in the program. That doesn't mean the event was bad or the presenters weren't successful. It was a fine event and excellent presenters for the right people. But it wasn't right for me. Just like your uncle who tried

Herbalife for two weeks once back in the Bush Administration, isn't the right source of advice for you.

If you want to succeed in our business, you have to get counseling from someone that has done it successfully.

Lesson Day 4

Pay the Price for Greatness

One of the differences between amateurs and professionals is that professionals don't argue for their limitations. They develop their skill-sets. And here's the thing to know about that...

For every person seeking greatness, there are dozens of others charged with safeguarding mediocrity.

No one starts off great; no one starts off as a pro. You can't look good and get better at the same time. You have to be willing to make mistakes. You have to be willing to look bad.

Want to become a great inviter or great presenter? First you have to become a

good one. Want to become a good one? First you have to be willing to be a bad one.

As long as you are willing to stay in the game and develop your skills, you'll always have a shot. Those of us that earn the most money in Leveraged Sales are the ones that faced the most rejection, endured the most ridicule, and made the most mistakes.

We failed. Over and over again. But here is the most important thing you will ever learn in the business:

The opposite of success is not failure. It is mediocrity. Failure is actually a part of the success process. It is how we learn and grow and become the kind of person that creates success. So stop trying to avoid failure. Embrace it and learn from it.

What you really must fear is mediocrity. Because nothing is more tragic than someone with your potential accepting a life of mediocrity. Will you rise to the challenge?

Remember: For every person seeking greatness, there are dozens of others charged with safeguarding mediocrity.

Are you willing to pay the price to be great?

Lesson Day 5

Two Truths about Recruiting

Think about this: You are certainly not the only person you know that wants to be free. In fact, you know a bunch of people that want to be free. Not everyone is willing to do what it takes to be free. That's ok. Everyone gets to make their choice on what is important to them.

There are two truths you need to know about recruiting:

① Every time you get someone to view your product line and/or business opportunity – you move closer to your dream.

It doesn't matter whether they become a customer, enroll as a distributor, or don't do either. Even the people who decline what you offer still advance your business. Seriously. Because every rejection and suboptimal outcome

teaches you something about yourself, your skills, human nature, or all three. You develop skills, build competence, and gain wisdom.

② It is not your responsibility to enroll everyone.

That's an outcome you can't control. Stop beating yourself up about it. The only thing you can control is who you ask to view a presentation. Change your focus to that.

It's not your responsibility to enroll everyone you know. It's your responsibility to offer a presentation to everyone you know.

Lesson Day 6

The Power of Consistency

On New Year's Day, I was the only guy working out in the gym at my condo. I thought, "Well so much for New Year's resolutions." On January 2nd, things picked up and on the 3rd I even had to wait to get on a machine. But by the 7th, things were back to normal: me and the usual diehards. Which speaks a lot about human nature and provides a great lesson for Leveraged Sales.

The truth is, there are not many things more important in our business than consistency. I have a couple on my team that are stuck at a middle rank and they can never seem to bust out. They come to an event, get energized, and go crazy for a couple weeks. Then they let life get in the way. They start missing events, stop communicating with their team, and disappear from the leadership training sessions. Then another big event rolls around, and they repeat the process all over again...

Because their people see such mixed messages, many drop out, and the remaining ones lose respect for them. They're stuck, repeating the cycle over and over. If they would just stay focused and committed, they'd be a lot farther along.

How about you?

How do you do with consistency? I bet you could create a lot more traction in your business with better consistency.

Another example that jumps to mind is making exposures for your business. This is the simple act of offering someone a chance to review your business. It may mean inviting them to attend a presentation, read a first look email, or watch a video. The most successful people I know in the business do two or three exposures a day, at least five days a week. They keep up a consistent drumbeat of exposures, so there are always new prospects working their way through their recruiting funnel.

Setting aside daily self-development time, blocking off the 10 to 15 hours a week you work the business, making exposures, attending events – all of these are areas where consistency pays off big.

So how consistent are you?

Lesson Day 7

Why Prospects Say ‘Yes’

Let's be very clear on something. Prospects don't join your business because of that magic ingredient in your product, or because you pay half a percent extra on the seventh generation of the infinity bonus.

At the end of the day, their decision will be based on something much more important: Their belief in you. And the support you will give them.

The magic formula is BLT.

Yes, when you ask someone to look at your business, they will evaluate the product line, income potential, and credibility of the company. But the single most influential factor in their deliberations will be how they feel about you. Before they pull the trigger, they must:

- **Believe you**
- **Like you**
- **Trust you**

If they believe, like and trust you – they will join. If any of these three

scenarios is missing, they probably won't. Keep this in mind as you go through the sponsoring process.

That is why a strong part of your presentation and marketing materials must be about the support structure. Don't just tell them the benefits of your business.

- **Show them in tangible ways how you will help them achieve those benefits.**
- **Let them see you will be their coach, partner, and biggest fan.**
- **Show them you really are concerned about their success and are willing to help them achieve it.**

Lesson Day 8

Are You Sabotaging Yourself?

So pretty much everyone reading this booklet would say they want to be successful. We all joined the biz with great hopes and expectations. And probably got trained on what to do to get started towards success.

If you're not there yet, what's holding you back?

When I ask the question at seminars, a frequent answer I get is self-sabotage. Many people feel they are not doing stuff they know they should be doing and they're not sure why. This is why I do so much work on worthiness issues and prosperity consciousness.

So is that the real issue for you? Perhaps. Perhaps not.

I think the concept of self-sabotage is sometimes a red herring. Too many people cause a lot of self-induced emotional angst thinking they are sabotaging themselves. The reality is, they are experiencing a conflict of interests, values, or goals.

For example, many people have one part of themselves that desires business success, another part that desires the comfort zone of staying where they are. One part wants to be rich, another part desires personal time to loaf, relax, or pursue personal hobbies. You may have a conflict between the desire to indulge in junk food and the goal to be in good health.

So maybe the place to look is your real desires or goals...

Most everyone in our business would say they want to be wealthy. But when Tuesday night rolls around and there's an online presentation they should be promoting, they just can't make it past

the TV remote control. When it comes time to call prospects, they end up scrolling through pix on Instagram instead. These are conscious choices they make because they want one thing – but they want something else even more.

Give this some serious thought. What are your real goals?

Lesson Day 9

Improving at What You Do

Let me share something fascinating I've learned in business, softball, music, and just about anything I've ever attempted. Including and especially leveraged sales. It's this:

You can't get better and look good at the same time.

You need to practice. Apply things you learn in practice. And then practice more. Simple stuff. But not everyone is willing to do what this takes. They "try" things, don't do great, and then they quit. The successful people in our profession stayed around. Faced their fears and got better.

Your first approaches to candidates aren't very tight. They're not supposed to be. Your first presentations are horrible. They're supposed to be. So were mine. The way to win in leveraged sales is to practice. Get better. And still be here after the tourists and poseurs give up and quit.

The way to do great invitations (or anything else) is to do good ones first. And the way to do good ones, is to do bad ones first.

Your past does not have to determine your future. That's what amateurs think. But professionals know they can grow and change, and that skill sets can be developed. Write this down and post it on your computer:

Don't let who you have been interfere with who you can become!

Lesson Day 10

Hanging on to or Releasing Your Limitations

I conducted a leadership summit for my network a while back. It was a smashing success, with hundreds of people having some big breakthroughs. They came expecting a breakthrough and they got what they came looking for...

Other people came with some negative core beliefs:

"I just don't know that many people."

"I'm not very good at inviting."

"No one I know has any money."

"I'm not good at selling."

"You have to get in early to be successful."

These people came looking for proof that the limitations they believed to have were real. And they found proof to support that belief...

The harder you try to convince them their limitations don't have power over them, the harder they argue for how powerful those limitations are.

Everything you argue for, your subconscious mind creates a way to be true. If you argue for a limitation – you'll most certainly get to keep it.

The core cause of this is belief. Some people believe in the power of the limitations to stop them. Whereas other people believe they have the power to overcome their limitations. Here's the really funny thing: They're both right.

Only argue for the limitations you want to keep.

Lesson Day 11

The Myth of Strong Leadership

There is a fascinating mythical creature in leveraged selling; The myth of the dynamic, all-powerful team leader.

People get sucked into this myth because they believe it's possible to become such a powerful, dynamic, charismatic leader, that this will create automatic growth in their group. Invariably the opposite happens. They become the "helicopter sponsors" who hover over their people, doing everything for them. If I could give you one million-dollar piece of advice on building a large group, it would be this:

True leaders don't develop people's belief in the leader; they develop a belief in the follower.

And that is what you must do. Of course, to make this work, you must first have developed a belief in yourself. And ironically, a lot of times this doesn't happen with people until their sponsor or a strong leader in their upline leaves for another company.

Sometimes these hovering leaders suck all of the oxygen from the room. Everyone follows them blindly, waiting to be told what to do. And when they leave, some of the people behind freeze and do nothing. But others step up and become leaders in their own right; moving forward into their own greatness.

You need to believe in yourself and step up and lead your team. But you should be leading them into becoming leaders themselves.

Remember your ultimate job is to work yourself out of a job.

Lesson Day 12

95% Failure Rate?

Frequently I get questions along the lines of why there is such a high failure rate in our business. Often people throw around numbers like 80, 90 or 95 percent. It's an interesting debate... but the wrong one. Because it's based upon a false premise. And when your premise is false, everything that follows will be incorrect as well.

I've heard these high failure rates bandied around a lot, but I'm just not buying it. I don't see that in my own group, nor do I see it with the companies and individuals I have coached and consulted with.

Where this comes from is the fact that 95% of the people who join our business don't become multi-million-dollar producers and earn \$75,000 or \$100,000 a month. But I think we're pretty jaded about that. There are many people earning \$7,000 or \$10,000 or even \$25,000 a month in our business – and think they're an abject failure! That's absolutely cray-cray.

Take a look around you and the economy in the world today. Do you know what a difference it makes to millions of people if they earn just an extra \$300 or \$500 a month right now? Do you

know how many lives are enhanced, car payments made, or mortgages paid with these bonus checks?

Now I realize that most of the people that join initially say they want to reach the top ranks and make millions of dollars. But realistically, we know a large percentage of them are not really serious about that and doing the work it requires. Many will be happy to simply use the products and get benefits from them. Others will find a new comfort zone and stay there. So that's not really failure. Here is the reality of the situation:

As a Direct Selling distributor, you provide a legitimate opportunity that allows people to build a business as big as they're willing to work for. Never forget that.

Lesson Day 13

Why Leveraged Sales is a Perfect Wealth Builder

One of the more important principles of building wealth is applying leverage. Whenever you're earning with your body, you're going to face the limitations of time. When you earn with your mind, those limitations evaporate, because you can apply the principles of leverage to negate them.

- **Forget about college degree versus without. That premise needs to be retired.**
- **Forget about experience versus inexperience. That premise needs to be retired.**
- **Forget about white-collar versus blue-collar. That premise needs to be retired.**

Think instead, about leveraged versus not leveraged. That is the premise

that matters most when it comes to creating wealth today.

There has never been a better time in human history to transcend those barriers. And perhaps no better platform to do this than leveraged sales.

You can leverage your money. You might only put down \$100,000 and buy a \$2 million apartment building which would leverage your earning power. That's good, but you will need someone to lend you the money.

You can leverage your labor. Instead of mowing ten lawns a day, you can hire 10 workers who each mow ten lawns a day, again leveraging your earning power. But you've got to find the right ten people, manage payroll, manage schedules, worry about who will show up, and the approximate 5,439,251 other things employers have to contend with. However, when you leverage your re-

putation and time, you're not dependent on anyone else. Whenever you're using your time instead of your mind, you will always have a limited capacity to build your wealth and net worth. A brain surgeon earns an extremely lucrative hourly rate. But she can be out earned by any high school dropout who knows how to harness the power of leverage. When you cease working with your time, and instead employ that time to learn skills and knowledge that your mind can utilize to earn – you escape the “trade time for money” model, which is inherently finite and limited.

If you take your time to learn practical application skills to build a direct selling team, you get to use your mind and practice leverage. Once you reach the state where you can earn with your mind, you can employ leverage as a force multiplier, much like compound interest.

You have the ultimate wealth-building superpower.

Lesson Day 14

Why I Believe in the Business

Many years ago, I received a challenge to appear on a nationally syndicated radio show debating whether direct selling was a scam or a legitimate opportunity. The host was up front and told me that he felt it was a scam and wanted someone to debate him live on the air. Naturally I jumped at the chance.

The host pounced right away with the argument, "Randy, isn't it true that only five percent of the people get rich in direct selling?" I responded that this was very likely. And also challenged him to name other businesses that had a higher percentage of people that became wealthy. I reminded him that most businesses would have a smaller percentage. Things like real estate, which certainly had created many millionaires, probably had a rate less than one percent. The host was forced to concede this.

Then to explore it deeper, I raised the following scenario: Let's suppose someone joins Zinzino, Herbalife, Xel-liss, Shaklee, USANA, or some other nutritional company and doesn't get rich. But they use the products every month and become regular nutrition disciples. They lose some weight, lower their blood pressure or cholesterol, or even prevent diabetes. They have more

energy, can play with their kids, and maybe they live five or even 10 years longer. Suppose they never earn more than \$100 a month in their business, but they get those health benefits. Isn't this a good thing? A very good thing?

The host conceded that, and then suggested that the profession was corrupt, because new people were being front loaded to buy \$50,000 worth of products when they began. I thanked him for raising the issue and admitted that this had been a problem in the past. Then I went on to tell him about the Direct Selling Association (DSA) and their code of ethics. I explained that any reputable company would be a member of the DSA, and to do so required a one-year probation period, and their compensation plan would have to abide by the DSA code. And the code required that no one be allowed to purchase more products or services than they could reasonably re-sell with 30-60 days, and that they must offer an inventory buy back policy. Of course, he was unaware of all this, was glad to hear about the DSA, and agreed that this would prevent the front loading.

It went on like this, issue for issue. Finally, by the end of the program he

actually came around and agreed that legitimate direct selling - not illegal pyramids and chain letters - was a good viable option for people looking for a better life. And I believe that is truer today than it has ever been.

And by the way, if anyone is worried about being victimized by a Ponzi scheme, they should be much more worried about their banker, Wall Street brokerage or their government than any direct selling company.

Especially in difficult economic times like these, the opportunity we have is meaningful to many people. And becoming helpful to many more by the day. Let's not get jaded with all the big numbers. The truth is, even bonus checks of \$200 or \$400 a month would help millions of people right now. And the checks of \$1,000 and \$3,000 a month are transforming lives. They pay for better schooling, medical care, car payments, mortgages, charitable donations and much, much more.

If you agree that what we do is important, take out your candidate list and your telephone right now, and make an invitation.

What's Next...

There are two books from Randy to help you complete your journey to mastery in the leveraged sales profession.

For EVERYONE on Your Team...

Direct Selling

If you're in Direct Selling, party plan or network marketing, this is the definitive textbook on the business, and the only book that addresses the real-world issues affecting your business now: new regulatory requirements, utilizing social media to build, and the impact of developing technology like replicated websites, mobile apps, and e-commerce.

The need for expert, proven guidance in the profession has never been greater than right now. This is the ultimate step-by-step guide to success in the business.

For THE LEADERS on Your Team...

DEFCON 1

DEFCON 1 is the U.S. military acronym for "Defense Readiness Condition," reserved only for imminent catastrophic events like a nuclear war or an asteroid collision with Earth. While you won't face potential annihilation in Direct Selling – you will face serious, business-threatening challenges. In this book, legendary direct-marketer Randy Gage reveals the hard, unadulterated truth that field leaders need to know.

Defcon 1 Direct Selling will teach you how to:

- Deal with toxic leaders and effectively handle conflict resolution;
- Handle regulatory attacks and negative publicity;
- Work around corporate incompetence, poor decisions, and PR crises;
- Protect against dangerous team dynamics;
- Respond when a top leader leaves the company; and,
- Deal with a "worst case" scenario like your company going out of business.