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Startling Dynamic Innovations

Make ALL the Difference in Your Home Based Business

Subtitle: Before - You Never Had a Chance

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If you are currently involved in a marketing business, or are looking to start a home-based business, you **MUST** spend ten minutes reading and comprehending this short, but extremely important life-changing report.

I wholeheartedly believe in the Direct Sales Industry, and have dedicated a major portion of my life (now over 25 years) to this industry as a marketer, consultant, trainer - and since 2001, a direct sales company owner.

I'll be the first to tell you that our industry has massive room for improvement. This brief message is designed to highlight an amazing evolution of ideas – indeed, a radical upheaval that is just now becoming a reality.

Reading this letter will make a major difference in your understanding of the industry and things about which you simply must be aware.

WARNING: Ignoring this letter, I promise you, will cost you a fortune in time, capital, and possibly important relationships.

The fundamental changes and differences that I will explain to you are indeed revolutionary – and serve to dramatically separate a single model from the vast array of options (other Income Opportunities and Companies). Indeed these differences are profound, starkly contrasting methods and philosophies that add up to the difference in success or failure for someone looking to further their financial situation. You

should take every bit of this message personally and to heart.

To put it simply, if you worked other programs in the past or are currently involved in another program now, the odds are so stacked against your being successful that you really never had a chance. Glaring problems that have persisted for decades are fundamental to those programs; AND YOU NEED TO KNOW ABOUT THEM!

The Manifestation of the Problems -

MOST PEOPLE (90+ PERCENT) IN HOME BUSINESSES

DON'T MAKE MONEY

Is that an important problem to deal with? Obviously, certainly in my mind, this is THE single most important issue in our industry. It is THE PROBLEM that has desperately needed to be fixed and has not been fixed – until now.

Frankly, due to my being outspoken about these problems, I don't have a whole lot of friends left in the other programs, meaning I have very few friends in the entire industry, unless they are working with me now. Se la vie, the truth must be told – those programs are unquestionably fundamentally flawed. People simply don't like to hear that their business has problems.

Serious Question of Ethics: I find it unconscionable that companies promote an income opportunity at which the overwhelming majority of people fail. The people who are exceptions to this statement (those who do succeed) comprise such a small percentage of people that it is a blatant misrepresentation for a company to parade their "stud's" success in front of the unsuspecting public and say the opportunity is for everybody.

The Positive News

The good news is that through years of prayer, trial and error, consultation from several people who came into my life at precisely the right moment, a band of loyal followers which has now turned into a rapidly growing, powerful, international marketing force, endless rabbit trails, lawsuits, and unimaginable blind-sides, the following solutions have finally been revealed to me and have converged into A BUSINESS MODEL that is undeniably FAIR & WORKS FOR ANYBODY who is serious about making significant money! The changes are totally in the average income opportunity seeker's favor. And, they make success absolutely predictable, more sizeable, and more quickly attainable than all the other models out there – and I can prove in black and white what I am saying is true.

I will tell you that arriving at this model has not been easy and has come about at no small price (literally millions of dollars and years out of my life). I'm not saying this to complain, but rather to point out a basic premise of innovation - dynamic solutions are never cheap or easy to come by.

If you truly want to achieve success in a home based marketing business, the following concepts are things that you must know about:

I. Reason #1 – A "Systematized Qualifying Process©" (SQP©) versus "Dialing for Dollars"

A. A System that relieves you of the necessity of telephone recruiting levels the Playing Field and makes 'making money' a probability rather than a shot in the dark.

YOU MUST UNDERSTAND THIS INHERENT PROBLEM: Why do most income opportunities have only a handful of real success stories? The essence of the problem is that only a very few people in any income opportunity truly have the verbal posture and telephone skills necessary to make a "dialing for dollars" income opportunity work. You simply can't train an inexperienced person how to gain the requisite amount of charisma, confidence, discipline, timing, vocal tone, verbiage, and people skills required to be effective at phone work. They either have it or they don't – and most (by far) don't.

For instance, you can't help a person change an accent, or develop 'command' or 'transparency' in their voice. Many, including myself have spent years attempting to train individuals to sharpen each of these skills - to no avail.

In my experience, less than ten percent of representatives enrolling in a program can master those skills to the extent that they actually bring people in on a regular basis. That means that 90 percent or more are, at the risk of sounding morbid, 'dead on arrival'. I think you would agree with me that "DOA" is not an acceptable business component.

News Flash: Fully 97% of all home based income opportunities are "dialing for dollar" programs.

So take a look at this massive statistical dilemma: 90 percent of all enrollees in 97 percent of all programs are destined for failure because they can't master basic necessary skill.

Even if you are one of the elite few who have mastered telephone skills, you'll have to spend your entire life (at least all of your spare time if you have a job) on the phone. Anyone who tells you anything different is lying through their teeth – plain and simple. Spending hours and hours on the phone every day is a "NO WIN" approach to making money, and not an improvement over other types of manual labor.

If you are one who enjoys being on the phone all those hours and you are one of the few who is effective at creating sales, you will find that you are one of very few in your organization who can do what you do – which defeats the entire reason most people choose this type of business - duplication.

Theoretically, duplication reduces your work load and creates residual growth and income. However, if you have a skill or talent that can't be duplicated or attained by the majority of the people who come into your business, then your entire business premise is faulty. If professional phone work is an underlying necessity, then duplication will be a non-reality for the vast majority of participants.

But there are even more inescapable problems regarding "dialing for dollars"...

LISTS: The lists of so-called "interested opportunity seekers", even those purchased from the more reputable list providers, are filled with people who are simply not qualified for your opportunity. Why spend your money buying these lists, paying monthly long distance bills, and more importantly wasting your valuable time talking to people who don't know why you are calling? Most don't even want to talk to you about anything, much less an opportunity they are not genuinely interested in.

Moreover, the names on that list are not only rarely qualified; they are not your proprietary customer due to the fact that same name is often sold to other list buyers like yourself.

If that's not bad enough, they also didn't seek out your particular opportunity.

And, by the time you get the lead, that name is not a fresh lead – they forgot they even filled out some vague, generic form in the first place. Can you tell there are problems with this methodology?

The Bottom line - you won't have success or even much of a life if "dialing for dollars" is in your game plan.

SOLUTION: The Systematized Qualifying Process© takes the necessity for personal verbal skills and phone work out of the equation. The System is the star - not you, not the enrollee.

The SQP© also dramatically decreases the time needed to build your business. Instead of working the phones 4 to 5 hours a day or more, you can now effectively work your business in one to two hours a day. Both of these points are MAJOR INNOVATIONS – MAJOR POINTS OF DEPARTURE in the Direct Sales Industry.

SQP© handles two important tasks at once – 1. uniform delivery of all facts and information, and 2. qualifies your candidates without your having to pick up the phone! Can you see the monumental difference? You are not chasing anybody and you only talk to someone who truly wants to know more about your specific opportunity!

And every lead is yours and yours alone. They came to you proactively and purposely because they were interested specifically in your biz op!

Can you see how this can work for anybody regardless of phone skills? Can you see how SQP© will literally set you free from the bondage of phone slavery?

There's More – Much More!

SQP© is revolutionary for many, many reasons, none as important as the fact that this method of marketing truly creates and allows for duplication within your organization. Won't you feel better knowing that the people you are bringing into your business can actually make money? Is that not a more ethical situation for you and your candidates?

Another BIGGIE:

You only talk to candidates when they have completely qualified for your specific opportunity on their own! Did you get that?

This phenomenal RADICAL DEPARTURE bears repeating –

You Only Talk to People

When They Have Completely Qualified

for Your Specific Opportunity on Their Own!

These people are fully informed. They know all about your business. They qualified themselves. And they are excited, or they wouldn't be calling you or e-mailing you. Now, that's another radical departure – only talking to excited people who are ready to get started! That is a genuinely qualified person, and that is the only classification of person you will be talking to.

Who can participate in SQP©? Anybody who has the intelligence to understand the importance of what I've just detailed; and someone who has been approved after their interview with the President of the Company.

BUT...

Everything we've talked about so far is only Reason #1 that Advantage Conferences makes 100 times more sense than any other business opportunity out there. There are two more radical departure components that are just as important, if not more important than Reason #1, effectually setting this business model light years ahead of anything else you may be looking at.

Not Hype – If you “get” what I'm explaining to you, then you're beginning to see why so many “average” people are already making huge amounts of money with this new model. (If you knew what we paid out in commissions last week you would drop your jaw.)

But be assured – this is not hype. No, this is rock-solid educational information from a professional, life-long, (and I don't mind telling you) highly successful marketer explaining developments in the home based business world that you must know about.

I trust you are listening and will take this info to heart.

In service,
Tim Darnell
President