

SELF FRANCHISE REPORT

How to Make the Case for a New Self Franchise Internet Marketing Business

We went from over-sharing to over-consuming to not caring at all.

Is this the Right Time to Profit in the Digital Economy as a Self-Franchise Entrepreneur?

Do you wonder how you can participate in a multi-billion-dollar marketing industry?

These are important questions that this Self-Franchise Report answers in 3 parts:

PART ONE: Quick Mini Overview

- 3 reasons to be a self-franchise marketer
- 4 reality checks to keep it real with adaptations
- unique marketing program every online business needs

PART TWO: Self-Franchise Big Picture Overview

- unlimited online business opportunities
- business power of leverage
- potential power of your online core identity

PART THREE: Self-Franchise Entrepreneur Changes Mindset

- personal changes start with self-dialogue
- how to bypass preset conforming factors to move ahead into critical new fields
- review of networking principles; two big blunders to avoid and two things that work

PART ONE: Quick MINI OVERVIEW

Common business goals ... to be bigger and more productive

.... to be less distracted, more consistent, less clutter

... maximize time freedom to enjoy your success

A. Three Reasons to Be a Self-Franchise Entrepreneur

... online business environment is unlimited

... true business power of expertise is leverage

... power of self is an online core identity

B. Four Reality Check to Keep it Real

- ✓ How do you *reach an audience* projected to have at least 34 billion devices connected to the internet by 2020?

- ✓ How do you *create content* on this internet by competing with some of the world's biggest, most lucrative marketing heavy contenders?
- ✓ How do you *manage so many moving parts* in a volatile marketplace?
- ✓ How to *duplicate this complex transition*, and make it more scalable by most online marketers?

C. Complement your business as a self-franchise marketer with a unique online program with a total suite of marketing tools called The Conversion Pros (TCP).

1. Setup landing pages via templates to capture leads.
2. Organize leads in the CRM App (Customer Relations Management).
3. Outreach leads through automated SMS or Email and create sequences with the latter.
4. Provide value for your customers.

With TCP tools you can make funnels that not only convert but provide your leads with the best user experience. Then use SHARE CODE to duplicate for your team.

Plug into a generous **affiliate commission plan** ... earn 50% from your contacts who upgrade and maintain a monthly membership.

NEWSFLASH: Anyone who UPGRADES will get a free SALES FUNNEL BUILT FOR THEM!

ACTION CALL: Take a [free 14-day test trial](#) to learn if this program will work for your business. No obligation ... no credit card required.

*The old road is rapidly aging
Please get out of the new one if you can't lend your hand
For the times, they are a-changing - Bob Dylan*

Perhaps, you may still have blinders and ear plugs because being skeptical is an important tactic online, and you need more information BEFORE you even try out a simple test trial.

PART TWO: THE SELF-FRANCHISE REPORT - Big Picture Overview

A franchise opportunity ... method for a company to expand its business and distribute goods and services with independent agents by providing them with an operating system, brand and support.

Wow! Do some of these terms ring a bell or two for network marketers?

Even as a fledgling marketer 10 years ago, a quick connection was made to network marketing home business as aligned in more ways than one with a franchise business model. At first, I even advertised as a self-franchised opportunity ... no interest then but, maybe now, with internet development, a better case can be made.

A. Three Reasons to Be a Self - Franchise Entrepreneur

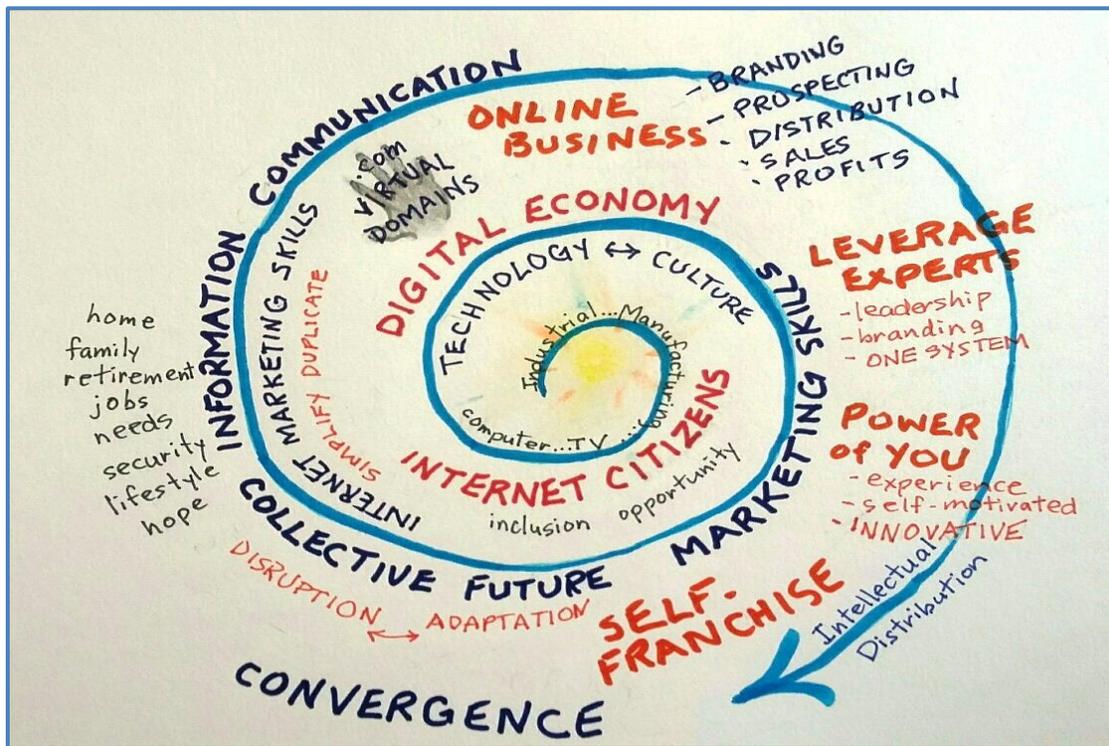
First, why am I divorcing the home-based network marketing industry with a heavy heart, a bruised ego and deep permanent scars caused by wasting so much precious time? Because it was so labor intensive, so unduplicable and so profit deficient. But at the end, my settlement will be huge based on lessons learned which can now apply to a new exciting venture as the internet continues to mature and compress its data bases.

My plan is to become a successful **independent self-franchise marketer** after carefully considering its *rationale*, reviewing its *roots* and redrawing a *new business map*.

MY NEW CREDO as a summary is at the end. Then you can judge me *crazy* or *crazy smart* to believe in self-empowerment in a timely online marketing revolution.

1. Unlimited Online Business Environment

The momentum of change is unparalleled. In a matter of a 100 years or so people have moved through several major transitions ... Industrial ... Manufacturing ... TV ... Computer ... but nothing at such a break-neck speed like the Internet and the Connection Economy.



Without question, the **biggest shifts** in *structural changes* and *wealth transition* are happening now with the Digital Age and On-Demand Connections Economy.

Without question, we share a **collective future** where most people can count themselves as **internet citizens** sharing their imprints and resources on virtual domains. But through the increasing noisy information density, do you wonder that somehow there should be some measures of acceptance, adaptation, and integration of basic needs so as not to be voided in the Digital Economy?

The only limitation would be *lack of primary online marketing skills* or its restriction in *underestimating the potential of information* and communication on the internet.

The problem is there must be a way to harness **Income Mobility** by sharing important information with careful judgment to do good for others by simplifying how to succeed with marketing on the internet.

WHY NOT? For example, today, internet technology can condense and present a volume of information with no critical details missing with **ONE LINK** and a free trial to see if it works for you or not.

2. Business Power of Leverage in Online Marketing Business

Be the messenger ... don't create the message

There is no question that this **internet revolution** has disrupted major business currents about how to make money with its transition from *offline to online*. Marketing has always been how to build a brand, attract prospects, sell to customers, build relationships, ask for referrals, retain conversions, and increase profits. Internet marketers follow the same business criteria.

Many early programmers promoted *magnetic self-branded advertising* to stand out in virtual space in order to attract followers and drip on prospects or customers even without talking with them. This may have worked great for physical items like books or boots but could not lay the long-term trustworthy base for a home business partnership to make money from home. (*How internet marketing has disrupted, even destroyed, the MLM industry is reasons for another report or [check this blog.](#)*)

However, one principle surfaced. As a *network marketer*, I was proud to represent an entire reputable successful company by helping to distribute their products. **Distribution** has always been a valuable strategy for any business. Franchises have expanded worldwide following a set formula and profits allocation for participants.

However, the time has come now to move from physical distribution of pills and potions to intellectual distribution of ideas and resources. In fact, it is possible to share a total suite of marketing tools with one link to simplify the process of internet marketing.

This is how to **leverage business expertise** at the highest level. Share a product that is built from a corporate background, with proven leadership skills, branding, and inclusive training which has taken decades in the making. Leveraging master expertise can now be a quick link on your keyboard.

However, it's important to choose the right product that provides unquestionable value for the marketplace. How many online marketers are searching for a time-efficient, cost-effective marketing program, right now? It doesn't matter what product or service they promote ... small local businesses, independent MLM network marketers, information webinars, published products ... they all need a marketing system with accuracy of details, continuity and believable trust.

And, as a **self-franchised distributor**, you can best deliver this exclusive internet marketing system that delivers ONE PROGRAM ... a clean, all-functioning, all-purpose converting machine with outstanding expertise and real live activity! Interested prospects can join for free (no credit card) and test the totality of tools and resources to see how they can resolve their online marketing.

Not only that, there is generous **affiliate** payment. You earn a 50% commission from every contact who upgrades and maintains their monthly membership. You are now basically participating in a multi-billion-dollar marketing industry.

You can see how your monthly income quickly builds up with new memberships. This is an

affiliate program with no downline to chase or worry about.

It's simple, flexible, fun and veteran marketers will soar ... newbies will learn quickly how to increase their paychecks. Your confidence is that every business owner needs this product, it is affordable, and something to share with others with pride.

*How revolutionary would this be to apply all your learned skills
to a singular focus on an exclusive product every online business owner can use.*

Think about this: A basic definition of a self-franchised distributor is someone who works for himself / herself by spreading the message of a valuable product or service to the right people.

There is no need to recruit others to build and train a team to make residual income based on sales in a downline matrix. If you have tried this kind of compensation before, how many "weak links" did you encounter?

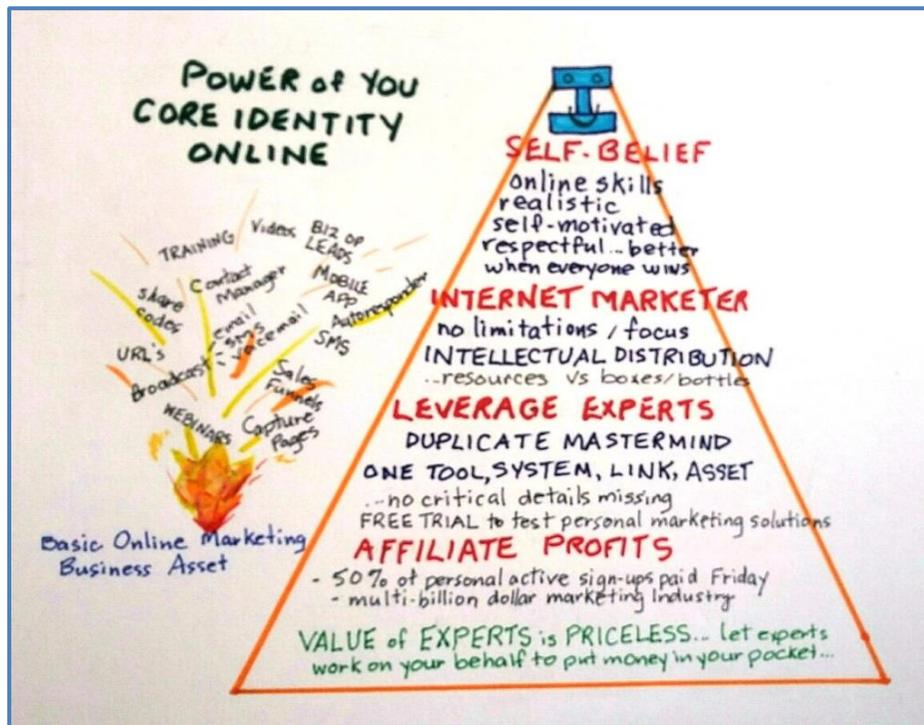
We will continue to see a physical convergence of the digital world. Those who conquer that trend will be market leaders ... John Phillips

3. The Power of Your Online Core Identity

There are certain qualities required to be a **self-franchised entrepreneur**. Not everyone can fit the criteria or fit the mindset.

Many attributes have already been enhanced on the internet as a Core Identity of who you are and what you can offer to the marketplace.

- **Online marketing skills** ... some working background or profiles online ... social media ... blogging ... apps ... professional connections LinkedIn, etc.
- **Realistic** ... there is a problem with current marketing and won't deny it
- **Optimistic** ... believes that the only limits to tomorrow are his doubts today and stretches his thinking into how to fit all the pieces of Big Picture Changes
- **Respectful** ... treats others like himself ... offers more value than expects in return ... believes its better together when everyone wins
- **Self-motivated** ... has self-discipline, consistent effort and engagement to apply to a new kind of business distribution model. Makes sure his dreams are based on knowledge or shared expertise, not hope or hype
- **Smart** ... totally understands that until he has an asset where he can use expert knowledge to expand his time without physical presence, it will be difficult to break the income barrier set by a 40-hour work week working for someone else



BOTTOM LINE: Internet Marketing is an all-reckoning Force with undeniable disruptions, adaptations, strengths and weaknesses, successes and failures, fake opportunities, visionary experts, huge income pools, pitiful cash flow trickles, open pits of despair; and yet, spirit for innovation must also prevail.

New Credo for Self Franchise Entrepreneur

Find new direction to harness the Digital Economy...
 no virtual restrictions...no physical obstacles...no old habits

Use the business model of intellectual distribution
 and recommendation of trends and resources with high levels of
 expertise...prosperity in mind

Meet the challenge of Income Mobility on the internet
 with top business leverage and sole distributorship...
 move beyond recruiting, team building and matrix

Change your words...because life cannot solve problems with the same thinking that made them...

Albert Einstein

B. Four Reality Checks and Adaptations to Keep it Real

How to move from a set model of reality to new ways, belief systems and rewards

Life is Change. Growth is Optional. Choose Wisely. Albert Einstein

Would you agree that the most difficult kind of critical thinking is to see the **total picture** rather than just individual parts? Making a good decision involves sifting and sorting a set of variables and a hands-on trial run.

This revolutionary niche called **self-franchise marketing** may be considered a radical leap by some, but it may well be the return to networking basics, respect for its principles and a fair playing ground for every marketer.

There is always need for new tools that give direction and resources for success in the digital marketplace for every person, with or without technical skills, with no critical details missing. In fact, IF you have a plan or a tool to help the masses how to market ... fortunes will be made by helping so many others.

Remember, you're playing a money game in virtual space that constantly changes its rules competing with some of the toughest, smartest, richest players. In fact, experts say this internet growth and maturity have ushered in the 95/5 era. 5% of the players get 95% of the rewards. And the remaining 95% of the players divide up the other 5%.

What if, the internet marketer or networker can use the power of Internet Leverage to duplicate an inclusive opportunity essential to business owners basically with ONE LINK with a total suite of advertising tools by a mastermind who tells it like it is ... a free trial, no fuss, no muss with affiliate compensation?

Let's start at the beginning.

So, you want to start to make some money online. You think, "What will it look and feel like to have the life of my dreams? All I have to do is be able to follow some role models and rules, advertise religiously, and I should reach success and security ... like they say."

Probably, you were told that the first survival tip is, "It's up to **you**. Set your goals. Work harder on yourself. Be positive ... stamina ... self-discipline ... fight for what you want ... only the losers quit!" (*Read in Part 3 to see this WHY dream is a hook-up hoax*).

And so, you march on, posting after posting, like after like, but in overload fever, very few, if any, take you up on your offer. In fact, customers are getting harder to attract, to persuade, to keep and to sell to.

The odds will only increase with *information overload*, adding stress and anxiety to the already confused brain between credible and non-credible facts, especially if viewed without context. "Analysis Paralysis" sets in with just reasons to avoid risk because your experience has shown the difficulty in setting a footprint in this hyper-active virtual reality, and you don't know any other path.

Here are **four reality checks** for today's internet marketers.

- ✓ How do you reach an *audience* projected to have at least 34 billion devices connected to the internet by 2020, up from 10 billion in 2015...(smart phones, tablets, I-pads, smart watches, etc.)?
- ✓ How do you *create content* by competing with some of the world's biggest, most lucrative marketing heavy contenders such as Google Display, You Tube, Facebook, Instagram, Dan Kennedy, Digital Marketer, Pay per Click agencies and so many more?
- ✓ How do you *manage* with so many moving parts in a volatile marketplace to try and maintain order or a foundation without having to start building over and over? How many previous heavy-duty promoters have seemingly vanished into space?
- ✓ How do you *duplicate* this complex transition, the heights of which are **not** scalable by most online marketers? Instead, can we share a professional self-contained information resource?

BOTTOM LINE: Are there any other options left to play the game without losing too much skin? You don't need a team, a matrix or a big organization to make money.

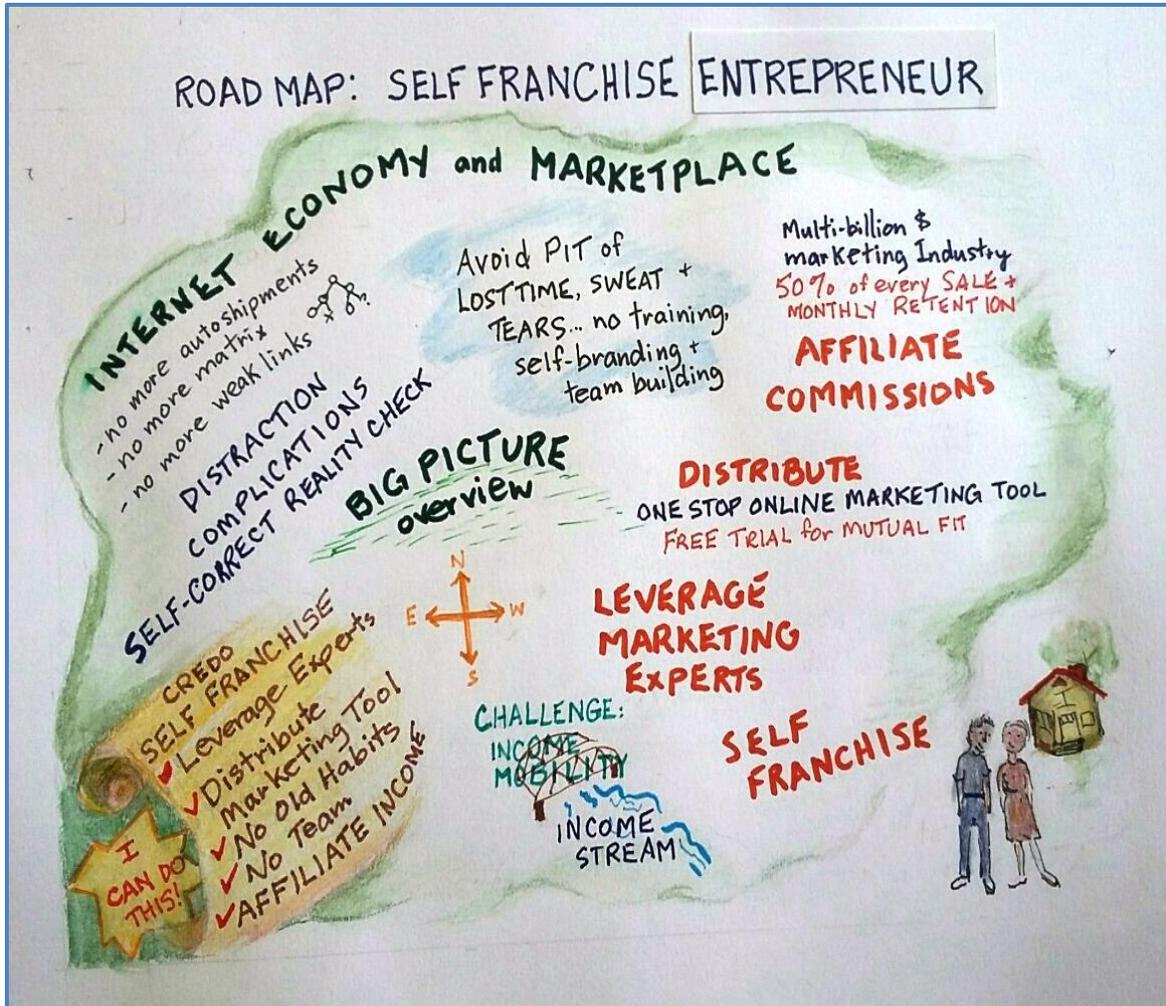
Do these **right** reasons seem relevant to you: *online marketing environment is right*, *power of leveraging business expertise is right* and *power of YOU with online skills is right* with a *marketing product* that is **right** for online business owners.

You have no doubt that you have talent, motivation, and faith to succeed. You want to believe that internet marketing has evolved to allow a strategy that will take you through the hype, loud voices and big money players to score a winning play beyond the celebrated superstars. In fact, why not use a marketing superstar on your side!



Have you climbed your own Mount Everest of business trials and tribulations, pounding the screen, with only meager self-survival if not slow death ... as one guru put it if your marketing skills are faulty? Perhaps it's time to reframe the online marketing grid.

Why not consider a new direction as a self-franchised entrepreneur with a new road map?



Here are 3 adaptations not to short-change your skills or potential with too much complication:

- ✓ Don't plant your only flag in some limited matrix just to stay loyal. People don't like auto shipments for many reasons; one which is, Amazon and Ebay at every fingertip provide every kind of product.
- ✓ Do not make business decisions based on what you know today but rather on how the internet has grown with more efficient services and expectations for business owners. Really SIMPLIFY ONE MESSAGE and TOOL to pass on to people who are drawn to specific key words for business success.

✓ Start to help your prospects or customers to get the resources they need for online marketing. Do use the power of expert leverage to present ONE STOP MARKETING that many top online marketers use already. There is no personal rejection. Best to offer them a free trial to see if there is a mutual solution at a comparative low cost.

Best part your job as messenger is done.

A common question is do you have to call prequalified leads if available to purchase? Some marketers may welcome the discussion as a natural course of business. However, personally, I would share this in-depth **Self Franchise Report** as my conversation and unique selling proposition to help prospects see the total Big Picture and IF they fit in. I would say this report qualifies as 6 sales calls, at least! If people miss the report's value, they can look elsewhere. It's not my job to chase them with more information, absorbing everyone's precious time.

NOTE: If you upgrade after your trial on my site, you have permission to adapt and share this Self Franchise Report to do the talking for you, also.

This FINAL POINT may or may not be important for your consideration. If any kind of greater equality of income is impossible, let's at least *play fair* on a *level playing field* where we can use the *same equipment* and *coaching huddles*. As the top elite players take over the internet world, what most marketers ask for is **access to opportunity** to do their best in leveraging business expertise and not to be disqualified (disenfranchised) for reasons they can't control.

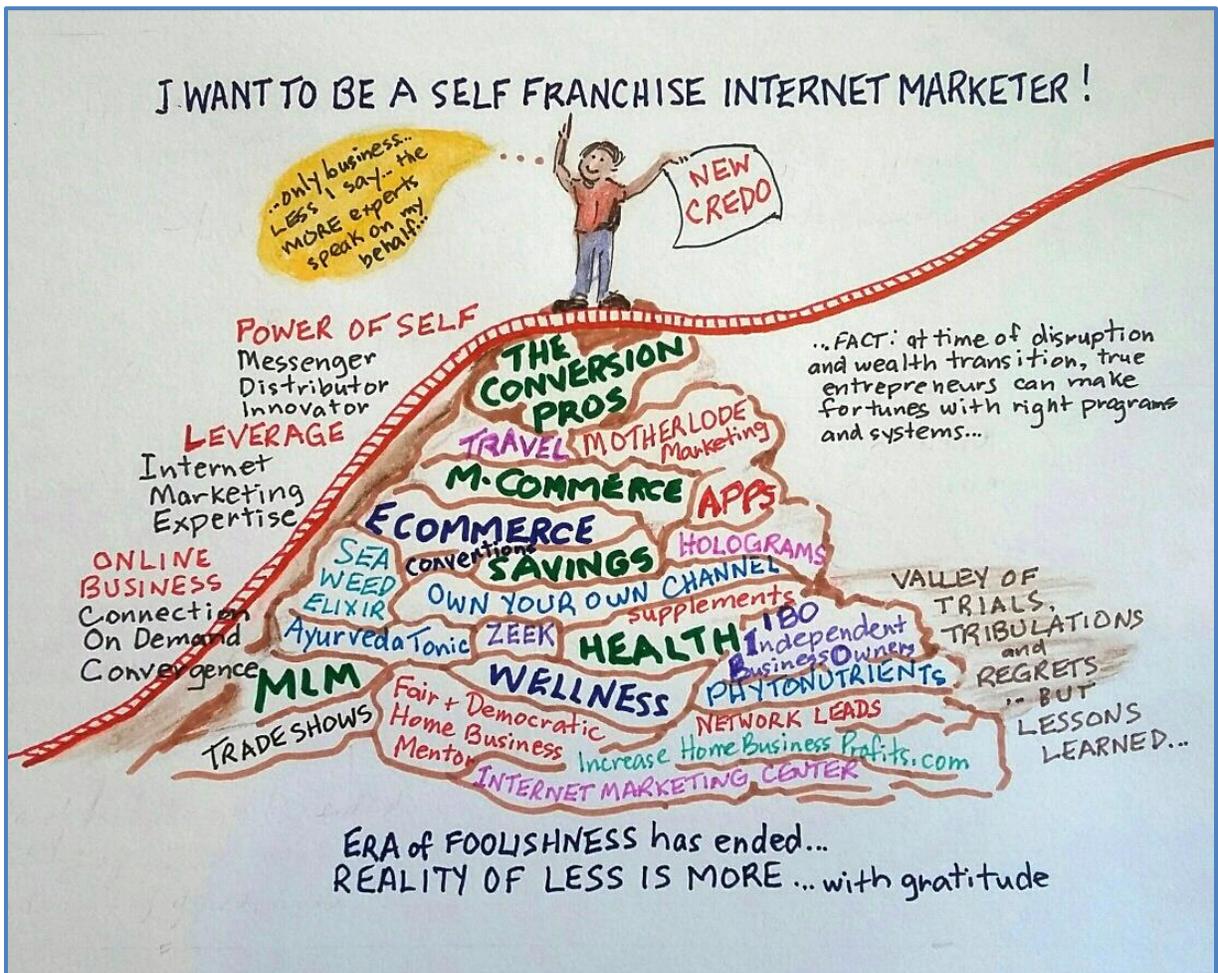
REMEMBER: it is a common fact that at times of great disruption and wealth transition of this scale that entrepreneurs can make fortunes with the right programs or systems by helping many.

SUMMARY: this BIG PICTURE overview has shown clear reality checks, adaptations and a new strategy for equal participation in internet marketing. What online internet marketers need more than anything else is a SIMPLIFIED ONE MESSAGE and TOOL to pass on to people who are drawn to specific key words for business success as a singular focus. The rest is personal values, leveraged excellence and integrated systems.

QUESTION: Do you want to be a Self- Franchise Internet Marketer?

[Check out a 14 day free trial](#) - no obligation - no credit card - no upsells ever.

Take a back-office walk-through with live training videos ... live tours of basic resources ... written tutorials ... affiliate training ... what do other business owners say ... see list of resources, templates, share codes, webinars and so much more.



ARE YOU STILL THINKING ... this might work ... or it might not? Is it OK to reject without consideration or accept without examination?

It's a common fact that one of the hardest **mindset** transitions is to move from previously set models of reality to create new belief systems. Sometimes we have to dig deeper to displace old ways of doing things and not shortchange the obvious in order to move ahead.

PART 3: REVIEW NETWORK MARKETING PRINCIPLES, PROBLEMS and SOLUTIONS

*You don't need a new year or a new day to start over. You only need a new mindset
Because knowledge is not power ... Power is knowledge applied.*

So, what's NOT working whether you are a home-based network marketer, affiliate marketer, entrepreneur, business owner, dealership or professional services provider?

Do we all agree that **internet marketing** is overwhelmingly complex and exponential in

trying to piece everything together ... where do I find the best prospects, write the best copy or landing page, stay competitive and innovative, and measure a satisfactory Return-On-Investment? And yet, whether we manage or not, the digital economy continues to be the only circus in town.



WHAT YOU REALLY WANT in BASIC BUSINESS TERMS:

- ONE MARKETING SYSTEM complete enough to cover all the bases but creative enough to specialize your products.
- effective and time efficient *tools* with excellent *follow-up service* to make your website stand out with the *necessary personal touch and trust*.
- an expert *successful internet marketer* who understands your internet experience, your strengths and weaknesses with an ideal state of *cooperation, updates and support* as required.

However, there may be a major problem with **MINDSET** where you may still harbor *pre-conceived notions* about what you may count as being unrealistic ... how can you be a David who wins against a Goliath? Worst case scenario, you may never take a look because you focus on old models or common obstacles as foreboding as you want to make them.

PERSONAL CHANGES START with SELF DIALOGUE

Who you are is the sum total of your knowledge, experiences and self-beliefs.

But knowledge is useless if your unconscious beliefs obstruct you from reaching what you deserve with no tangible reason other than this idea is new, even refreshingly revolutionary.

Common expression: you must first bypass the preset conforming factors of your mind to move ahead into critical new fields. Is it possible that your success, or failure, is consistent with your unconscious beliefs?

In other words, your challenge is to step away from this submerged subconscious wiring and make safe calculated changes to merge with the New Economy. Your past thinking should never limit your potential. The undivided principles are here. You can choose to deny or defy them. But a **free 14-day trial** will show you if this is the right time to harness the power of today's technology with the capabilities of expert personnel.

Your question should be: **WHO'S GOING TO STOP ME!**

At this point, all I can do is share my hard-learned lessons over the years which I would never impose on any other marketer. I can honestly say I worked my heart out as a network marketer in different MLM companies ... from nutritional supplements to digital software to online trends. With much effort, I sponsored many people, but the work never stopped because attrition seemed to be the only thing duplicating. This is not how referral marketing was meant to be.

What would you say are the **two biggest mistakes** or blunders (as I call them) that network marketers make in particular? What makes me want to scream from the top of the roof how unfair this is to vulnerable people?

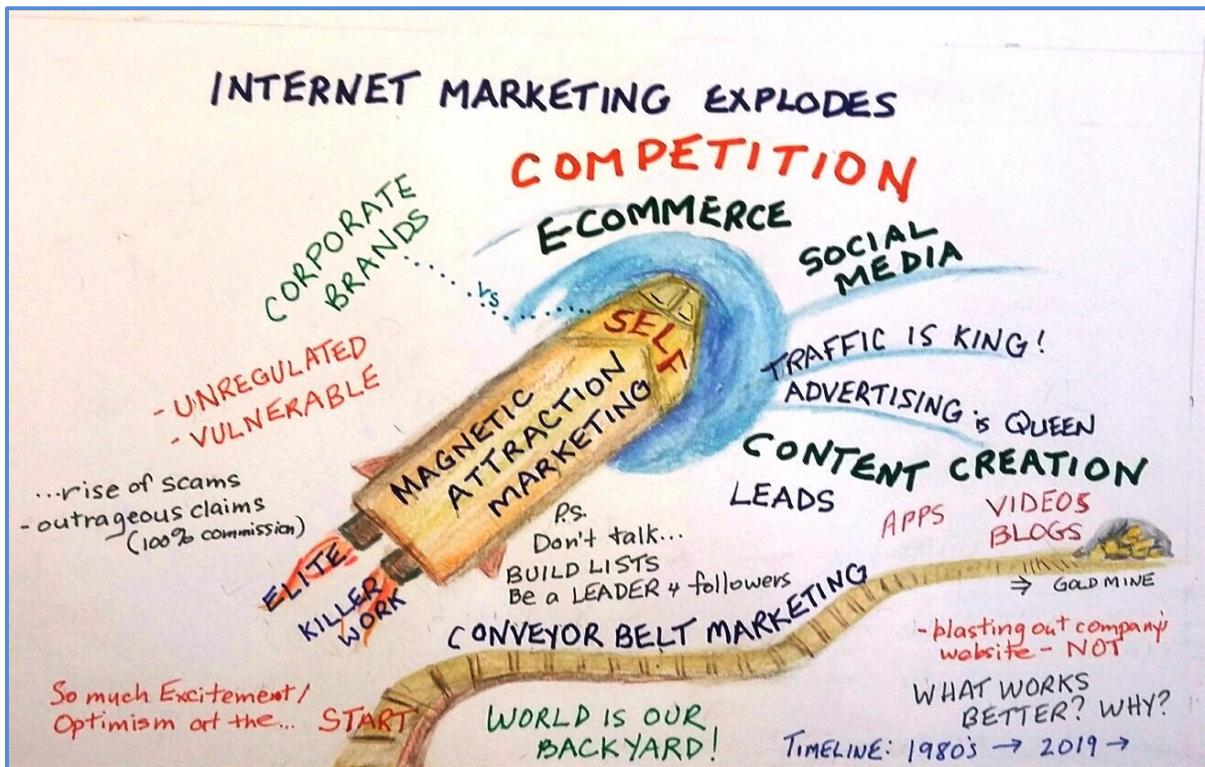
What are the **two most important powers** in building most businesses and how to best use them? What makes me want to throw my hands up in the air ... never again!

As you can see, I use Visual Language that can sometimes portray a volume of detailed information. Here are 5 relevant Big Pictures within the context of WHY and HOW we can participate in this vital virtual, ever-changing internet marketing Force Field.



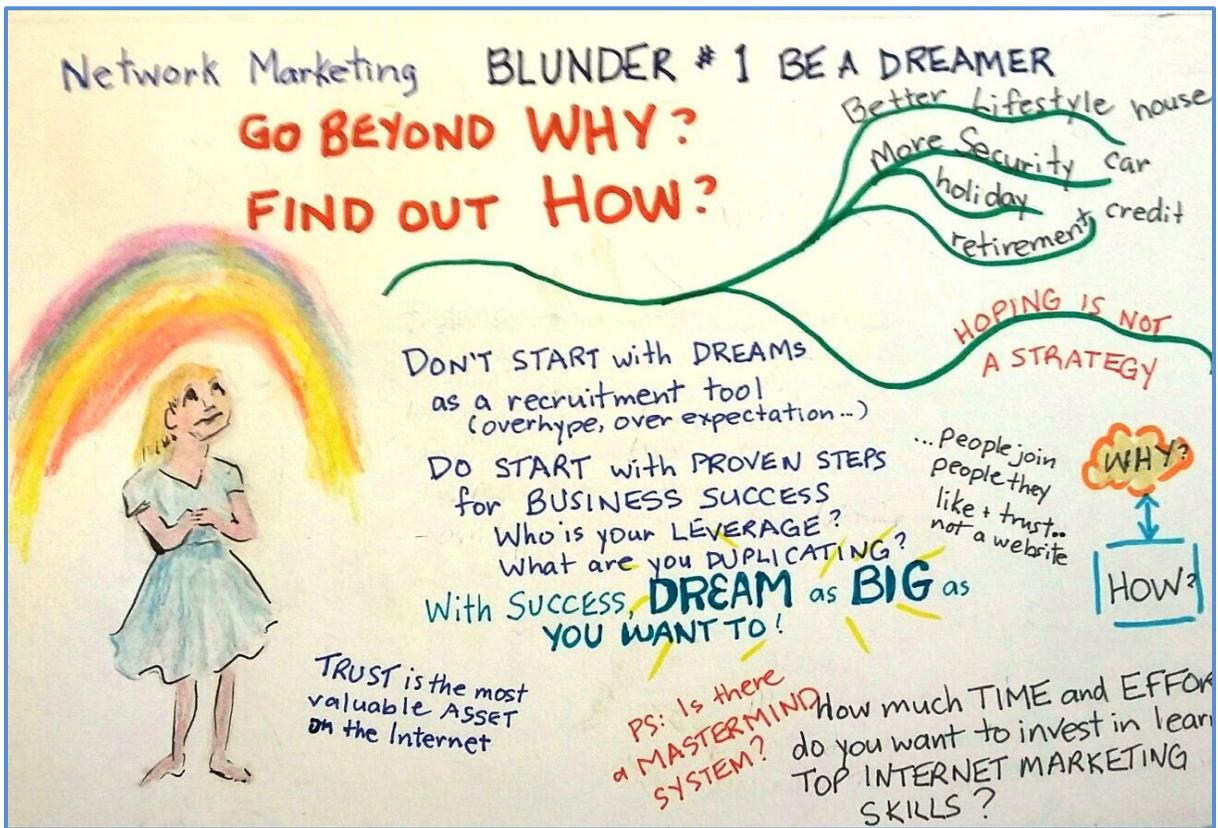
PICTURE 1: Right Reasons to Start a Home Business

Quick note: my mission statement was every person with above average dreams can start with minimal capital and time equity to make a difference. Includes so many factors: direct consumer marketing, duplicate basic steps, keep it copycat simple, residual income and more. And it's getting harder and harder to make all these factors work.



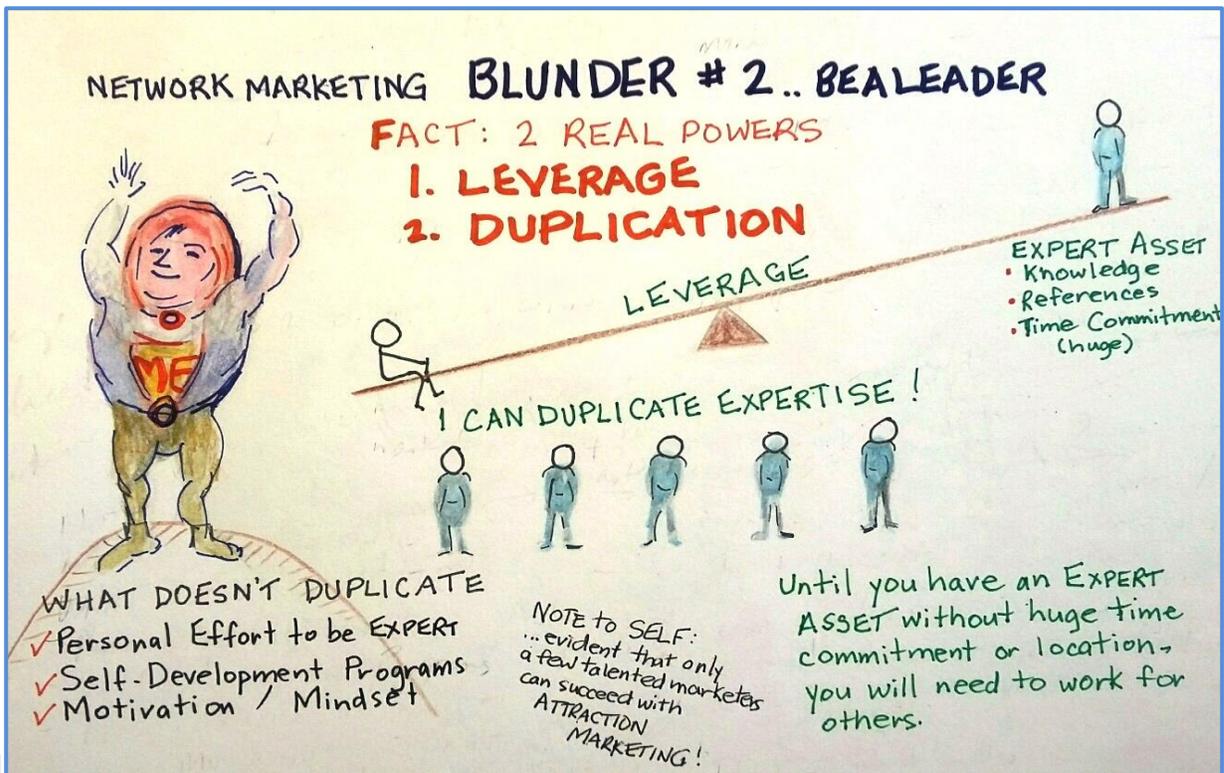
PICTURE 2: Internet Marketing Explodes vs Network Marketing

Quick note: How optimistic and exciting it was to be at the beginning when the world was our backyard, where traffic was king, advertising was queen, social media just born, and magnetic attraction marketing was the booster engine for pioneer marketers. Doesn't work then or now on a level playing field as competition.



PICTURE 3: Blunder Number One: Be a Dreamer

Quick note: In fact, this is the most upsetting problem when so many vulnerable people are hyped up by WHY dreams to start with little knowledge of HOW to run a successful business. The question of WHY you want to start a business should be asked **after** the HOW builds your success and you have money and time to fulfill your goals.



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PICTURE 4: Blunder Number 2: Be a Leader among leaders

Quick note: One of the main network marketing principles is based on duplicating a system. What doesn't duplicate is the personal effort to become an expert with self-development programs. The two major marketing powers for most online businesses are to use **LEVERAGE** expertise and **DUPLICATE** expertise ... nothing else can be followed as easily.

GETTING TO KNOW THE CONVERSION PROS **TCP**
 Master Marketer DAVID DUBBS tells the TRUTH like nobody else

Marketing is the LIFE BLOOD OF ANY BUSINESS-

PREMIUM BUSINESS TOOL - 2 WAYS

① promote your business
 ② become an AFFILIATE
 ... share 50% of multi-billion \$ industry + get paid every Friday..

CUSTOMIZE LANDING PAGES
 TEMPLATES

BRAND
 VIDEO
 QR CODE

Autoresponder
 Constant Relation Manager
 CRM

SMS
 EMAIL

LEADS
 [Tiny URL]
 [Share Code]

CONVERSIONS

APPS
 BLOG

NO CRITICAL DETAILS MISSING
 NO MORE EXCUSES!
 Don't let TCP pass you by OR pass on to someone else you know who can use it... ❤️

CHECK OUT FREE TRIAL TODAY

TCP WEBINARS
TCP SYSTEM TRAINING
TCP AFFILIATE TRAINING

WHAT IF, TCP tool can work for you and solve your internet marketing problems?

PICTURE 5: GETTING TO KNOW THE CONVERSION PROS (TCP)

Answers the question: Do you believe that running any business should be simple in the Digital Age? In fact, show me a better premium marketing program that every internet marketer needs in this evolving industry. Imagine, you can integrate all moving parts with one all-purpose LINK to solve most marketing necessities vs problems.

What can be easier than driving ONE ENGINE with ALL THE TOOLS YOU NEED?

1. Get tons of leads, sales and signups (watch video)
2. Setup landing pages to capture leads (no technical skills)
3. Create awesome sales funnels ... better connection than company's website
4. Organize leads in the CRM App (Customer Relations Manager)
5. Outreach leads through SMS or Email with unlimited autoresponders
6. Provide value for customers or team members with a SHARE CODE

Note: The Contact Relationship Management App automatically integrates with your landing / capture pages so you can use your phone to keep track of customers and increase productivity. And so much more ...

So, are you still waiting for the train to come by? Rev up this engine with all functioning parts together with no critical details missing! [Take it for a test drive](#) ... no obligations ... no credit card ... never upsells.

Anyone who UPGRADES will get a free SALES FUNNEL BUILT FOR THEM!

In conclusion, I appreciate your perseverance in reading in-depth the potential of a revolutionary marketing niche called the **Self-Franchise Report**.

As any business, the basic rules apply to everyone:

- ✓ Talk to people who show interest in doing business ... not be random web-hunters
- ✓ Need a professional landing page to connect to interested people ... not a company's website (too general)
- ✓ Focus on maintaining customer relationships ... most important

In summary, my hope is that this Big Picture case is sufficient enough for a serious trial of this all-consuming, all-comprehensive INTERNET AGE TECHNOLOGY WORLD. Perhaps, some different connections have surfaced ... right reasons for making an extra stream of income, a simpler solution to the complexity of Internet Marketing, two major blunders to avoid, and how to utilize the massive power of ONE TOTAL MASTERMIND MARKETING SYSTEM without too much blood, sweat and tears while preserving our most valuable commodity, time itself.

“Intelligence isn’t knowing everything, it’s the ability to challenge everything you know.”

It is up to you now to prove the value of The Conversion Pros as part of your favorite online success story. As a final thought, perhaps, it’s a good thing to try ideas that may not confirm with what you think but be interested in trends that will “disrupt” your thoughts. The difference between success and failure is almost always a matter of inches - the distance between your ears. It’s safe to say that **absolutes** do not exist ... most things in life are a result of weighing risk vs benefits.

Accept nothing without examination

Reject nothing without consideration

If you haven’t done so, here is the link again to check [The Conversion Pros](#).

One of the greatest tragedies is to come to the end of your life and realize that your failures was due in large part to your inability to get out of your own way... Jim Rohn



My name is Annemarie Berukoff and I am pleased to “meet” you. I am a retired teacher enjoying family, friends, fun and financial freedom.

My home is in the beautiful mountains of British Columbia where I enjoy walking side by side with nature, gardening, fishing, painting, and embracing a wholefoods lifestyle. My writing about network marketing as a fair and democratic home business mentor has now evolved to addressing other important societal issues.

After retirement, my network marketing career has spanned several years from nutritional products to digital software to mainstream participation. With effort, I sponsored many people, but the work never stopped because attrition seemed to be the only thing duplicating. This is not how referral marketing was meant to be. Something was missing and incomplete and so began my mission to find something more meaningful to more marketers.

My mission is to provide personal value first for every marketer. No person, or business, should ever feel disenfranchised from the Internet Profits as the biggest wealth transition change in human history as more businesses move from offline to online and people’s lives follow.

Disclaimer

The author of this report shall not be held accountable for any action the reader might take subsequent to reading this report. All efforts to ensure accuracy and soundness of the information based on personal experiences contained herein have been made. The reader assumes responsibilities for conducting due diligence on his or her business decisions. This report was written for all the aspiring network marketers looking to increase their success quotient by returning to basics.

