

MLM Franchising Formula Exposed – The Secret Manuscript

By Jaz Lai & Khai

Online Franchising: A Guaranteed Way Of Making Money Online

- No Skills Required!

Jaz Lai, A Singaporean who formerly owned a chain of fashion retail stores in the prime-shopping district in Singapore since 2000 has changed his life through the world of Internet Network Marketing. In 2004, he fell into the Internet Marketing business; first as a way to get a part time income, and now does it as a way to **generate full time residual income**, and to move away from his hectic work life in the fashion industry.

He decided to give it all up and sold off his fashion business in 2005 to concentrate on building a business empire online. After spending more than \$10,000 online buying and joining countless programs, he didn't find much success until he joined his first Internet Network Marketing Company in 2006.

During his launch, he generated \$10,046 and 102 sign up all within 24 hours without any huge list or contacts. And since then, his team have expanded 1,595% to thousands of members as of today.

His ***direct, in-your-face approach*** to teaching Internet Network Marketing success principles has captured the attention of literally hundreds and thousands of distributors worldwide who swear by his trainings and his "no frills" approach to creating ***Multiple Stream of Revenue in Internet Network Marketing***. Jaz Lai is currently considered one of **Asian's hottest rising superstars** in the Internet Network Marketing arena.

Khai is an Internet network marketing expert who has taught thousands of reps how to generate endless leads and cash flow for any MLM Business.

He is an Avid MLM author, copywriter, blogger, passive income strategist, product launch expert and has written a dozen network marketing books, published across the Internet.

His accomplishments include launching the world's first MLM Fire Sale which generated thousands of dollars and completely selling out the entire package in just 3 hours!

The Marketing Dilemma

Imagine if you have no skills, no knowledge, no business experience and you know next to nothing about marketing... do you think you can still make massive money online?

Of Course!

Internet marketing is one of the most 'predictable' businesses in the world where all you need to do is follow a proven formula (market research, copywriting, driving traffic, setting up, etc...)

If you are willing to do 'enough' of it, you will wind up making a more or less, predictable sum of money... if you can overcome the learning curve yourself and do everything yourself.

In other words, making money online is virtually **GUARANTEED** – you are NOT supposed to fail in Internet marketing.

But here's the thing...

we realize that people have been fed this dream over and over again... and the reason why people fail to make money or break even in this surefire industry is because **they fail to take action.**

No one can take action for you... you either develop enough passion for a topic and work at it naturally because you like to, or you become completely motivated by fear and loss (bad economy, starving kids, wife leaving you... you get the picture...) and work your butt off no matter how much you hate the Internet.

Bottom-line is... you gotta have a motivating factor for yourself.

Now, even though no one can take action for you, the plus side is, there are people who can help you get started, sort of like providing the 'trigger' or the 'jump start' (like a car) to get your engine going and once you overcome a few bumpy rides and take a few left turns, you sort of get the hang of it and you start cruising along the journey with less pain.

And for most people, they will keep on keepin' on once they start making money in what they are doing.

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That is why, instead of just providing you with 'rah-rah' rallies or pep talks and hands on training (which are important in and of itself), we have gone one step further to **take the action FOR you and to setup a proven business system FOR you to get started with.**

And the best way for you to get started with is simply to **PLUG IN** to a **PROVEN FRANCHISE!**

Firstly, let us examine what a franchise is:

A form of business organization in which a firm which already has a successful product or service (the franchisor) enters into a continuing contractual relationship with other businesses (franchisees) operating under the franchisor's trade name and usually with the franchisor's guidance, in exchange for a fee.

That's a traditional franchise, like McDonalds.

But what we are doing is even better because online franchising is different from their traditional counterparts – with all the perks and none of the drawbacks (like huge costs, contracts and other hidden clauses).

Examples Of Successful Systems That Work Like Franchises

In order to succeed in your home business, you must have a blueprint. Here are several examples of people who started from the bottom and they rose up to create 6-7 figure businesses over a period of time.

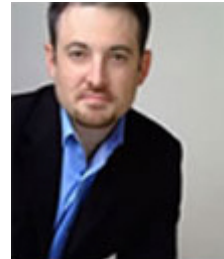
Franchising Case Study #1

Mike Dillard, a top network marketer from Texas, has created an online lead generation website that actually generates MORE TRAFFIC than big name network marketing companies such as Agel, Herbalife, Xango, Pre-paid Legal and many MORE!

Here's what he says and this piece of wisdom could probably save yourself from a premature marketing 'death'...

"If you follow the old MLM "dogma" of cold-calling prospects, handing out CD's, and spending all your money on "opportunity" leads - you're almost guaranteed to lose most (probably ALL) of your people to competing distributors who can advertise on your front doorstep thanks to Google.

"This means you'll be forced to recruit every day for the lifespan of your business just to combat the constant attrition that will plague your organization."



Mike Dillard
Author Of The
Magnetic
Sponsoring

He firmly believes that riches and fame in network marketing isn't just about building a network but by owning your own SYSTEM.

Did you know what that system do for him?

HIS SYSTEM HAS HELPED HIM TURN HIS AILING MLM BUSINESS INTO A 7 FIGURE INCOME A YEAR JUGGERNAUT... THANKS TO HIS OWN SYSTEM THAT HE CREATED!

And guess what... he used to be a self-professed network marketing failure who can barely sponsor about 5 reps a year. He actually stared at his phone for hours afraid to make his first phone call!

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Make no mistake about it... Mike Dillard actually makes more money **marketing his own system to other network marketers** than a few top distributors' income combined... he practically doesn't need to 'do MLM' yet his income from the MLM industry is practically much more than any business opportunity you can lay your hands on.

The verdict is in the proof... why would you do MLM when you can OWN an MLM or something equivalent that puts you in control?

Franchising Case Study #2

Daegan Smith made up to \$190,000 per month selling his own MLM CD!

Here's what he said:

*"So I went on a quest to build another source of income for myself. I tried real estate, several other business opportunities before I came upon network marketing. After going through several hundred leads and months of cold-calling nightmares ... and **spending over \$7,000** I finally said, "Enough is enough!"*

*"Well, I found little nuggets of good ideas here and there from several workshops and coaching sessions I joined. **But I needed a system that worked and gave me results fast because I was growing frustrated AND poor.** I could understand being frustrated OR poor but not both.*

"So I combined all the Internet marketing strategies I learned and developed my own system which have already placed over 4,000 people in my downline and over \$220,000 into my bank account."

Newsletter Sign-up > Name: Email:

Daegan is ... **The King** Of Never Calling a Single Lead [Click Here](#)

Home | Events | Articles | Products | Success Stories | Court | Partners | Blog | Support

The Incredible story of...

"How One Internet Business 'Newbie' Rose From The Ashes To Earn Over \$85.172.47 Monthly & Created A Downline Of Over 3,637 People In Less Than 15 Months!"

I want to ship you a FREE CD that will show you the ...

- Never-Before-Revealed Process And Formula For Internet Home Business Success
- And How You Can Use These **Same Proven Strategies** To Leverage A Huge Audience, Create Massive Income, Recruit At Will,
- PLUS Have Prospects Ringing Your Phone Off The Hook—

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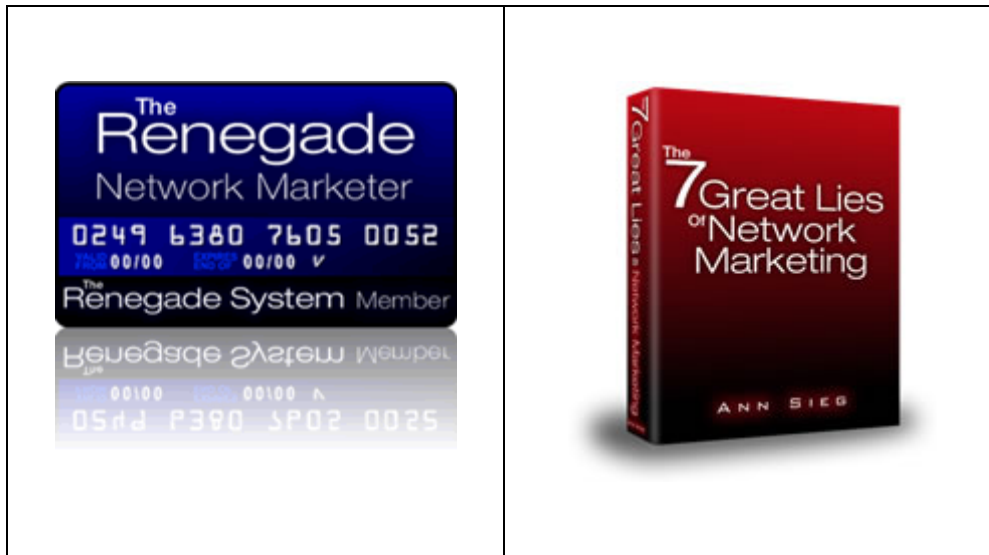
Once again, developing your very own system is the key towards breaking out of the RUT and moving up to be on par with the big boys.

Daegan is rolling in the money not because he pounds his phone several times a minute every single day but because he has his own blueprint for success.

Can you imagine being wealthy and financially secure at the age of 26? Well, Daegan did it and it all started when he decided to do things 'systematically'.

Franchising Case Study #3

Ann Sieg made more than 6 figures in sales even though she struggled with network marketing for many, many years!



Can you imagine yourself being in the MLM industry for OVER 19 years?

So much for a 2-5 year plan to retire 'young and rich', right?

One thing we really admire about this lady is the fact that not only has she managed to create a very successful system, she is willing to go against the grain of what 97% of network marketers think in order to make money and help others!

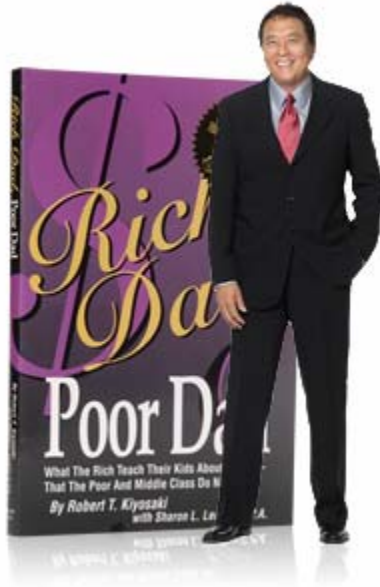
(Hint: 97% of network marketers are NOT making money and you really HAVE to think out of the traditional MLM box if you want to be in the other 3%...)

Her book, the 7 Great Lies Of Network Marketing has stirred so much controversy in the traditional network marketing industry that many people couldn't wait to CRUCIFY her!

But the select few who are able to look past the dogmatism and obsolete 'cold calling' and 'relative pestering' methods will benefit greatly from building their business the right way.

Ann Sieg has helped thousands of network marketers to realize the truth once again – that you must NOT build a network marketing business alone, but rather to **build a very solid business system that would make you millions!**

Franchising Case Study #4



Now who can ever forget the omnipresent “*Rich Dad, Poor Dad*”?

Any self-professing network marketer, no matter what network marketing company they are in would've read this masterpiece.

So we must not forget how Robert Kiyosaki made a **FORTUNE** by creating his own book, perfectly suited for the **ENTIRE** network marketing industry.

Like all the other ‘system builders’, he has one thing in common with all of them – he created a system which soon got their own ‘cult following’

And here's the funny thing...

He has NEVER recruited a SINGLE downline before (or at least, built a solid network in network marketing that the public knows off...)

Robert Kiyosaki does NOT need to build a network marketing business at all, but his book sales has shot through the ROOF thanks to massive world wide circulation, marketing, exposure and a cult-like following within all network marketing companies in the world!

As a matter of fact, he doesn't even need all the companies... one BIG company like Amway endorsing his book would make him a millionaire many times over.

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What he says really makes sense – it is pointless to try and climb the corporate ladder when you have the choice to OWN the corporate ladder yourself!

Bottom line is, he created his own 'system' by marketing to the network marketing crowd... and he did it without even talking to a SINGLE prospect.

Franchising Case Study #5 (MLM Fire Sale)

"How An Ex-Retail Owner And A College Dropout Discovered A Much Easier And Quicker Way To Generate Endless Leads And Fast Cash On Autopilot Without Lifting A Finger!"

How did 2 guys who were so deep in debt (when they started out in network marketing) create one of the latest, best selling systems on in the network marketing industry for 2008?

These two guys are us, by the way...

Like many struggling network marketers out there, we have our fair share of struggles, but we too, practice what we preach about creating our own system.

MLM Fire Sale actually happened by 'accident'... a flippant idea turned massive breakthrough in just 2 weeks' worth of preparation.

One thing different about MLM Fire Sale is that it is the only system on the Internet that provides network marketing distributors with a way to brand themselves as experts through Private Label Rights which is having the rights to edit and **paste their name as the author**.

This system revolutionized the network marketing industry by enabling common marketers to become **instant book authors** giving them the power to build relationships with prospects and generate endless leads and cash flow for any network marketing business.

And best of all, in we've generated more than 5 figures for a product that was released in the middle of November 2008. ☺

We've even turned every competing network marketer in or outside our network marketing companies into our hungry BUYERS!

Think about this for a moment...

Can you imagine how powerful it would be if you could create your own system like Magnetic Sponsoring, The Renegade Network Marketer, Rich Dad, Poor Dad or MLM Fire Sale?

Once again, the verdict is in the proof – creating your own system through franchising is the fastest way to succeed on the Internet or in your network marketing business.

How Do You Get Access To A Proven System Like Those Above?

The bad news is, Mike, Daegan, Ann or Robert will NOT give away their cash cow. These systems are strictly systems that they created for themselves to make money, build their name/brand and leave a legacy.

That is why we believe in going the extra mile for you by giving you access to MLM Fire Sale and let YOU be the author or the driver behind the wheel.

Once again, the best way to get on top of the competition is to brand yourself as an expert and there is no faster way to do so than by having your own franchise system.

Therefore, we are FRANCHISING our system as franchisors to 8 franchisees that we are going to train, help, educate and setup.

We believe that this will work for you even if you are a total newbie at network marketing or Internet marketing... by providing you with all the setup, support, motivation and branding you will ever need to shortcut your way to success.

In other words, you don't have to go through this journey alone.

Most people who do go through the lonely path, one way or another overcome the learning curve the following ways:

- They spend a lot of time
- They spend a lot of money on training and other courses
- They leverage on other people to do the 'work' for them

If you are the sort of person with a lot of time to spare, hitting your head against the wall doing your own trial and error, you might take several months to actually get your first website up. Good for retirees... but not if you want serious results!

Money is also not a commodity that many can spare because of the economic crisis. The last thing you will need is to spend several thousands of dollars on seminars and training programs, who will teach you but won't do the work for you.

The best thing about a franchise system, especially this franchise we are talking about, gives you access to a full team of marketers and support systems designed to PAY all the costs for you (time, money, experience, mistakes...) without you giving an arm and a leg for it.

It is hands down the fastest way to shortcut your learning curve.

How Franchising Actually Saves You Money

Setting up your own Internet marketing product isn't easy. We realize that people struggle with it because of the numerous hoops a marketer has to jump through in order to setup everything. Let's examine the process:

Market Research – Customer Survey, Keyword Research

Product Creation – Writing, E-cover Design, PDF Conversion

Copywriting – Sales Letter Creation, HTML Setup

Branding – Establishing Credibility, Customer Education, Building Trust

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Social Proof – Customer Satisfaction, Testimonials

Affiliate System – Setup, Application, Payment Processor Issues

Traffic – Recruiting JV Partners, SEO Work, Market Awareness

Miscellaneous – Register Domain Name, Hosting, Uploading, Technical

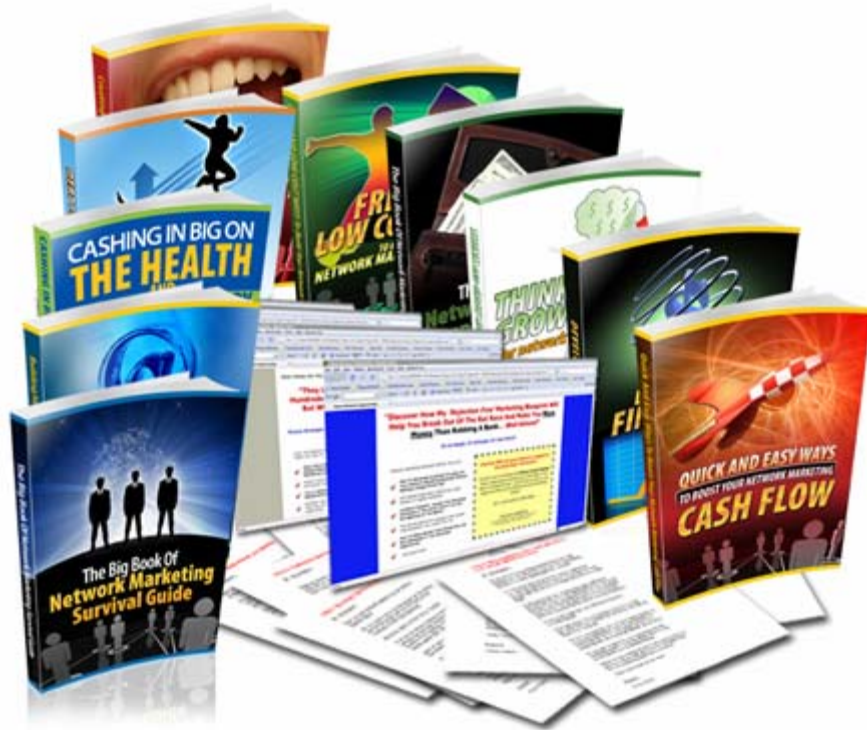
Have you ever wondered how much it would cost if you were to try and do all the above? This chart below shows a rough (albeit realistic) breakdown on how much time and money an average person spends on creating their own system...

Market Research	\$1,000
Product Creation	\$5,000
Copywriting	\$1,500
Branding	\$2,000
Social Proof	\$500
Affiliate System	\$3,000
Traffic	\$1,000
Miscellaneous	\$500
TOTAL	\$14,500

Can you imagine spending \$14,500 for creating your own system? And this is not even taking into account the TIME involved to get it setup (assuming you don't make ANY mistakes at all).

That is why we've given an arm and a leg to come up with a proven system for you and to help you succeed at only a small fraction of time and cost.

How You Can Easily Plug In To A Proven System And Make Lots Of Money



[MLM Fire Sale](#) is a breakthrough system that we've created by accident. It is the first of its kind in the network marketing industry containing top quality network marketing products.

Attention: If You Are Sick And Tired Of Getting Nowhere In Your MLM Business, Then I Suggest That You Listen Closely To What I Am Going To Share With You...

"How An Ex-Retail Owner And A College Dropout Discovered A Much Easier And Quicker Way To Generate Endless Leads And Fast Cash On Autopilot Without Lifting A Finger!"

*Khai Used It To Generate **\$13,783.43** in 10 Months On Autopilot*

*Jaz Made **\$5,835.10** Of Fast Cash In A SINGLE Day*

Here's How You Can Plug Into This ONE **Proven** Method That Will Build Your Brand, Triple Your MLM Leads And Give You Instant Cash That Only The Heavy Hitters Know About... With Virtually No Risk, And Best Of All... Virtually **NO Work Involved!**

From the desk of Jaz Lai And Khai,
Date: Wednesday, December 31, 2008

Dear Network Marketer,

Which of these categories you fall into?

"I am building my MLM Business Over The Internet And I'm looking for ways to get endless leads and cash online!"	<input checked="" type="checkbox"/> Yes
"I am struggling in network marketing and I want to get this home business thing off the ground..."	<input checked="" type="checkbox"/> Yes
"I just want to learn more about the network marketing industry"	<input checked="" type="checkbox"/> Yes
"I am an <i>MLM leader</i> with heaps of downlines and I want to duplicate my success by helping them to succeed in MLM!	<input checked="" type="checkbox"/> Yes
"I'm NOT Interested in doing MLM but I'm interested in making money from that industry without recruiting anyone!"	<input checked="" type="checkbox"/> Yes

Well, if you fall into any of the categories above, then you are in for a nice, big treat.

This system has helped hundreds of network marketers to generate leads, cash flow and brand themselves as network marketing experts.

Imagine, if you can own a system like Magnetic Sponsoring, Rich Dad Poor Dad, The Renegade Network Marketer or MLM Fire Sale?

How much growth can you expect in your network marketing business?

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Do you believe that you can grow your income, leads and branding exponentially?

That is why we have converted MLM Fire Sale into a full-fledged franchise and opening up 8 slots for 8 franchisees only.

A franchisee will be able to plug in to this proven system and have it up within 7 days.

- You can turn your downlines into your buyers for additional sources of income...
- You can turn your uplines and even your side lines into your buyers
- You can even turn distributors from OTHER companies into your buyers and they might even feel compelled to JOIN YOU because of all the value you have provided for them.

That's why you must always remember this law of nature – it is always blessed to give rather than receive. When you over deliver value to others, they will become your loyal followers and your business will soar.

We hope this information has opened up your mind and given you the motivation to make the first move. As we are looking for only 8 serious people to take the plunge with us, your initiative will pay off as you are numbered amongst the select few – the elites who will do whatever it takes... to bring their business to the next level.

Frequently Asked Questions

Question: Why does your system guarantee that we will make money?

Because we've gone through all the 8 steps above and tested it till the system 'broke'. We've already gone through all the steps above and we will setup for you the EXACT blueprint that we used so you can have your very own product/system right away!

Question: What is the main difference between a traditional franchise and your online franchising system?

All franchises are proven ways to make money (like McDonalds) but unlike McDonalds, you don't have to come up with HUGE upfront franchising fees (half a million dollars), several months of training (we setup everything for you and all you do is plug in), contractual binding (no contracts – the system is all yours) and you can brand yourself (unlike McDonald, where you are promoting them instead of yourself). Basically you will have more than the benefits of a franchise and none of the drawbacks!

Question: Do we REALLY need any technical skills or computer skills?

No – because our team will setup everything FOR you.

Question: Is there any other additional fees I have to pay?

Only the domain name that's all. We will provide and pay the 1st year hosting for you and that will cost us \$200.

Question: What do I need to do to start my MLM Franchise?

All you need to do is register your domain name – that's all. If you don't know how to do it, just send a support ticket to us and we will guide you with the steps – it's really simple...

Question: Can I recruit affiliates to sell for me?

Yes! It's better than being an affiliate for a product or your network marketing company. Remember, it is about turning all your competitors into your loyal, hungry buyers.

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Question: How can I receive payment when someone purchases my product online?

Through Paypal. Everything is automatically handled through the payment processor.

Question: I am totally new to internet/ network marketing, is this Franchise suitable for me?

It doesn't matter if you are completely new or old in the business – regardless of your experience, we will setup EVERYTHING for you within 7 days!

Question: How much should I sell my product?

You may set it at any price but our STRONGEST recommendation is between \$27 to \$67. OTO (One Time Offer) should maintain at \$47 due to extensive testing. These price ranges are tested and proven and should help you to quickly maximize your income right away.

Question: What is the current conversion for the website?

Between 8%-12% depending on the traffic. OTO is 35%-40%. In other words, for every 100 visitors you send to the website, (selling at \$67) you should be able to make \$216 to \$324 for the front end and an extra \$188 for all the OTOs. Making you an easy \$458 every 100 visitors you send there. Send 1,000 visitors and you make \$4,580.

Question: How fast can I make money?

Within hours once you receive your own system after 7 days. And the money goes directly to your Paypal account.

Question: How exclusive is this franchise system?

Extremely Exclusive! Only 8 People In The Entire WORLD Will Have Access To This.

Don't miss this one in a life-time opportunity...

**MLM Franchising Will Be Launching On
Thursday (22th Jan) at 12pm EST, 9am PST**

Regards,

Jaz Lai & Khai