

The
Highly
Structured
Business
Strategy



Get F.A.T.

The Average Person's Best Chance

G.A.P.

Potential Partner

Marketing

Service

Learn-Practice

Rehearse-Master

F.O.R.M.S.

Dialogue

Salesy Sales

Conversational Sales

Suspect

Integrity

Value

MLM =

Myths-Lies-Misconceptions

The Dream Merchant Certification puts you in the rarefied air of the 3 percent group in America who learn-practice and Master the Science of Business.

You are about to join an exclusive group of Professional Business People who are trained, self motivated and self guided. Truly, Masters in the field of Business!

You are holding in your hand the Highly Structured Business Strategy©

——Teddy Johnson

Part One of Five

Highly Structured Business Strategy

The no holds barred

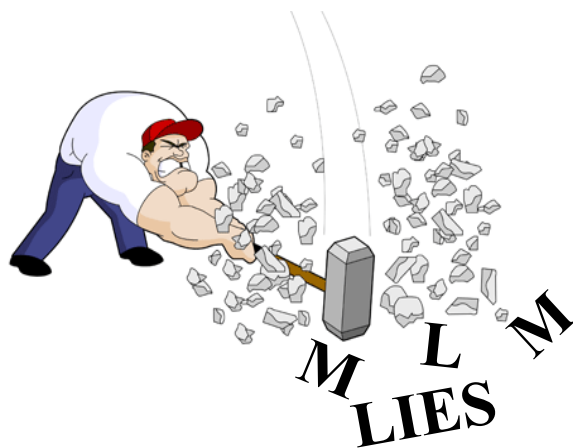
Kick Butt

Take No Prisoners

Guide to Making it BIG in

Leveraged Gold Club

Teddy Johnson



Building business brick by brick with the Highly Structured Business Strategy



Teddy Johnson

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Certified Dream Merchant

A word from the Author...

Hello and welcome to the Highly Structured Business Strategy and Leveraged Gold Club. I'm Teddy Johnson and I'm one of those people who actually like math. The Highly Structured Business Strategy is based on the concept of an algorithm. A mathematical algorithm is a step by step problem solving procedure for solving a complicated problem in a finite number of steps. What is significant is you get to K-N-O-W in advance exactly what you need to do...literally a Mapquest map with instructions on what to do in the right order with a time line adjustable to your abilities, availability, skill sets, goals and level of desire.



The Highly Structured Business Strategy clearly and concisely gives you an established, computational procedure for becoming successful in exact steps. This is an algorithm with the exactitude of an equation proof. The Highly Structured Business Strategy is written for the trainable. If you can track an Elephant...in the mud you can and will be successful as a Certified Dream Merchant within the Leveraged Gold Club.



You are in the right place at the right time! Leveraged Gold Club is positioned in the 85 Billion dollar home based business industry. The key difference would be No questionable, overpriced products to buy-sell-inventory-deliver or collect for. Our products are the only products I know about that become more valuable after you purchase them!



Traditional Network Marketing training methods are proven to NOT work! To the great embarrassment of those who produce such materials. No one will guarantee their training will work! The Dream Merchant Group does guarantee the results. With a 1,000% money back guarantee. The Dream Merchant Group provides real classroom style training with a trained, certified Dream Merchant and provides a written guarantee and certification of completion.

“99% of all the new Associates coming into this industry DO NOT have a spelled out specific strategy with particular actions to take that bring the desired results within an exact amount of time.
YOU WILL
Have that and a whole lot more as a certified Dream Merchant!”
—————Teddy Johnson

“This business...all business is 95% mind set and 5% logistics. Self improvement drives our success!”

“Most people I've met can't afford to innovate. Instead...Replicate success through our training.”

—————Teddy Johnson



Teddy Johnson

Dear New Associate and soon to be Friend,

I wrote this book specifically for you.

- The person who already knows everything about business...
- The person who knows nothing about business...
- Everyone in between.
- The person who is willing to learn

Have you ever thought to yourself: "There's MUST be a better way to do this." "Something's wrong here - What's with all the hype?"

I sure did.

After almost 4 years of religiously going to meetings, setting up appointments and showing the business and products, I came to a point in my business where I stalled out.

For all my hard busy work, I had nothing to show for it but debt, and a NFL membership. (No Friends Left)

Maybe you can relate.

The worst part about it was, I could not – for the life of me – figure out why this wasn't working! I was doing everything I had been told to do. In fact, I did way more than that. I was the kind of business partner they bragged about in the meetings.

But I wasn't any closer to my dream of financial freedom than I was when I started out.

So I began looking for the real reasons why I nothing I did worked. Unlike most people, I worked hard, didn't quit and still...no success.

I finally did figure out what was wrong.

And when I did, my entire view of this industry changed forever. I looked closely at some of the stuff Network Marketing Companies and their Gurus say-teach-preach...

I'd like to share with you what I discovered:

Everything You've Ever Heard About the Network Marketing Business Is Pure 100% Non-sense!...Totally wrong!

And here's why: In the 600+ companies in this industry

we have the blind leading the blind. Tens of Thousands of people running around parrotting lines (lies) from some recruiting meeting.



Network marketing is very unique in that it's the only business opportunity that's ever been marketed to the general public on such a massive scale by neophytes to other neophytes.

Your average, every-day American is out telling other average, every-day Americans that they can join today and without any prior experience what-so-ever make a killing within a few months! (Get Rich Quick) without training, selling, work, skill, investment or effort.

For example, on the website of one well known nutritional company, would-be distributors are told that **"You don't have to be a pro to succeed!"**

"A lot of times, new people pass along these deadly lies unwittingly. Truly, the blind leading the blind."

—Teddy Johnson

Unbelievable!

This self-destructive message is broadcasted to and by thousands of people to their friends, relatives and neighbors (warm market) over and over again as they join this-that or the other company.

As a result, 70+% of the people who get involved in network marketing have absolutely no real training in effective sales techniques, communication skills, goal setting or good business practices and make virtually no investment in advertising, marketing or training and of course quit without doing any work! They bounce from one ground floor opportunity to another without ever learning how to earn money in this industry.

This has incredibly severe side effects.

There is a horrible mess of hype, hot air, misconceptions, falsehoods, delusions, distortions, myths and downright lies that get passed along from the Company to its inner circle of Gurus to those of us attending meetings.

A lot of times, the new people pass along these awful lies unwittingly.

This is what happens when you take a bunch of people who don't have a clue about sales and marketing and



The Dream Merchant Marketing Flow Chart

Step 1	Magazine, Newspaper, Google, Yahoo, and banner Ads	
Step 2	Leads	(people who respond to our marketing efforts)
Step 3	EMOS auto responder	Emails are sent every other day to those leads.
Step 4	Opens-Clicks	Opens=email is opened Clicks=1st Capture Page opened
Step 5	Initial Call from Associate	Calls made from LMS (Lead Management System)
Step 6	2nd Capture Page	Page designed to eliminate the tire kickers and lookie Lou's
Step 7	Follow Up Call from Associate	Determine intent, goals, needs, wants and motivation of Lead.
Step 8	Corporate Conference Calls and Webinars	Meet the founder, open discussion of American Eagles, LGC layaway system, LMS, calling leads
Step 9	Corporate website	sign ups, collect \$100 deposit, Contract



have them tell a bunch of other people who don't have a clue about sales or marketing, to go out and do sales and marketing in a very big way.



The few techniques that actually do have some grounding in basic sales, marketing and business are **all outdated and completely ineffective**. They work just enough to promote the company and their inner circle gurus. I did not start a business to donate cash to the bank accounts of a multi-million dollar company and its millionaire gurus. I am in business to promote me, my loved ones and my fellow Associates

The methods taught in recruiting meetings **do not work**, and, they are **extremely destructive** as well. That's why it's so common to hear of people who are working really hard and not getting **anything** out of it.

I started doing the opposite of what the recruiting meetings had taught me to do and guess what? I not only started to experience success – I was flooded with it. I went from desperately coercing one person every 2 months into my business...to having **Potential Partners** call me and ask me to work with them. Big difference!

By ignoring conventional meeting "wisdom," I learned how to have **Potential Partners** join me in my business.

If you are willing to be open-minded and set aside any predisposed beliefs you currently have...for just a moment...you'll discover how you can do this too.

Network marketing doesn't have to be so hard. Using the wrong techniques – is like trying to force a square peg into a round hole – wrong techniques makes it hard.

The purpose of this book is to "deprogram" the nonsense, lies, exaggerations and the misconceptions that pollute this industry.

The **crucial first step** towards becoming a highly-effective, well-paid, professional Associate is knowing what NOT to do. *Then*, once you have a clean slate to start with, you can begin learning how to really make this business work.



**Network Marketing absurd teaching...
Everyone is your prospect!**

A similar version of this lie is:

"Everyone wants this, they just don't know it yet!"

An article found in a popular network marketing publication declares that, **"You just have to believe that everyone is your prospect!"**

This insane belief has led to such ridiculous practices as the **"3 foot rule"** and the **"when in doubt, blurt it out"** tactics.

Because of this lie, people have the mistaken idea that talking to anyone and everyone they come within arms length of is an effective recruiting technique. This is verbal assault! For obvious reasons does NOT work. Perfectly normal people turn into marketing maniacs for a short while...then drop out.

These kind of antics have damaged this industry's reputation **almost** beyond repair. They've absolutely destroyed any image of professionalism and made it harder for everyone to sponsor people. "Street hustler" methods of recruiting have single handedly placed Network marketing on a low level of respect as an alternative to...

Just Over Broke Sap.



Dream Merchants

- Communicate on a higher plan. No selling, preaching, teaching, telling or presenting.
- Rely on Integrity to develop personal relationships.
- Serve others...Service as in Servant.

Qualified Potential Partners are rare.

One of the single most important lessons I have ever learned in this industry is this:

The right person is a rare person. The average person doesn't even believe in personal success. Understanding the rareness of the true **Potential Partner** will save you a lot of wasted time, money and emotional pain. Not everyone is looking to run their own business. Contrary to what we've been told by all the Companies and its inner circle

of Gurus...there are actually substantial numbers of people who are 100% content with being an employee and have no desire what-so-ever to change.

Some people love their job and wouldn't give it up for a million bucks.

Some people despise Network marketing and would rather be buried alive than be associated with it.

Some people despise business in general.

Some people think making lots of money is a bad thing.



Some people don't have the funds to properly run a business.

Some people are absolutely scared to death of anything that involves risk.

Some people have plenty of money and aren't looking for anything else.

Some people just plain don't care.

Some people don't have time.

Some people just aren't cut out to be entrepreneurs and are better off working at Wal-Mart's.

Some people are perfectly content with where they are at in life and have no desire to change.

As a professional you must learn to **G.A.P.** (ask them to **Grab A Pen**) and send them to the 800#. That's OK if they don't join your business! Not everyone can hit a ball or run with one Professionally and not everyone is suitable for your business. This is crucial. You are looking for the **rare person** who is consciously aware of their financial and time constraints and is **ready & willing** and **able** to do something about it.



Re-read this paragraph. It will save you much pain and suffering.

You do not need to convince anyone to get into your business. It's a waste of your time, money and energy to try and do so. A person convinced against their will is of the same opinion still! This is an Abraham Lincoln quote that is very relevant in this industry.

Business is solving other people's problems not arm twisting the brain dead, chasing the walking wounded, persuading or convincing the uninspired.

It doesn't matter if someone fits the mold of what would normally be considered "the perfect Associate": mid '40s...absolutely despises their high-paying corporate j-o-b...wants out of their 9-5...loads of connections...great people skills...sure, they might have great *potential*, but they are not a **Potential Partner** until they are **actively seeking a solution to their problem**.

It doesn't matter how qualified you think a person is or how good you think they'd be at this business. It's not even enough if a person does want to start their own business. Until they go out of their way to get more in-

formation, they are **just another innocent bystander**.

Some people **make** things happen.

Some people **watch** things happen

Then, there is the 95% of the people who **wonder?** "What just happened?"


Sure, someone could have great people skills (a waiter for example) but that doesn't mean they're a **Potential Partner** for you right now or ever.

They could be so violently opposed to business opportunities or any other way of making money besides being an employee that it would take a ton of information to ever sway their opinion.

If someone has a strong belief about something it can take years to reverse their decision to continue as they always have.

It is waste of your time to try and convince someone who disagrees with your busi-

Teddyism:
Please read this very carefully:



No One Is Worth Your Time Until They've Shown An Interest In What You're Offering And Have Asked You For More Information.

ness.

"If a man is convinced against his will... He is of the same opinion still."

As a professional business owner, your job is to solve problems not convince persuade or preach to anyone.

As a professional business owner, your **responsibility** to yourself and your family is to spend your resources (time, money, effort) on solving problems.

When someone requests information from **Leveraged Gold Club** about making money from home, they are requesting information from a professional...an expert...a



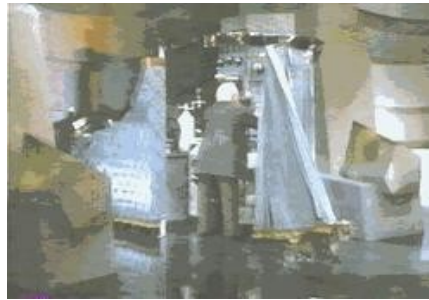
guru.

Not a follower who drags them to a meeting to hear another follower quote a follower who quotes a company Guru! People want to deal with the top dog, the person in charge. That, must be YOU inc.!

There are millions of people out there...financially hurting, no time to spend with their kids, family and friends, deep in debt, credit cards maxed, their job is iffy, they tried going back to school, part time jobs and overtime....

A few of these people have **decided** to do something different! Those people are your **Potential Partners**.

Those who; don't have the time, the money, won't listen to the 800#, won't open e-mails, won't return phone calls...ARE NOT **Potential Partners**. They are **Probable Disasters!**



"The curtain of misconceptions, exaggerations, and lies associated with direct sales, network marketing and working from home has been pulled aside to reveal how success is obtained in this field."

If you hate sales...

You need to become a Dream Merchant!

The "this is just sharing" lie causes new sponsors to think, believe and say "this is easy"..."just share the service and business opportunity with friends and relatives."

Don't ask or hope for this industry to be that easy. If it were easy...it would pay \$10.00 per hour. That is what easy jobs pay. If it were easy, it would be play. There are no checks passed out at the playground. This business is hard. And that is good. Less competition from lazy people looking for a free lunch. Lazy people diminish the true value of your business. **Incomes that surpass CEO pay are not going to be easy.**

A successful Associate works hard and works through a steep learning curve. A successful Associate earns at least \$75,000 EXTRA annually part-time and works 10 months a year. Full time Associates routinely earn incomes surpassing CEO earnings. Why? Because Full time Associates are CEOs!



Network Marketing Lies

"This really isn't sales. We just share stuff with people." This is a nice sentiment...it is warm and fuzzy...it feels good. But, **It is still a lie**. Anytime you ask someone to exchange their money for your product or service... You are selling! This is sales...PERIOD!

How about the "Our product is so good, it **sells** itself." THINK! If that were true, why would they need any of us? They would take out ads in the major newspapers with an 800# and take orders.

This lie is especially damaging to those who get in the business with the uninitiated sponsor...the blind leading the blind!

If you are an experienced salesperson...
You need to become a Dream Merchant!

If you never sold anything in your life...
You need to become a Dream Merchant!

If you love sales...
You need to become a Dream Merchant!

Network Marketing Lies

"Word of mouth advertising is the most powerful form of advertising!"

Word of Mouth is **NOT** the most powerful form of advertising! THINK! Ladies and Gentlemen let's use a little common sense here.

That saying was written before:

- 200 Million piece direct mail campaigns.
- Infomercials on a thousand channels at once.
- Industry Magazines with Millions of subscribers.
- The Internet with Millions of subscribers.
- Cable TV with Millions of watchers.
- Social marketing with a Millions of friends/associates/followers.
- 10,000,000 record e-mail blasts.
- 50,000,000 record automated telemarketing blasts.
- 600 seat Telemarketing Centers.



Certified Dream Merchant

Word of mouth is as dated as an 8 track player! Now, that the curtain of mystery has been pulled back, you know this is NOT your Uncle's Amway soap business or your Auntie's Mary Kay makeup business. This is not your Mom's NSA water filter business. This is a Focused professional BUSINESS...business on steroids!

Forget selling to friends and relatives! **Potential Partners** are people who are:

1. Ready...to investigate
2. Willing...to do what it takes.
3. Able...has time & funds.

Ready, willing and able to make a change in their lives. Every once in a blue moon that means your Mom or next door neighbor. However, Business is NOT friends, relatives and co-workers. Business involves the public at large as they qualify themselves initially by asking you for information.

It is absolutely Mandatory you train to Become a Certified **Dream Merchant** for success in your Business!

Communication Training

1. Effective Sales Training
2. Marketing Training
3. Self-Improvement Training
4. Product Knowledge



Network Marketing Lies...



"Anyone can do this business" "no selling required", "we do all the work for you" "work online" "the system does all the selling for you" "ground floor opportunity", "The power of duplication" are common lies told to recruit people at recruiting meetings. These powerful and compelling lies cause lazy, broke, unmotivated and unteachable people to **"give it a shot."** With no commitment, no monthly budget, no funds to live on. Coupled with misdirection, misunderstandings and general chaos, the average person gives up rather quickly and tells his friends and relatives horror stories about rip offs, garages/closets filled with products, pyramid schemes and get rich quick scams. Actually, they dropped out.

"The power of Duplication" is another of those powerful lies with a slither of truth running through a very destructive lie. Duplication will never take place until **training, practice and mastery takes place uniformly**

through out your business.

"The notion that 'anyone' can be successful in a couple of weeks in a business concerning communication skills, self-improvement, sales, marketing and precious metals is complete nonsense!"

—————Teddy Johnson/the Original Dream Merchant

"Most people just don't believe in success"

—————W. B. Fuller /Founder of Fuller Brush

Watch the business section of your local paper. The Janitorial business requires \$10,000 to \$100,000 to start. Vending routes require 10s of thousands of dollars to start. How about restaurants, Mall stores, Hobby shops?

When you complete the **Communication Skills Course** offered by the **Dream Merchant Group** you will NEVER feel it necessary to 'explain' the \$100 deposit again!

Recruiting meetings always leave the **H.A.R.D. W.O.R.K.** part out. Why? Most recruiters don't know any better. They are parroting what the last recruiter said at the last meeting they went to.

the Franchise Industry is strong. They train recruits using time proven strategies...automated systems. Franchisees are required to have 18 months to 36 months worth of income set aside to live on while they establish their Business.

The Fast Food Industry is the only Industry run by High School kids! How? The use of 100% automated food processing equipment and automated business systems allows the uninitiated high school teenager to run a very tight ship without any business skills or cooking skills. All the teenaged workers have to supply is customer service and a smile!

Network Marketing meetings routinely recruit lazy, unmotivated and dead broke people..then lie to them about how rich they are going to get and how quickly!

As a people, Americans understand you can go to school for 2 years to be a welder, nursing assistant, dental assistant or X-ray Technician. Take a look at how much these schools charge for tuition!



Do it now! Call a Tech school. Find out how much & how long.



"Call just one and ask, how much and how long?" As home work, do call just one and get real numbers from a local



Tech school.

This will change your prospective on the excuse..."\$100 is just too much money", or "I don't have the time to watch a DVD, read a book or study paper work." Franchises cost \$50,000 to \$10,000,000 to start! Tech schools cost thousands and thousands of dollars and take 18 months to 2 years to complete with NO guarantee of income! With no possibility of CEO sized income!



Recruiters at Network Marketing meetings routinely tell people they can become successful working 5 hours a week, without any real work by sharing products with a few friends and relatives. Why does *anyone* believe that?

To become a certified **Dream Merchant** your task is self improvement. Self enlightenment and becoming highly focused on **Service** to others.

The product and the company that provides the service can, could and absolutely should be shown to any **Potential Member/Associate** by **official company materials**. DVDs, CDs, Magazines, Brochures etc.

As a **Certified Dream Merchant** your function is to **become a leader, find and develop** other business leaders. Here is the *real thinking* that can help you train yourself to perform at much higher levels than salesy, preachy, teachy (tacky) presentations seen at Network Marketing meetings.

Instead of thinking of selling as persuasion...Think of selling as a business of **solving other people's problems**.

Instead of focusing on making a sale...Focus on **Discovering IF** there is a sale to be made in the first place.

Instead of talking about your business, allow **Prospective Partners** to talk about **their problems** and how **they feel** about them.

Instead of guessing what people are thinking, saying and meaning...**Ask them** what they are thinking, saying and meaning.

Instead of making the purpose of your business to make money...Find and **help people** who have the types of problems this business is designed to solve. The money, lots of money will follow automatically.

Instead of attempting to persuade someone to listen to you and buy your services, first, learn how to **listen to them**. Then...They will listen to you!

Instead of persuading or telling people to change their present situation, learn how to ask, and what questions to ask that will help them **automatically influence themselves** to change.

Instead of immediately talking about your solutions when you do hear a problem, **ask them** first how committed they are to solving their problems if the right solution came along.

Network Marketing Lies...



"No Selling required, we'll do all the recruiting for you."

Believe me, if anybody had a turn key system that did all the work without any effort from you...they wouldn't be sharing these systems with us! They wouldn't need you.

As I write this, Donald Trump has just launched the Trump Network. He promises, "This is a ground floor opportunity!" "Get in now and secure your position!" "We will build your down line for you!" Blah, blah, blah, like all "get rich quick" schemes, it is easy to pitch because:

Lazy, unmotivated people really *want* to believe success and riches are some how easy, quick and with NO work involved.

The problem with the "get rich quick" Donald Trump type companies is they attract tens of thousands of lazy, unmotivated people who do nothing, fail (drop out) and then go around complaining what a "scam" home based businesses are.

Network Marketing companies attract people from all walks of life. We are selling a non conventional business model with non conventional products.

This business model is a viable and realistic opportunity to change your financial and Spare Time Picture without chasing/harassing your friends, relatives, neighbors and co-workers. Without pushing:

\$100 miracle vitamins and minerals

\$159 Magic weight loss pills

\$75 boxes of soap

\$2,500 cosmetics sets

Pricey Tupperware

\$75 fruit juices



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Common telephone cards/cell phones

Over priced costume jewelry

Gifting nonsense or over priced frozen foods.

But...You will have to [learn, practice, rehearse and Master](#) communications skills, marketing, sales, business systems and strategies.

No matter how many systems you have...Your business thrives or dies on your [human relationships](#) with your Business Associates. No amount of meetings, conventions and company training events can, or should provide you with the self improvement necessary to [step up](#) to success in YOU INC.

Other persistent irrelevant babble...

- “We have the best product/service on the market!”
- “This service/product sells itself!”
- “Nothing on the market compares to this!”, The first, the biggest, the most successful, debt free, poised for growth etc.
- “We have the most lucrative comp plan in the industry!”
- “Our Founder/Ownership/Leadership is the best in the industry!”
- “We have the best pay plan in the Industry!”



Snake Oil Salesman

None of this stuff matters at the point of sale!

No one cares about:

- How/Why/When it Started
- How many years of success/how old
- Stays Private or goes Public
- Debt free or not
- Who or how many Directors on the board

You must make certain that the company can and will deliver the service as promised.

Your focus is the sales and marketing end of things. **NOT** the company, the industry and all the sideline activities that **DO NOT** produce commissions and over-rides.

The **WHOLE** business of business is marketing. **PE-RIOD**. Use the official company DVD presentation. **MARKET** the service!



McDonald's understands...it is all about the marketing. They outsource all the grunt work and concentrate on **MARKETING!** They don't raise cattle, potatoes, chickens, wheat or drive trucks. They don't process any food stuffs. They outsource the grunt work and focus like a laser beam on the **MARKETING**.

You probably make a better hamburger than McDonalds, but they make a lot more money than you do. Marketing and sales is **ALL** there is. We are in business not to compare products, colors, prices and sizes to other companies, but to **MARKET American Eagle Bullion coins** in a very big way.

No one cares about any company's owners and their debt free-ground floor opportunity that everybody wants and needs or its' products. People don't care what you know until they know you care about them and their issues.

Rest assured of this:

I absolutely love this industry. This is the average person's best chance to earn substantial income from home and have the time to spend with loved ones doing the things we all would love to do.

More Network Marketing

misleading fairy tales...

“If you are having a bad week, you need the meeting.”

“If you are having a good week, the meeting needs you.”



The truth is, you don't need a meeting and it certainly never needs you! Take the appropriate **Leveraged Gold Club** DVD and watch it every day...Everyday! No excuses. You do need the DVD for the same reason you need to eat...nourishment. Without nourishment...we die!

Network Marketing meetings are held to promote the company, the products and their inner circle Gurus.

You can make donations to the wealthy, or you can become a leader yourself!

You need to be doing the right things in the correct manner with the right people. Successful Completion of the **Dream Merchant** Certification is a great start! I know people who attend meetings and conventions religiously, prospect everyone within 3 feet. Friends, relatives and neighbors run when they see him coming and he has never seen a month over \$500!



If you are:

- Passing out flyers, (*littering*)
- Attacking friends, relatives, neighbors, (*endangering relationships*)
- Pitching co-workers, church members, neighbors...
(being a pest)
- Schleppling cashiers, waiters and people in lines, (*verbal assault*)
- Dragging people to 7PM meetings that end at 11PM, (*Amway meetings*)
- Sending out 1,000s of e-mails (*spam*)
- Calling leads (*masochistic behavior*)

If you are doing any of these things, you are probably working way too hard and inefficiently. As a test: are you earning over \$10,000 per month? If not...continue reading!

Two people are about to dig a 20 foot ditch. One is muscle bound with a brand new shovel and very motivated.

The 2nd guy is out of condition and tired. But...he is driving a brand new ditch witch power shovel. Who do you think gets the job done BEST?

Being strong, highly motivated, and knowledgeable about how to operate a shovel will not out perform a mediocre Ditch witch operator! The list above is based on outdated, incomplete and inefficient information.

Network Marketing UPLINE Myths:

- “You need to have a really big *why*, *come to the meetings*”
- “You have to go to the weekly meetings”
- “You have to go to the Company events/trainings and conventions”
- “You are not motivated enough, come to the meetings”
- “You don’t have enough desire, come to the meetings”
- “You don’t believe in the product, come to the meetings”
- “Work your warm market 100, come to the meetings”
- “Do more of it”, (What ever they told you to do)



These “one size fits all” “God works in mysterious ways” catch all answers are not helpful to the new Associate. The Upline says this because she/he heard that at the

last meeting they were at!

The above ambiguous remarks are offered by Sponsors who don’t know what else to say other than mimic someone from some meeting.



Lie detectors for meeting Gurus?

Network Marketing Meeting gurus are charging meeting entrance fees and selling inflated priced ‘tools’ that they endorse during the meetings!

If you like making donations to Gurus...go the meeting. What you will learn at the meeting: go to more meetings and **bring your wallet!**

The ‘warm market 100’ non-sense quit working before I was born (I am 57 years old!)

It is common sense you need more than 100 people to start a Hamburger joint, but 100 will be enough to get rich quick working from home?

I’ve never know anyone **too motivated**, with **too much desire**. Or someone who believed **too much in the product** knowledge and was **too focused on their why**. We all need more, more, more motivation, desire, product knowledge and a strong why. In the same way we need food, water and shelter and just as often! Everyday! That doesn’t answer the questions...

- ”exactly what am I supposed to do next?”
- “why isn’t this stuff you told me to do working?”

No amount of motivation, warm market, product loving, WHYs or desire can over come doing the wrong things with the wrong people at the wrong time!

What do you figure my chances are of playing in the NFL? I’m 57 years old. But, I’m motivated, filled with desire, would love to play and my ‘why’ would be to impress my daughter!

That is just as crazy as expecting to become successful based on motivation, desire,

Teddyism:
Please read this very carefully:



What you really need to know is “can you market American Eagles Bullion coins profitably to the public at large?”



Certified Dream Merchant

product knowledge and having a big WHY! That is part of it...but clearly not all of it.

This isn't your old Cousin Billy's Fuller Brush business. All Network/Direct sales companies must file 1099 reports to the IRS. Years ago, Networkers didn't file. Now, there are dependable retrievable records from tax preparers and the IRS themselves.

This book addresses the very issues that frustrate and deter even the most motivated hard working people in the business. People using antiquated, ineffective tail chasing tactics instead of treating a business like...well, a business.

Most Networkers are **lied to** extensively and they repeat the lies to others vigorously. This is what happens when a business SALES opportunity is presented as though it were an easy 5 hour per week laid back business do hickey, thing-a-mah-bob that you get rich quick with when you have nothing better to do.

Even the great companies treat training as an infomercial about themselves, the company, the product and the inner circle Gurus and sales history.

NO one wants to buy stuff.

NO one wants learn or do something different.

NO one wants their friends/relatives/neighbors to make money on them.

NO one wants to go to some sales meeting.

NO one wants a sales meeting in their home.

Stop right NOW and listen again to the 800# message at **1.800.471.2108 x 81.**

This message breaches all the unpleasant subjects of what our current circumstances are. Flushes out all of our excuses and self deception. Says all the tough stuff. This message is about money and you absolutely need to be familiar with the message. This money message exposes your **Potential Partner** to all of the financial and time issues hidden in her/his private life.

The people who hear this message all the way through and still request to hear the 'rest of the story' are truly **Potential Partners** seeking a way to improve his/her life right now.

The value of this book is help 'would be' Networkers avoid the used car salesperson nonsense. Forget arm twisting, exaggeration, fluff, leaving facts out and down right lying! Forget arguing, getting and handling objections, stalls, lies and brush offs!



“Less than 4% of all Networkers EVER achieve a substantial income.”
—Len Clemens
Best selling author

Let's spend our time with people who:

Have raised their hand

Want more information

Are Ready to make a change

Willing to do whatever you say it takes!

“A man convinced against his will...

Is of the same opinion still.”

Focus on spending your time with the right people ONLY.



More Network Marketing Whoppers...

“You have to qualify them for the amount of cash they can invest, Interest level and time available.”

WE ARE ALL INTERESTED IN EARNING MORE MONEY!

People who make \$10 per hour are interested in making \$15 per hour.

People who make \$15 per hour are interested in making \$20 per hour.

People who make \$20 per hour are interested in making \$25 per hour.

People who make \$25 per hour are interested in making \$30 per hour.

People who make \$30 per hour are interested in making \$35 per hour.

So what! This does NOT qualify anyone.

Most Networkers qualify people on Money available and level of interest.

The **real qualifiers** are:

1. Is this someone you want to work closely with?
2. Are they ready to make a change?
3. Are they willing to do what it takes?

The old, antiquated, inefficient methods require enormous amounts of time and energy and **expose you to ENORMOUS negativity**. So much so you would spend 9/10ths of your time prospecting and 1/10th of your time selling.



Teddy Johnson

All the MLM/Network Marketing lies mentioned in this book are perpetrated to position the company and its Gurus in a position of impressive Posture. The companies ask us to act as amateurs incapable of handling our own businesses.

They tell us, "the company has to provide us and our recruits with company sponsored training/presentation meeting/events." (At \$10 per person per meeting.) All of these tactics are designed to promote the company and its inner circle of gurus as experts.



The Network Marketers before you have given the business a bad name.

- The one hour meetings (lie) that last from 7 PM till midnight.
- The (torture tactics) 'closing techniques' applied to those who say "no thanks."
- The flyers-business cards-brochures-DVDs-CDs and pushy tactics.
- Family, Friends and Neighbor attacks.

Distinguish yourself from 99.9% of all the other people in this industry:

These manipulations work great! Most Networkers spend their entire career **making donations** to the Company and its inner circle gurus. Don't do this to yourself. Your **Dream Merchant** training will elevate you to position

yourself as the expert, the go to guy/gal, the leader the Guru!

Fishing & Hunting



The difference between fishing & hunting is the difference between running-chasing and baiting-waiting.

Hunters spot a deer...any deer and they **give chase firing away!** People who know how to fish find a spot where the fish are hanging out, they find out what they are biting on and then they **drop bait and wait!**



The Dream Merchant 'Fishing methods are displayed on page #6.

Salespeople in general and Networkers in particular tend to spot 'the perfect' customer and give chase firing away with sales pitches, brochures, business cards, DVDs, CDs, Power point, preaching and teaching. The 'perfect' customer literally runs from you! This is a professional business. Market professionally!

- Have you ever seen a Doctor/Lawyer/ Plumber (professionals) **pass out business cards indiscriminately** at a supermarket line?
- How about a Dentist/CPA/Architect/Engineer **putting flyers on every car in the parking lot?**
- How often do you get a **random sales call** from the local Chiropractor, General Contractor, Accountant or Electrician?

Chances are excellent **very few** professionals in your community promote their businesses in this manner.

Don't tell ANY of the lies exposed in this book. Don't chase anyone...ever for any reason. Become a Certified **Dream Merchant!**

Do **learn** something new to share with your team EVERYDAY. Build value. Don't exaggerate or leave things out. **THINK!** Be present. These things alone will make you a stand out. The vast majority of the people in this industry are being taught to follow a follower who is following a follower following yet another follower.

Become a Leader! Increase your value to others! In the year 2008, I spent over \$5,000 on books, CDs, DVDs and training to further my education as a Business person and, It must be increased in 2010! I will continue to increase my knowledge base in order to bring **extreme value** to the table. To attract people to you in **Leveraged Gold Club**, you need to bring massive value as a human being to the table.



Leveraged Gold Club is about Self-Improvement, Marketing and Relationships. Expose the concept of a marketing system (the **Dream Merchant Group, Highly Structured Business Strategy**) to your new Associates.

Our job as leaders is to develop leadership qualities for ourselves...and help others develop leadership qualities by bringing a **huge storehouse of value** to the table.

99% of the Network Marketers in this industry are trying to sell their business or product to people who don't want business or products. They don't like being sold stuff. They want solutions to their personal problems.



"One sure way to lose friends
Is to win all arguments."

—————Unknown

Here are 6 Things you Can-Could and Should do DAILY...starting right now!

- **First: Study, Practice and Master** the training material. This is the easiest, but most often overlooked way of becoming YOU inc.

Daily action #1: Share LGC with 2-5 new *Potential Partners* every day. Do you share your opportunity daily? Successful business owners do.

Daily action #2: Follow up. How often should you make contact, and at what intervals? Following up is a *daily action* and is covered in the Communication Skills section..

Daily action #3: Build a solid team. LGC success is about self Improvement, Relationships & Leadership. Spend time on Leadership building. You must work on your team *daily*. Build your team with personal relationships, use The *Highly Structured Business Strategy* and hold them responsible for their actions.

Daily action #4: Look for and develop self-sustaining leaders. This action is an extension of action #3. **Find** the cream of the crop, and then develop them into *self-sustaining* leaders that are building *their* businesses.

Daily action #5: Self-management. Self management is your ability to form and stick to **your** plans, *observe your own daily actions*, and make those subtle adjustments to **your** mindset that are always necessary! You can easily “self-correct” on a daily basis so that you reach **your** goals.

Daily action #6: Self Improvement. Watch the Official LGC DVD every day. **AND** read an inspirational book, listen to inspirational self improvement CDs.

Do these things...or you will stumble, fall and drop out.

“eating , drinking water, and self-improvement are very similar...don’t consume them everyday...you get sick and die.”

—————Unknown

We can make excuses...or we can make progress. No one can do both! Decide today, do what it takes to **earn** your goals. Yes, it requires **effort**. Yes it requires **change**. What good would more of the same be? If not now, when?

In order to get *different* results in life, we must **BE** someone *different*.

In order to **BE** someone *different*, we need to **DO** something *different*.

To **DO** something *different*, we need to **LEARN** something *different*.



To **LEARN** something *different*, we must we must first *Think different*...
To **THINK** something *different*, we must we must first *Acknowledge*...

Right now we don’t know enough about this business to become successful and *change* things.

When you request directions from **Map Quest**, you receive an **exact route** from-and to with **specific instructions**. You are advised of **how many** miles and **how much time** is necessary to arrive at your destination. Map Quest even displays a **visual image** of your destination so you can ‘see’ the actual destination. The **printed out instructions** are **constantly referred** to through out the trip to assure arrival when and where expected. Don’t you deserve the same specific instructions for your business?



Goals for your business MUST be at *least* as ambitious as Map Quest! At least as good as a kid’s birthday party, graduation, dinner party, vacation or bar-b-que.

- An exact route from a specific place to a specific destination.
 - How many steps are required.
 - How much time is required.
 - Visual image of your destiny.
 - See your actual destiny.
 - Written/printed instructions.
 - Constantly referring to the ‘map’ as we travel assures arrival on time at your exact destiny as expected.
- (see page #27)

Now is the time to become...the leader, the Guru, the go to lady, man, the EXPERT! When people call **Leveraged Gold Club** for more information about the capture page, they expect an expert, a leader, a Guru to return the call. Amateurs who don’t bother to learn what to do, say and whom to say it to only look silly.

GOALS

“Our business Goals-Plans must be a least as ambitious and complete as Map Quest directions!”

————Teddy Johnson

Why should someone follow you and you didn't even bother to do your home work. You don't bring any value to the table. You treat your business like an on the side street hustle. You didn't bother to learn the business. You don't even own **any American Eagle bullion coins**. Therefore you have no value as a leader!

"To attract people to you...bring massive value to the table and people will line up to work with YOU inc."
——Teddy Johnson

- **Your business will NOT grow** until you become a leader.
- **You can NOT become a leader** until you develop massive value as a person, a friend, a mentor and business partner.
- **Your business will NOT grow** until you share your specialized knowledge and resources.

This requires self improvement. This requires study. This requires stepping out of your comfort zone. This requires serving others as a servant. The reward is as massive as our contributions to others. Or, as small as our lack contributions to others.
?



Please re-read:
"Your business will NOT grow until you become a leader."



Commitment

Look at the divorce rates tells us most people don't take commitment very seriously.

The difference between a casual

Commitment and a serious **COMMITMENT** Is huge! It is the difference in the level of commitment between a Hog and a Chicken to our breakfast. A Chicken has to give up two to four of her eggs to provide us with an omelet!

The Hog must give it's life for the bacon! Commitment to YOU INC. is 100% mandatory.

Those who say:

I'll give it a couple weeks/months...

They will Fail!

I'll try...

They will Fail!

If only I get some sales this week...

They will Fail!

If Joe (anyone) gets in, I'll get in...

They will Fail!

If I get in under/over Joe (anyone)

They will Fail!

You will need the **Highly Structured Business Strategy** to succeed in a predictable and reliable fashion. The best way to lead others is:

- Get in front of them.
- Pull others along.
- Create a powerful, truthful and remarkable story for them to tell others.

The Highly Structured Business Strategy:

Is the act of building yourself into a person others will admire and aspire to emulate. Then giving yourself to the task of helping others help others help themselves. It is about treating others as though they were the most important people in the world (they are.) It is about living and working in such a way as to cause people to name

their young after you and tell all their friends and relatives about you. That's a tall order.

The **Highly Structured Business Strategy**© is about getting **FAT** by helping others get FAT (**Financial And Time Freedom**.)

Most people spend more time and give more thought to planning a child's birthday party than planning their life. (Ask a 25 year old if they remember their 1st or 2nd birthday party.)

Most people spend more time and give more thought to a summer bar-b-que or vacation than planning their business.

The Network Marketing Industry is over 60 years old with annual sales over 85 Billion dollars. There are over 600+ companies involved and over 80 million Independent Home Based Businesses out there. MCI, Herbalife, Mary Kay, US Sprint, AT&T, NuSkin, Shaklee, Noni, Xango, Fuller Brush, Amway, Rexall Drugs, Watkins, Salad-Master, Pampered Chief, Pre-Paid Legal Services and Avon are a few of the older more recognizable names.

Network Marketing companies traditionally don't advertise in Newspapers and magazines or on TV and Radio. These news (entertainment) sources typically protect their conventional business sponsors (department stores, malls etc.) and attack the non advertising unconventional Network Marketing Industry.

How to work around the question..."I never heard of your company or anything like this, is this legal/a pyramid scheme/Ponzi scheme...G.A.P. (grab a pen)

Now is the time to begin the journey to become a Certified **Dream Merchant**...an expert, the go to lady/guy, the Guru, the leader. People who leave their information on our 800# message expect to talk to the top person, the expert, the Guru, the leader. **No one wants to get information from a follower following a follower that's following yet another follower! It is imperative you become a leader of leaders.**

Everyone is attracted to leaders who convey leadership qualities and have an extremely highly developed sense of personal value. This Certification Course is designed to help you, guide you to become a **Leader of Leaders** who naturally attracts other leaders.

No one wants to join any Network Marketing company. They join **YOU Inc.** in order to solve their problems. You Inc. has NOTHING to do with products, companies and products. You Inc. is Y-O-U! Your product is Y-O-U! What you bring to the table is **Integrity and Value. Bring Unusual Integrity and Value to the table..YOU INC. then markets like a 'rock star.'**

Look at the President of the U.S., he radiates confidence and is absolutely not con-

WARNING

For those of you who just skipped past the **1st Goal Section**...See page 27 Literally a detailed picture of **your own destiny designed by you.**

What is your destination? Why are you starting this business? What do you want to accomplish within the next 3 months? You will not get there without a specific plan.



Teddy Johnson

Page 21

cerned with criticism from the press and others. He knows what he wants and is focused on achieving it.

Leaders bring **tremendous value to the table**, they love and protect those close to them. Leaders are energetic and optimistic, respectful, stylish, healthy and in touch with the spiritual world as they know it and expect miracles every single day.

Leaders don't come from a place of lack or need. Leaders don't hunt, chase or run after others. Leaders are sought out for the stupendous, massive and overwhelming value they bring to the table.

As a student of the **Dream Merchant Group**, you will develop these Leadership qualities, amass a skill set so massively valuable that you will bring huge, stupendous value to the table. People will search you out and ask you to work with them.

"We can never receive more than we earn"
———Unknown

Leaders create tremendous **Affluence** for everyone around them which brings unlimited **Affluence** to the Leader.

Study the specific words associated with Affluence. Charisma, personal power, fame and leadership. These are the reasons Famous people are attractive and we make heroes out of them. Success in this industry **requires you to commit to self improvement and become a Leader of leaders.**

The more valuable you are to others, the more people will seek you out to join YOU inc. Develop the attributes taught here. Become a Certified **Dream Merchant** and attract a huge team of leaders.

This is the way to riches...**You develop yourself to be THE leader. The go to man/woman. The Guru. The Leader.** When people see you as the expert you will no longer be concerned with **someone** saying no, wasting your time, asking a bunch of questions, stalling or making excuses. No longer will you be concerned with people who don't have:

1. Time
2. Money
3. Interest

Why? How? Because you will have 5 to 10 new people calling YOU inc. everyday! Some will be ready, willing and able to sign up and take advantage of all the value you bring to the table. Some won't. It doesn't matter. **Develop** and bring a ton of value to the table and people will call you and chase you down to work with you!

Anyone who knows me knows I read books by the dozen, listen to self improvement programs everyday, watch product DVDSs daily.

Make it habit to walk into a high end car Dealership (Rolls Royce, Lamborghini, Lotus) allow yourself to be 'pitched.' Some of the finest and some of the worst communicators on earth work in these places. Either way, you get a top level *free* sales seminar demonstrating what sounds good to **your** ear and what does not sound good to **your** ear.



I go to training seminars and work tirelessly helping other people learn how to help other people learn how to help other people.

I became successful "overnight" **AFTER** I developed a ton of resources, **AND**, started sharing all my resources with others. (10s of thousands of leads, **KNOWLEDGE**, experience, websites, brochures, DVDs, CDs, mailing lists, training materials, 800#s, hot cards, dinner conferences) and my own niche markets.) Some overnight! I spent 4 years floundering around.

Teddyism:

As a Leader, I can tell you; people call me and ask me to work with them! I bring a massive amount of value to the table...my purpose is to create 10 brand new multi-millionaires.



Affluence is:

Abundance, All Possibilities, anything you think up.

Balanced the Best of everything. Blissful.

Charity, Committed and Care freeness.

Dharma is our purpose in life. Our Dynamic.

Eternal, Exulting in the success of others. Evolution.

Flexibility, Fluid, and Freedom.

Gratitude and Generosity.

Humility, Happiness, Harmonizing and Humanity.

Intention, Infinity, Invincible, Indestructible and Infinite.

Judgments create turbulence in the spirit.

Knowledge.

Love, Luxury and Love.

Motivation, Manifestation and Making Money for others.



Certified Dream Merchant

Nourishing, No Limits, and No Negativity.

Opportunity, Organized and Openness.

Potential, Purpose, Pristine Power, and Purity.

Question...dogma, ideology, social conditioning.

Receiving and Giving.

Service, Self Sufficient. Silent Knowledge.

Talent, Tithing, Transcendence.

Unity consciousness, Unboundedness.

Values, Vitality.

Wealth consciousness.

eXpression of Gratitude to others.

Youthful Vigor.

Zest for life

More on Marketing...

“Nobody who bought a drill actually wanted a drill. They wanted a hole. Therefore, if you want to sell drills, you should market information about making holes—NOT information about drills!”

—————Perry Marshall
Advertising Guru



McDonald’s is not in the hamburger business. They are in the **carbonated water and fried potato business**. There is NO profit in the \$1 hamburger business. The profit is in fries and drinks!

Las Vegas is in **the gambling business**.

Yet, all there advertisements sell the entertainment angle, shows, 5 star restaurants and themed 5 star hotels. Go to Las Vegas for a show, restaurant and hotel...You get exposed to the GAMBLING Casino. It is all about gambling!



McDonald’s advertises \$1.00 hamburgers to get you in the door. Then, it is high profit drinks, fries, cookies and other very high profit items!

Movie Theaters are not in the movie business. They are in **the carbonated water and popcorn business**. There is NO profit in selling tickets!

I approach non-profits with a way for them to raise funds without buying, storing, selling products. No delivery, collection or investments. The profit is in the products

that I sell in their name to raise the funds!

I approach non-profits as an **expert fundraiser/business person** in the field. NOT a salesperson. I provide newsletters packed full of fundraising ideas, useful industry specific information and a solid-realistic plan for them to raise funds with me. I work with short, power packed appointments only. People call me and ask me to work with them. (referrals) I develop massive amounts of material to provide what others are NOT willing and NOT able to produce.

Over a short period of time I learn to **like** them, and they learn to like me. I learn to **believe** them, and they learn to believe me. I learn to **trust** them and they learn to trust me.

During the fund raising process...I expose hundreds of people to my products who buy the products to help the non profit raise funds. WIN-WIN-WIN!

The Myth of Duplication of Effort...

This myth is particularly dangerous. The concept pushed by Network Marketing companies and their inner circle Gurus is “recruit-recruit-recruit.” The flaw in this thinking is Network Marketing companies must be able to show 70% of their sales are to people who are **NOT** in the business of selling the product.

At the date of this writing...I am not able to find a single established Network Marketing company that complies with this **Federal Law**. The Attorneys General Offices all over America are lining up to get an at bat with the “recruit-recruit-recruit” type companies.

Each person I have on my team is absolutely different. They walk, talk and think different. They progress if at all at different rates in different ways! This myth is repeated by companies and their Gurus to promote themselves as experts.



Certified Dream Merchant

Family-Better half, parents, children, grand children, nephews, nieces. Loved ones you would help financially, education, housing, clothing, living expenses and transportation etc.

Family-

loved ones to be helped

Occupation-Present job-jobs in past-what do you like about these jobs? What features would you have changed? Why?

Occupation-

\$ Present Income Level

Recreation-What do you do for fun? Vacations you have been on? Like to go on? Sports, sport teams, hiking, skiing, camping, fishing, hunting, special events you would like to attend. Places to visit in City, State, U.S., foreign countries.

Recreation-

Dream Vacation location

Money-Do you have sufficient retirement funds? Stocks? Bonds? Real Estate? How much extra income would take to live... retire comfortably?

Money-

\$ extra income required

Sales-Do you have any sales experience? How long? What did you like? What didn't you like? What would you have changed? Why?

Sales-

Years of experience to overcome



For now, let us suspend our Belief System and focus instead on what you really want in your life.

Spiritually /Attend Church/ Synagogue/Read Bible etc.	Spiritually
Physically /conditioning/gym walk/run/weight conditioning?	Physically
Education /GED/AA/BA/BS/ Masters/Doctorate/Multiple	Education
Health /weight/healing?	Health
Relationships /Better half/ Children/Parents/Friends, etc.	Relationships
Automobiles /SUVs Pickups/ vans/RVs?	Automobiles
Home (s) kind/style/where?	Home (s)
Income Amount needed to sup- port needs, wants and extended family?	Income
Retirement amount Required/ retire to where?	Retirement
Vacations /Travel/National/ International?	Vacations
Sports /Sport Team season tick- ets/hiking/skiing/camping?	Sports
Special Events /Arts/Sports/ Entertainment/Sports?	Special Events
Clothing /Professional/Sports/ Casual/Workout?	Clothing



100% Money Back Guarantee

Leveraged Gold Club guarantees a return of your original \$100 deposit minus any commissions or overrides paid by Leveraged Gold Club. This Guarantee is unconditional for 180 days from the date of the original Leveraged Gold Club Layaway contract.

Leveraged Gold Club Associate

Date of Completion

Founder/CEO Teddy Johnson

SAMPLE



My Team of 20*

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Recruit, train, supervise and motivate your 'Team of 20'. Teach everyone of your team to do the same. Quitters NEVER win, Winners NEVER Quit.



*Certified
Dream Merchant*

Leveraged Gold Club Associate

Date of Completion

Founder/CEO Teddy Johnson

SAMPLE





This contract is based on Article 1 Section 10 of the Constitution of the United States of America to wit:

"No state shall make any law (s) impairing the obligation of contracts." "No State shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty, or property, without due process of law; nor deny to any person within its jurisdiction the equal protection of the laws." Hale v. Henkel, 201 U.S. 43 at 47 (1905)
The LGC Leveraged Contract is a private contract (not public), between 2 private parties both legally capable of entering into a contract. In accordance with the terms, phases and conditions contained in this contract, I hereby submit a private (not public) application to purchase the products of Leveraged Gold Club. (American Eagle Silver, Gold, Platinum and Palladium Bullion Coins) minted by the U.S. Treasury Department and guaranteed as to purity by the U.S. Federal Government.

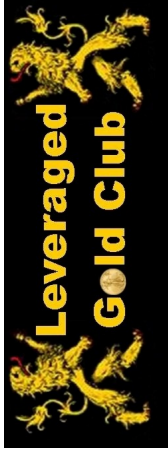
As a Customer/Associate, I understand and agree that:

I am of legal age in the County and State in which I enter this contract, my true signature, address, and phone numbers are entered here.

1. There is an monthly Bookkeeping Fee of \$25 after the second month.
2. I am a Customer and Independent Associate not an agent, employee or franchisee of the company.
3. As a Customer/Associate, I am responsible to pay any and all applicable City, County, State and Federal taxes, sales taxes.
4. This contract allows a customer/Associate to purchase the Company's products utilizing a proprietary-leveraged Strategy with no Credit checks, interest or carrying charges.
5. I understand that my success as a Customer/Associate comes directly from my sales of Leveraged Gold Club products. There are no commissions paid to recruit new Associates.
6. All overrides are the direct result of sales made by my team of recruited Associates.
7. I must maintain close contact with the (20) Customers/Associates on my first and second levels. And enthusiastically encourage my team to complete all 7 phases of this contract.
8. The Company may modify the Rules and Regulations, Policies and Procedures, Commissions, Overrides, Company websites, 800# messages, Literature and prices. I agree to be bound by such changes upon notification.
9. Either party may terminate this contract by giving written notice to the other party 30 days in advance. Any Customer or Associate may quit at any phase with a written notice.
10. Falsification of information contained on any of the Company's forms are grounds for immediate termination of this contract.
11. This private (not public) contract may not be sold, or assigned without the express written approval of the Company. This private (not public) contract shall be governed by the common law of private contracts, and the proper jurisdiction and venue shall be in the Federal Courts of Orange County, California, United States of America.
12. I have read, understand and agree with the terms of this private (not public) contract, the Company's Rules, regulations, policies, and procedures and compensation plan, and that the whole agreement is contained within this contract. This is the whole and entire contract.
13. No claims of any kind not specifically and exactly contained in Company literature may be conveyed verbally, written, printed or posted on a website without express written permission from the Company.
14. Associates must maintain contact with all Associates on the first and second level of their business, and act as a Mentor, provide guidance, inspiration and motivation to his/her First and Second Level (20 persons) in order to earn Overrides as out lined below.
15. The Company markets American Eagles (Silver, Gold, Platinum and Palladium) on the LGC Leverage 7 phase Contract.
16. Credit Card payments are permitted only through the Company's official website at www.leveragedgoldclub.com

Rules

1. There will NOT be a credit check to determine credit worthiness.
2. There will NOT be an interest or carrying charge.
3. All of the Company's products are F.O.B. Leveraged Gold Club, 3020 Old Ranch Parkway #300, Seal Beach, CA 90740 Shipping, Handling and Insurance are extra.
4. You are entering into a binding private (not public) contract with the Company to purchase American Eagle Bullion coins: Silver, Gold, Platinum and Palladium American Eagle Bullion coins on a 7 Phase LGC Leveraged Contract.
5. You will place a one time out of pocket deposit on this LGC Leveraged Contract of \$100. All future deposits are subtracted from earned commissions.
6. You agree to recruit and encourage Associates of a like mind who would then follow you to complete 7 Phases which will complete your contract.
7. The Overrides and Commissions from business activities with the First and Second Level Customer/Associates (20 people) will retire the balance due on my LGC Layaway Contract.
8. Following the completion of each phase of this LGC Leveraged Contract, Company will ship to Purchaser, within 10 business days, American Eagle Bullion Coins to fulfill the phase completed. The value of said coins is determined by the 'spot market' as quoted in the LA Times, Wall Street Journal and USA Today at the time of Phase completion plus margin (10%-15%). Insured shipping and handling charges apply.
9. Leveraged Gold Club is in the business of marketing American Eagle Bullion coins on a leveraged layaway plan. Leveraged Gold Club is a market maker and determines its own margin charges. Any cash payments in lieu of a LGC Leveraged Contract is subject to a 20% surcharge, margin, insured shipping and handling charges.
12. You can NOT be paid commissions on personal purchases. Corporations and Non-profit Organizations permitted.
13. Should any of your customers request a refund from LGC within 3 Months of their contract date, you will be back charged for the commission amount paid to you.



14. You have a maximum of 6 months to complete each Phase of the LGC Leveraged Contract.
15. If you have not completed any phase within the prescribed 6 months, **LOSS OF YOUR DEPOSIT MAY OCCUR.**
16. I have read and understand the 7 phases of the LGC contract, the rules and regulations, the Commissions and Overrides.
17. This private (not public) contract may not be sold, or assigned without the express written approval of the Company. This private (not public) contract shall be governed by the common law of private contracts, and the proper jurisdiction and venue shall be in the Federal Courts of Orange County, California, United States of America.
18. I have read, understand and agree with the terms of this private (not public) contract, the Company's Rules, regulations, policies, and procedures and Management fees, and that the whole contract is contained within this agreement. This is the whole and entire contract.
19. Any Customer/Associate may quit any LGC Contract at any level without penalty. A refund will be issued to any customer/Associate who quits before her/his earnings over take \$100. Any short fall of \$100 will be refunded. However, to qualify for a refund the customer must submit a written request for refund and have received earnings less than his/her deposit.

Regulations:

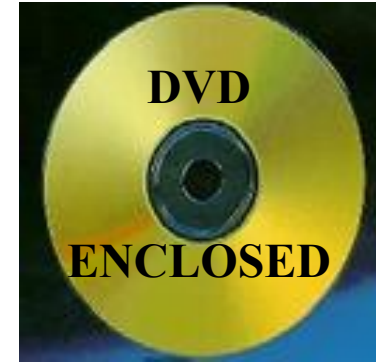
1. No claims of any kind not specifically and exactly contained in Company literature may be conveyed verbally, written, printed or posted on a website without express written permission from the Company.
2. Customer/Associates must maintain contact with all Associates on their First and second Levels. Associates must provide guidance, inspiration and motivation to his/her Team Members (your Team of 20) and encourage them to complete all phases of the LGC Leveraged Contract.
3. Credit Card payments are permitted only through the Company's official website at www.leveragedgoldclub.com
4. All LGC Layaway Contracts (originals only) and checks must be mailed to Company at: Leveraged Gold Club, 3020 Old Ranch Parkway #300, Seal Beach, CA 90740 Or, Submitted electronically at the company website.



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This is Teddy Johnson at his best: no junk pitches...hard and fast down the middle of the plate! Learn how to position yourself as YOU INC. Learn how to attract new Associates and sell more product. Learn why you should be glad this business is hard. Learn why the companies and their GURUS (meeting lizards) lie, trick, deceive and mislead you. Learn the TRUTH about all the myths, exaggerations, misunderstandings and LIES associated with this Industry. Teddy lays it out in simple straight forward terms. Teddy is not for the meek- mild mannered who wish to stay poor, broke and busted...those who have become 'comfortably numb.' Teddy is not for the salesy types who wish to continue pitching, preaching and out talking consumers.

- Learn why you will NEVER succeed by following the followers to meetings held by followers following a company GURU.
- Practical real world strategies revealed. Teddy Lists 15 time proven strategies with step by step plans complete with time required.
- No warm fuzzy feelings here! Just the facts. Just the nuts and bolts that make it happen!
- YOU INC. is the concept of you becoming the leader of leaders. A teacher of teachers. A Giant among giants.

Teddy Johnson is provocative, irreverent and sarcastic—but most important, he's effective. His unmatched advice to new Associates has earned him the moniker the *Original Dream Merchant*. Every year, he and his Friends (Associates) help hundreds of new Associates succeed!

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