

# WHO STOLE THE AMERICAN DREAM?

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1 Million  
Copies  
Sold  
★



**The Book Your Boss Doesn't Want You To Read!**

***Burke Hedges***

## A 'Facts Lift' for a Classic

It's been a long time since the first edition of *Who Stole the American Dream?*—the best selling book in the history of Network Marketing—was first published.

Fifteen years, to be exact.

I wrote the book in the summer and fall of 1991, and it was released to the public in December of that year. Scary to think how many changes I've seen during those 15 years. Off the top of my head, here are a few.

Back in 1991, there was no commercial Internet. No email. No hybrid automobiles. No GPS navigation. No Starbucks outside Seattle. No DVD players. No free long distance. No caller ID. No satellite TV or radio. No flat-screen TVs. No hi-definition TVs. No lightweight laptop computers. No MP3 players. No i-Pods. No Palm Pilots. No BlackBerries. No X-boxes. No digital cameras or camcorders. No debit cards. And just a few fax machines.

Back in 1991, cell phones were clunky and expensive, service was limited, and features were few: No ring tones. No cameras. No calendars. No games. No phone book. No voice recognition.

Back in 1991, the U.S. exported more than it imported... China and India were third-world economies... the Berlin Wall had just come down... the Soviet Union was just converting to capitalism... gasoline cost \$1.04 per gallon... GM was the biggest, most profitable company in the world... the airlines made money... college tuition was still affordable... companies that laid off thousands of workers saw their stock prices fall, instead of rise... Wal-Mart did not sell groceries... Fox TV was a fledgling network... and Iraq invaded Kuwait, sparking the first Gulf War.

Back in 1991, I described the basic premise of my first edition of *Who Stole the American Dream?* with these words: "Somebody—or more accurately, a whole big bunch of somebodies—has stolen the American Dream. Right out from under our hard-working noses."

Sadly, it's still happening today. And this totally revised edition will tell you how to get it back!

## Dedication

To my father, Burke O. Hedges, who passed away when I was a child; and to the men and women who dare to take advantage of our greatest right of all. . .

FREE ENTERPRISE!

## Acknowledgments

This book would not have been possible without the relentless support of John Fogg and Steve Price, two dear friends whom I admire enormously.

A special thanks to my five children—Burke, Jr., Nathan, Spencer, Aspen, and Alina—for their continued support in every endeavor I dare to undertake. And to my mother, Maritza, and my stepfather, Harley, for their faith in me.

A big thanks to all of my teammates who take care of the homestead while I venture down entrepreneurial paths: Katherine Glover, the organizer; Debbie Cortes, the Marketer; Tony Cortes, the technician; Steve Price, the thinker; Sandee Lorenzen, the Coordinator; Gail Brown, the Jack of All Trades; Julia Bullough, the Detail Person; and Dianna Bazalar, the Versatile One.

Finally, my gratitude, deep admiration, and love for two people who passed away, darkening my doorstep forever: Ted von Schullick, a co-worker and good friend; and Dayton, a younger brother who I miss daily.

Also by Burke Hedges

- Who Stole the American Dream?
- You, Inc.
- Read & Get Rich
- Parable of the Pipeline
- Copycat Marketing 101

## Why I Wrote This Book

Have you ever been made fun of... ridiculed... abused... misunderstood and mocked... until finally there came a time when you stood up and shouted,

“ENOUGH IS ENOUGH!”

Well, I’ve come to that point in my life. I’m mad—and I’m not going to put up with it anymore!

So, I’m writing this book to set the records straight and tell you the truth... to tell you what your real chances are today to make it in *conventional business* that are cutting salaries and benefits or, even worse, closing their doors—and laying off people by the thousands.

Notice I said “conventional business.” Truth is, there is another way... an *unconventional business* where average people can be their own boss and succeed in an industry that is revolutionizing the way the world lives, shops, and works.

In this fast-growing industry called Network Marketing, you can set your own hours... set your own goals... and earn anywhere from part-time income to an absolute fortune.

Is Network Marketing a scam?...A scheme?...Or the American Dream?

You deserve to know the truth. The whole truth. And nothing but the truth!

Read this book... and you be the judge!

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# Introduction

## Stop, Thief!

*I'm a gentleman. I live by robbing the poor:*  
 —George Bernard Shaw  
 Irish playwright & social critic

**S**omething was terribly wrong!  
 As I slipped my key into the front door lock, I had a strange, unsettling feeling. I could feel an almost electric tingling sensation on my arms and hands. My stomach was suddenly empty... I felt oddly hollow and sick.

I opened the door and cautiously walked inside. It wasn't getting any better. It actually hurt now.

I looked around. I was in the right house. Nothing was out of place. It just didn't feel right—and the feeling was getting worse by the second.

Then I saw it. There was a hole right under the television where the DVD player used to be. It was gone!

"Oh, no," I thought. "What else did they steal?"

Stop, THIEF!

Somebody had broken into my home, messed around with my stuff, rifled through and ripped off my private things—and my kids' things, *too—they'd even stolen from my kids!*

If this has ever happened to you, you'll probably never forget the feeling. I know I never will. As I remember this incident now, even though it happened years ago, those uncomfortable physical sensations return immediately.

It was awful—and it's still awful. I felt—dishonored... personally violated... angry... and absolutely powerless to do anything about it!

That's how we feel when someone steals from us.

And those are the feelings we have about someone breaking into our home and stealing stuff—just material things, which, in my case, I went out and replaced in less than a week.

Imagine how much more shaken, angry, and powerless we'd feel if someone stole so private and precious a thing as our dreams.

And that's just what they've done.

Somebody—or more accurately, a whole big bunch of somebodies—has stolen the American Dream. Right out from under our hard-working noses.

We've had our hopes and dreams ripped off, our futures stolen and fenced by a bunch of freewheeling felons getting rich at our expense.

## **THE AMERICAN DREAM HAS BECOME A MYTH**

The American Dream is a fairy tale—

Not because it's not real...

Not because it's a thing of the past...

Not because it's not possible to achieve anymore, either...

And not because we don't deserve it. Absolutely not that!

It's become a myth because the way we've been brought up—and the things we've been taught we had to do to achieve the American Dream—simply don't work anymore.

And what's more, that whole business of “Get a college degree, work your way up the corporate ladder or start your own small business and achieve your dreams...” could be a setup. For an increasing number of us, it's turned into a con, a scam, and a scheme the big-shot power people use to get us to work our lives away trading too much time for not enough money just to make them rich!

Just thinking about it brings up the same feelings in me that I had when my home was broken into... with one exception.

This time I don't feel powerless. Not anymore.

I found a way to get back the American Dream.

But before I tell you my way—the average person's way—let me ask you some questions.

## **WHAT IS THE AMERICAN DREAM?**

Is the American Dream going to college and getting a degree? Now,



you know that works for some, but really—how many? And isn't it true that for the doctors, lawyers, and Indian chiefs of government and corporate America—the future isn't what it used to be? How many college grads find work in their chosen fields today? How many are doing that same work 10 years later... or even 5 years later? Likely one out of a hundred.

Is the American Dream getting a good job? Working for a living? Can you get a job where you can earn what you're worth... where you'll become financially independent... and find fulfillment... and gain freedom... trading your time for money?

Did you know that over half of all first-time heart attacks occur between the hours of 8 a.m. and 10 a.m. Monday morning? That tells me that *people would rather die than go back to work!*

There's no loyalty in corporate America anymore—and no security, either. GM is laying off 30,000 workers. Ford is shuttering more than a dozen North American factories. China and India are booming and building like a gold-rush town, while the once-major G-8 industrialized nations are steadily edging toward 20% unemployment (the youth in Spain, France, and Germany are already there!).

What about owning your own business... is that the American Dream? I tried that. Made a million dollars—but it cost me \$1.2 million to make it!

Did you know that 90% of all small businesses fail in the first year?... and 80% of the survivors close their doors in the next 5 years?... and 80% of those lucky survivors never see year 10? Which means fewer than 1 out of 100 small businesses last a decade or longer.

Doesn't look like owning a conventional small business is the way to achieve the American Dream, does it?

Now, notice I said, "conventional" business.

## **THE TIMES WE LIVE IN**

We live in unconventional times, which call for unconventional ways of doing things.

New and better and different ways.

Ideas that used to take 50 years to be born, grow, and mature—now take only 5 years... or fewer. For example, it took radio 38 years to reach 50 million listeners. It took TV 13 years to reach the

50-million mark. *It only took the Internet 4 years to attract 50 million users!*

Everything's changing—and changing so rapidly that the great success stories of just a few short years ago are outmoded, dying dinosaurs today.

Here's a recent example: VHS recorders.

If you owned a successful business manufacturing VHS recorders or tapes in the 1980s and early '90s, you were probably a very rich person—a millionaire many times over. Where would you be today? *Out of business!* DVDs knocked VCRs right off the shelf of your entertainment center. DVD players take up less space, offer better sound and picture, have more options, and are easier to use.

R.I.P., VHS.

As I write this, DVDs are king of the hill, but change is happening so fast in the electronics industry that China is already busy writing the obituary for DVDs, gearing up to replace them with hi-definition EVDs (Enhanced Versatile Disks). And you better believe there's some techno-nerd in some lab developing the technology that will eventually knock digital technology right out of the ring.

Are you beginning to see the picture?

## THE FUTURE IS NOW

Ladies and gentlemen, tomorrow is happening today. If you can't see it, if you don't know what's coming, you're going to be left behind. And not just one or two steps behind either—miles behind! And things are moving so fast you may never catch up—ever!

Look, if you're not already in place, at the top, on a leading-edge career track where your job is out in the margins, literally working in the future today, you've got no better than one chance in 10,000 of making it to the top of an Old Economy company. Believe me, it's true. What's left over are dull, dead-end government jobs, like airport luggage checkers... or cheap, unfulfilling service jobs—cleaning up after or waiting on the hot-shots smart enough to go where the action is now... and, more importantly, where it will be in the future.

Look around you. It's already happening. Leading-edge entrepreneurs, like the founders of MySpace.com, FaceBook.com, and YouTube.com, are working in the future by cashing in on the Internet, even after the dot.com bubble burst. The three guys who started

YouTube, for example, sold it to Google for \$1.65 BILLION only one year after starting the company.

Mind boggling, isn't it? Oh, to be a computer geek...

In Yogi Berra's words, "The future ain't what it used to be."

## THE CHANGING AMERICAN WORKPLACE

Do you think "big steel" and other U. S. heavyweight industries are going to make a comeback? Who's going to replace a robot or some other error-free, automated machine that just replaced 20 human beings for less than half the money they were being paid—and that does a better job?

Just try getting a high-paying factory job today in Detroit... Pittsburgh... or Cleveland. There's a reason they call it the "rust belt."

Let's face it, blue-collar jobs are becoming extinct. Think I exaggerate? Ford Motor Company is planning to eliminate 75,000 American jobs and close more than a dozen North American factories by 2012, and they're seriously thinking about terminating three high-end brands—Jaguar, Land Rover, and Lincoln. GM is closing 14 plants and PERMANENTLY ELIMINATING 30,000 jobs in the U.S. and Canada.

Poof—once-secure jobs gone forever. And that's just the beginning.

So, what about white-collar jobs?

I can answer that with one bureaucratic buzz word: *outsourcing*. The U.S. will lose 6 million high-paid white-collar workers to India in the coming decade. And not just call centers. Entire info-tech departments are being outsourced to India. Along with accounting services. Healthcare services. Banking and back office support. Software design and production. Even movie-making, all in the effort to save money and boost profits for the fat cats at the top and the hedge fund managers who badger CEOs to get "leaner and meaner" in exchange for buying their stock.

The rich are getting richer—and the poor...? We all know the answer to that!

Let's see—college degrees, corporate careers, small businesses, blue-collar jobs, white-collar jobs... all heading for underemployment or overseas.

Where can people turn to recapture the American Dream? What's left?

What's left is a way of life and work called Multi Level Marketing (MLM) or Network Marketing—the most powerful form of distribution of goods and services available in the world today. A new and better way of working and living. A proven industry that people from every walk of life are turning to. A way for the average person to achieve the American Dream.

That's what this book is about.

## **YOU DESERVE TO KNOW THE TRUTH ABOUT NETWORK MARKETING**

Networking will be in your future in one of three ways:

- You'll be one of the people who's making it happen; or,
- You'll be one of the people who's watching it happen; or...
- You'll be one of the people wondering "What happened?"

It's simple. You'll either be one of the millions of ordinary men and women who achieve extraordinary lifestyles through Network Marketing—or you'll be one of those who wish they had.

I guarantee you that by the mid-21st century, if you're not a Network Marketer, you'll be one of those other millions of people throughout North America and the world buying things from them... making things they buy... serving them... or waiting on them.

Bold talk? Yes—the boldest. And yes, I've earned the right.

## **MY STORY**

You see, I had the American Dream stolen from me—just like I'm saying most of you have. I've experienced those feelings in the pit of my stomach: broke, scared, couldn't pay the bills, couldn't provide for the kids, no vacation, no fun, no future—frustrated, angry, and feeling powerless to change it.

Then I discovered Network Marketing. And, yes—perhaps like you—I was skeptical at first. It sounded too good to be true. I felt it was just some sales scam—you know, a pyramid scheme.

But, hey, it didn't cost me anything to check it out—and what if it were true? What if it really was my ticket to the American Dream? I couldn't afford to risk losing out!

They say the mind is like a parachute—it doesn't work unless it's open. So, I opened up my mind. I tucked my doubts and disbelief under my arm and took a look.

What I found was that Network Marketing really was simple—

even I, a boat-builder earning \$5.50 an hour who couldn't pass the test to become an insurance adjustor, could do it! It was fun, too. There were lots of people to help me. I got to make a powerful, positive difference in hundreds, even thousands, of people's lives. And, yes, I made money, too—more than I ever dreamed possible, in fact!

But who cares what I did? Who cares what I think?

The important question is, "What do you think?"

## ONLY YOUR OPINION COUNTS

Is Network Marketing right for you? Can you be successful in Network Marketing—will you?

I don't know the answer to that. But I do know that you absolutely, positively owe it to yourself to learn the truth about Network Marketing.

I mean—what if... ?

What's it going to take for you to learn the truth, the whole truth, and nothing but the truth? The cost of this book and a couple of hours of reading—max.

It will be time and money well and wonderfully spent. That's a promise.

You see, in my opinion, Network Marketing is the wave of the future.

In my opinion, Network Marketing is called "a personal franchise" for a good reason.

In my opinion, Network Marketing is putting the freedom back into free enterprise.

In my opinion, Network Marketing is the very best way in the world—perhaps the only way—for average people like you and me to live far-above-average lives.

But that's my opinion.

In the classic novel, *Fathers and Sons*, Russian author Ivan Turgenev wrote:

"I share no man's opinion. I have my own."

So, it's really your opinion of Network Marketing that counts— isn't it?

See, it doesn't really matter what my opinion is.

You've got to know for yourself, isn't that true?

What really matters is what you think and feel about Network

Marketing. In short, you've got to know what's in it for you!

I promise you this: If you'll just take the time to learn about who stole the American Dream—and then determine for yourself if you can get it back with Network Marketing—then you'll know if Network Marketing is the right vehicle for you.

## NO EXCUSES

Now I know some of you will make excuses for not investigating this industry. Some people will say, "I don't have the time"... or "It's not for me"... or "I'm too old to try something new"... and so on.

All these half-baked excuses remind me of a guy who wanted to mow his grass, but his mower was broken. So he went next door to his neighbor's house and asked if he could use their lawn mower.

"Sorry," said the neighbor. "I can't lend you my lawn mower because my wife is cooking beef stroganoff."

Startled by his neighbor's response, the man asked, "What does your wife cooking beef stroganoff have to do with you lending me your lawn mower?"

The neighbor looked him square in the eye and replied, "If I don't want to loan you my lawn mower, any excuse will do!"

## NOTHING TO LOSE

How about you—are you accepting just any excuse to avoid finding out about this industry? Hey, if you've made all the money you'll ever spend (and you have the time and freedom to enjoy it)... you probably don't need to investigate the possibilities of becoming successful in Network Marketing.

But if you're like most of us, you've got everything to gain and nothing to lose by finding out the facts about this fast-growing industry.

There's no better time to check it out than right now!

And if you decide that Network Marketing is for you, you'll look back on this moment in time as the single most important moment in your life!

This could be that special moment when you start to take control of our life again... the moment you begin to feel the freedom, security, and happiness of the American Dream.

Best of all, it could be the moment you start to make *the* American Dream—*your* American Dream!

# The American Dream



**PHASE 1**



01

## The Myth of the American Dream

*America is too great for small dreams.*  
—Pres. Ronald Reagan

**W**hat is the American Dream? We all have our own unique version of what the American Dream means. Ask a million people to describe their dreams, and you'll have a million separate, distinct, and uniquely individual pictures. However, there are a number of things that all our dreams have in common, no matter how different each of us is.

We all want freedom and security for ourselves and our families. We want more money than we have now. We want health and happiness. We want to do something meaningful and stimulating. We want to help others while helping ourselves.

Basically, we want what we don't have. We want more money and more time to enjoy the things money can buy.

Isn't that true for you?

Truth is, most of us aren't free to live where we choose—in a house and a neighborhood we love—because we simply can't afford it.

Today, tens of millions of people aren't living their dreams at all, are they?

### THE TRUTH ABOUT THE AMERICAN DREAM

What else do we want? A top—notch education for our kids... spending time with old friends and making new friends... travel and vacations... entertainment... recreation... going out to dinner...



new clothes... and a whole host of other possessions and possibilities for realizing our dreams.

So what happens? We finally get that special car we want—and then we stay home because we can't afford to go out! Unfortunately, we're forced to pick just one of the things we really want—and sacrifice everything else.

We've made a habit of settling for less—settling for less as a lifestyle!

Today, people aren't free to do what they'd really love to do for a living—what they're really good at. They're strapped to a job they don't like—or worse, one they hate—because they just have to have that paycheck to survive.

I've done that—working for \$5.50 an hour building boats for someone making a whole lot more money than I was. Waiting on tables for \$150 a week (including tips!). Doing work I hated. Hanging out with my buddies after work. Going nowhere in a hurry.

That's when I asked myself, "Is that all there is?" I used to hear that song in my sleep! "Is that all there is, my friend?"

My life was in the pits, yet I was too scared to leave and take a chance on something better. I knew I was worth more than \$5.50 an hour. But I depended on that paycheck—and I had a family depending on me!

Sound familiar?

You know, the truth is less than 1% of the people in America make over \$100,000 a year. And that's just about how much it takes today to even get close to financial security.

## **THE BOTTOM LINE**

The cornerstone of the American Dream has always been financial freedom—enough money to do what you want, when you want to do it.

That's not to say that money alone is what we desire most. We all know it's not the money, but what the money will buy. As the famous restaurateur Toots Shor used to say, "I don't want to be a millionaire. I just want to live like one." And it's true that one thing money does buy in a society like ours—is freedom.

Money builds churches and schools and puts clothes on our children's backs.

Another thing money can buy today is good health.

The rising cost of medical care in the United States has made it

virtually impossible for people of average means to afford even basic medicines and proper health care. Truth is, people can't afford to get sick anymore!

What about adequate health insurance coverage? Did you know that nearly 50 million Americans have no health insurance? It's pretty sad when almost 17% of the people under 65 years of age—in the richest country in the world—are one automobile accident or catastrophic illness away from being forced into bankruptcy!

And is there any greater cause of stress—which more and more physicians say is a primary contributor to sickness and disease—than anxiety and worry over money?

The shocking truth is that medical research proves the affluent are significantly healthier than the average American! You bet money can buy health—and lots of it!

How about happiness? They say it's the one thing money can't buy.

We all know that's not true. Just look at a child on Christmas morning.

Freedom, security, money, health, and happiness. We were never meant to be forced to pick just one or two. I say we deserve them all!

## **PAYING THE PRICE**

Sir James Barrie, who wrote the classic fairy tale *Peter Pan*, once said:

“Dreams do come true... You can have anything in life if you will sacrifice everything else for it.”

Can you believe that? Do we really have to give up everything else to get a little of what we want?

How much freedom do you have if you can't pay the mortgage or the rent?

What happiness is there if you don't have security?... if you can't afford good health and medical care? (Or if you have to work yourself to death to pay the taxes that subsidize the other guy's health insurance?)

What good is having anything if you have to give up everything else to get it?

No, the real American Dream is to have it all.

But the sad truth is the vast majority of people today don't stand

a chance of getting what they want out of life. For them, the American Dream has become a fairy tale. A myth.

For an alarming number of people, the American Dream may even have become—the American Nightmare!

# B<sup>+ve</sup>

**At 211 degrees...  
water is hot.  
At 212 degrees...  
it boils.  
And with boiling  
water,  
comes steam.  
And steam can  
power a  
locomotive.  
And, it's that  
one extra degree  
that...  
Makes all the  
difference.**

**-Mac Anderson**

## **QFORD Best-Sellers**

- ☞ Who Stole the American Dream?
- ☞ The Science of Getting Rich
- ☞ Science of Being Well
- ☞ Science of Being Great
- ☞ Science of Getting Rich (Punjabi)
- ☞ Focus on Your Dream
- ☞ Dare to Fail
- ☞ You Inc.
- ☞ दस कदम
- ☞ साहस विफलता का
- ☞ जागते रहो ताकि सपना जिन्दा रहे
- ☞ अमीरी का रहस्य
- ☞ श्रीमंतीचे गुपित (मराठी)
- ☞ चूहा दौड़ बिल्ली आई
- ☞ सड़कों पर सोना
- ☞ सफलता का रहस्य

### **5-10-3 Business Model**

Every franchise has a business model. From McDonalds, to Subway, to Dominoes Pizza. The reason people are willing to purchase a million dollar franchise is because you get a million dollar marketing system to build that business.

We too have a business model in the direct marketing/network marketing industry. Unfortunately, many people try to go off and reinvent the business model to suit their personal tastes. Sad to say, but their businesses often implode. If you don't personally follow a smart business model that works, and you don't train your team to do the same, your business can eventually fall apart.

I was in Cypress a couple weeks ago training with a direct marketing company that has been around for 35 years. What I'm about to share with you is the same business model I shared with them and I can guarantee you that their sales increased dramatically just because of this business model. I call it "My 5-10-3 Business

Model” to achieve passive residual income in MLM.

Here’s how it works...

Once you’ve sponsored someone into your business, you’ve got to plug them into a system of success. You’ve got to give them a business model to guide their efforts. So, what is the model? It’s “5-10-3” and it breaks down like this: Sponsor 5 business partners who each get 10 customers, and go 3 levels deep.

Now, let me explain how you do this: When you bring someone into your business as a partner, you’re going to help them sponsor 5 people. It may take you 2 months, 6 months, or even a year to get those 5 people. You may even have to go through 10, 30 or even 100 people to find 5 *good* people who stick. It doesn’t matter. Whatever it takes, your goal is to help your new business partner sponsor their 5 people. This is part one.

Now, part two: You’re going to demand that each one of your business partners have 10 personal customers. You need to have 10 personal customers & each one of your business partners also needs to have their 10 personal customers. The success of your business depends on a lot of people each doing a little bit. The beauty of this industry is that you don’t have to go out and sell hundreds or thousands of customers. All you need is ten. Typically, your product customers will be those people who don’t see the big picture of the business opportunity. But the people who aren’t interested in becoming your business partner will typically be the ones who become a customer of the product.

Now, once you’ve got your 10 customers and each of your 5 business partners have their 10 customers, you’ve already met 2 of the 3 qualifications for this business model.

The third part of the “5-10-3” business model is crucial. You must build your organization 3 generations deep. Because this business is about leverage, residual income, exponential growth, and breaking the “time for money” trap- it’s essential that you build your organization three generations deep and you teach each one of your business partners to do the same.

Let’s look at what takes place mathematically if you follow this business model:

On your first level, you have your 10 personal customers. The 5 people you’ve sponsored each have their 10 personal customers as well, so you’re getting paid for at least 60 customers. Now, because you’re teaching this business model to your team, they all

have “depth mentality” and their mindset is to go out and do the same. (It’s very important that your team understands how important it is to build depth in their organization right up front because this concept is foreign to most people. This is how network marketing works- so it becomes your duty to stamp that blueprint in their minds eye right at the get-go.)

Next, your 5 business partners will duplicate what you’ve done. They’ll go out and, with your help, sponsor 5 business partners who get 10 personal customers. This will give you 25 business partners on your second level, and 250 customers.

Finally, you’re going to go one level deeper- your job does not stop until you get to that 3rd level. Each one of those 25 business partners on your second level needs to do exactly what you did- they sponsor 5 people with 10 customers. That would equal 125 people and 1,250 customers on your third level.

This is the power of exponential growth and the power of the “5-10-3” business model. When each person does a little bit, it compounds. Likewise, when each person on your team builds depth in their business, it compounds. That’s when you know you have a successful business.

Just like a McDonalds franchise is successful because of their replicated program- the proven formula for success in direct marketing is the “5-10-3” business model. Focus your efforts on building your business with this model and teaching your team to do that same, and you’ll be pleasantly surprised at the amount of passive income- or what I call “permanent income”- you’ll generate.

With the “5-10-3” Business Model, you can finally stop getting up at the crack of dawn and start getting up at the crack of noon!

— **B.H.**