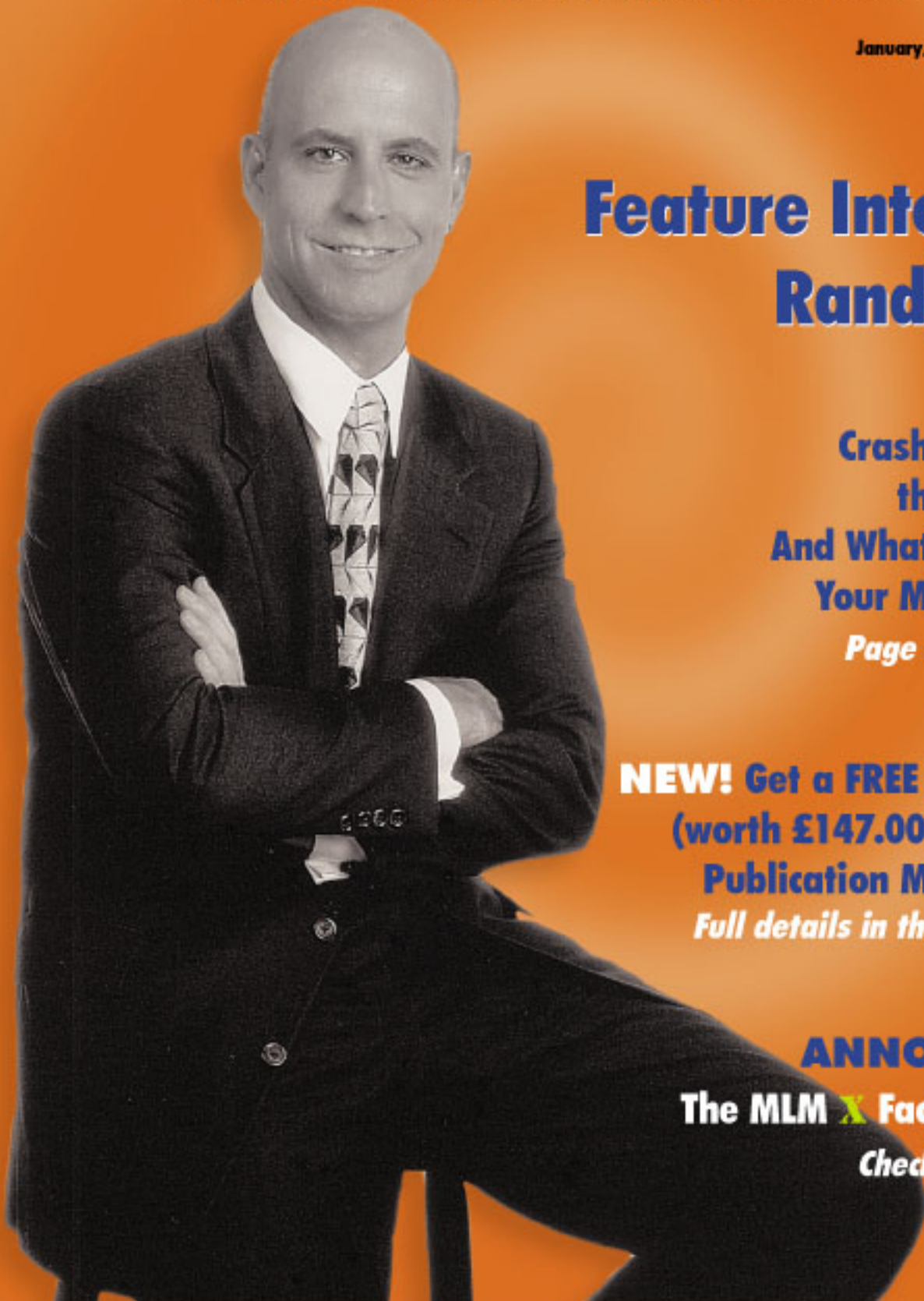


Network Marketing

NEWS & TRAINING

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Feature Interview: Randy Gage

**Crash Landing for
the Economy...
And What it Means to
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RANDY GAGE

A Man on a Mission

From Networking Marketing millionaire to Internet entrepreneur Randy Gage has used the experience he has gained over the years to help millions of people around the world. People from every background imaginable have profited from the charisma and wealth of knowledge that Randy shares through his book, tapes, seminars and web sites.

His book How To Build A Multi-Level Money Machine and his tape album How To Earn At Least \$100,000 A Year In Network Marketing are rightfully the industry's number one best sellers.

People who own any of Randy's materials get advice worth hundreds of thousands of pounds in increased income each year. These tools are literally transforming businesses around the globe into high-earning distributorships worth millions in the market place.

Now Randy is back in the UK in March to help distributors from around the UK and Europe to build dynamic, fast growing downlines that will bring them a lifetime of residual income that just keep growing and growing and growing.

We caught up with Randy during his busy schedule to find out more about what he is currently doing, what advice he has to share and what his exciting new product Net Profits is all about.

Q Randy, you are a widely respected and world-renowned author, speaker and MLM expert. When and why did you make the switch from distributor to trainer?

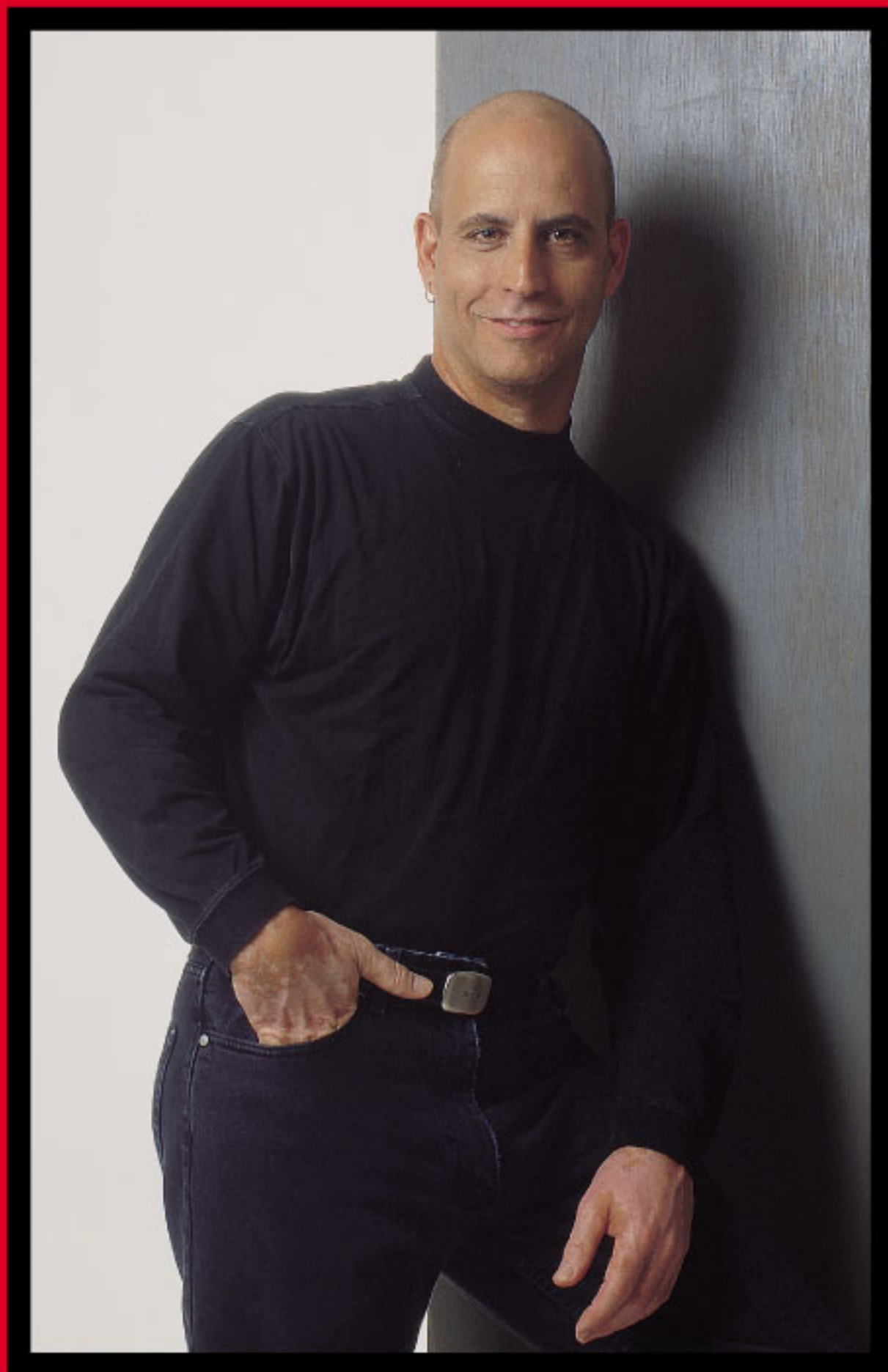
A I started training for my own organisation and I called it a 'Supervisor's School.' It was training on how to reach the supervisor rank within a month. It became very popular, and people from other organisations asked to attend. Then people started flying in from other areas of the country, and eventually I was invited to take the training to other cities. So it was nothing I planned, it just kind of was my destiny. And it allowed me to do my favourite part of the business, which is teaching.

Q What one tip can you share that has made a fundamental difference to you in your MLM career?

A You have to make the first sale to yourself. If you believe in you, then other people will.

Q The world economy is taking a turn for the worse. What does this mean to MLM distributors — and — what should distributors be doing right now, if anything, to take advantage of the situation?

A I think it will be a great growth time for MLM. Elsewhere in this issue, I understand you are publishing an article I wrote recently on the situation. I think it's an opportunity for distributors to take advan-



tage of some serious growth. The actions they take in the next two years are going to determine their income for the next 25 years!

Q With your extremely popular Boot Camp seminars selling out at £3,000 to £7,000 a ticket, the up-coming two-day 'Diamond Weekend' seminar at only £197 represents truly outstanding value. Which kind of people should attend this seminar and what will they discover over the weekend?

A Well, the first day is for all distributors, even the beginners. We'll cover the fundamentals of building a strong base for your business, and some of the key sponsoring and recruiting strategies. Then day two is only for leaders, and people who want to be in that group. We'll go through the leadership strategies you need to manage and grow a large, exponentially growing organisation.

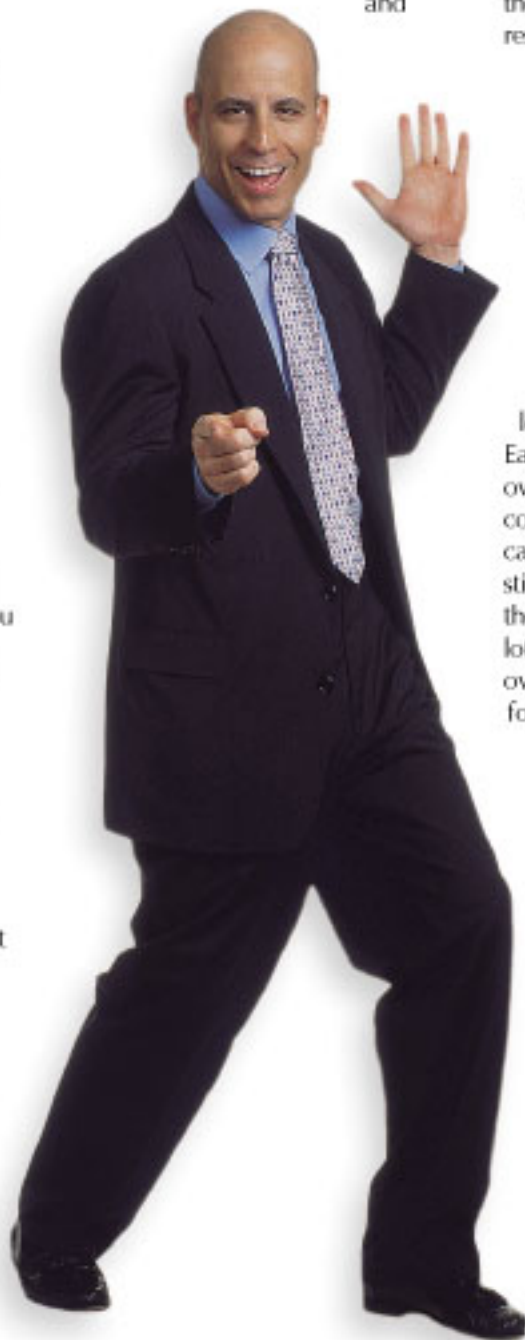
Q From the results of past seminars what can distributors expect to see happen to their businesses after the weekend is over?

A I wouldn't even do the program if I didn't believe that the newer distributors couldn't double the size of their group within 90 days. Obviously it will take work, but if they are willing to put in the work — I'll show them the methods and techniques that will do it for them. The leaders and power players will learn on day two how to train, motivate and manage an organisation that can reach the tens of thousands of people.

Q You're always doing a lot for the Networking Marketing industry around the world. What are the highlights?

A Obviously there are some highlights. Opening Network

Marketing in Croatia during a war. Seeing the commitment to free enterprise and dreams in former socialist countries like Slovenia, Bulgaria and



Macedonia.

But the best highlight was seeing the growth in myself... and then the growth of the people I helped. I went from a pathologically shy guy into a social person with thousands of friends all over the

world. I went from a dishwasher in a restaurant to a wealthy person. Even better, I have helped single mothers on welfare, struggling new families and countless others break the bonds of poverty to achieve self-respect and success and prosperity.

Q You're having great success as an Internet entrepreneur. What should networkers be doing on the Internet to help their businesses?

A The Internet opens up whole new worlds to run your business for MLMers. First, they should be using it to communicate with and train all their long-distance lines cost effectively. Each distributor should have their own web site. If they can link to a company site where their prospects can buy product great. If not, they still need a site. And of course now they have the opportunity to do a lot of prospecting and qualifying over the net. It is especially helpful for the international lines.

Q You have recently launched an Internet course — *Net Profits*. What will people learn from the course?

A The reason I have been so overwhelmingly ecstatic about the Internet for the last few years is because it is the greatest direct response tool ever invented! Yet truth be told — almost no one is making any kind of serious money with the Net. Most businesses have spent thousands, to tens of thousands, to even millions of dollars — to create basic image building, or brochure-wear sites. Network marketers are just beginning to understand the power now available to them. *NET PROFITS — 7 Simple Steps to Making Money on the Internet* is the first — and only — resource ever developed on Internet marketing

from the layman's point of view. You know me. I don't know technology. I couldn't tell the difference between a JAVA applet and a cappuccino one. And I don't care. I wouldn't know the distinction between pearl script, Pearl Harbor, or Pearl Bailey. And I don't need to. What I do know — is the psychological triggers that cause people to act. And buy. So that's how I designed the album. No cyber-speak or techno-talk here — just direct marketing techniques that anyone can apply, even if you know almost nothing about computers! *Net Profits* is designed to help you make the most of your Internet investment. It will teach you the exact strategies I used to make money on the Net. This resource is PACKED with dozens, and dozens, and dozens of strategies to help you get more customers, sell them more, and bring that money down to the bottom line. It is constructed in seven simple steps that you can implement immediately. This is a brief summary of what you'll learn:

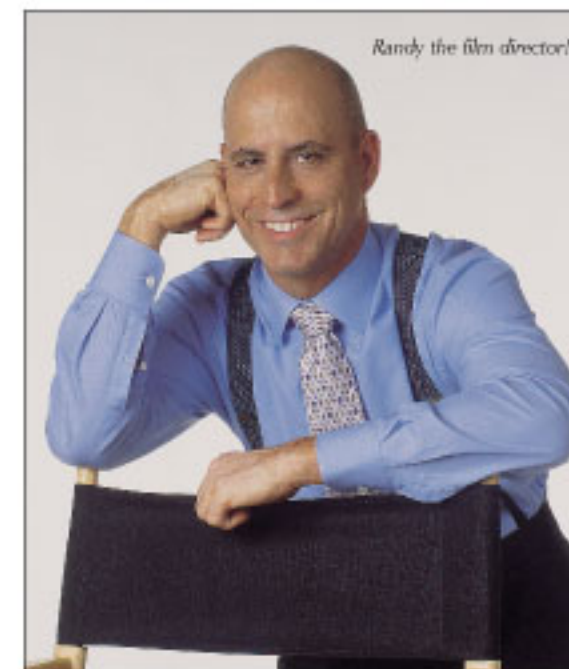
- Create your personalised Internet Action Plan;
- Design your site for maximum sales;
- Write captivating copy that compels prospects to buy;
- Sell effectively on your web site;
- Set up an affiliate network to resell your products worldwide;

- Drive a steady stream of prospects to your site; and,
- Make big money with e-zines!

These are the steps that I've used to make real profits for my clients and myself. Once you finish studying this resource, you'll know how to create sites that SELL. You will learn to leverage the Internet to generate leads, attract customers and sell products and services online. You'll learn precisely what outcomes you desire, then how to hire and guide the geeks to do it. Which is the most important insight you'll ever discover about making real money on the Internet. You don't need to know all the technical stuff. Learn the important marketing stuff and pay someone else to do the techie stuff.

Q Before the interview you mentioned that there are three things people should do to be successful and these are the three keys to your continued success. What are they?

A I invest in myself, I believe in myself, and I work on myself. It's that simple.



Randy the film director!

Q You're always extremely busy with various projects on the go at the same time. What is currently in the pipeline for you?

A I've just started a new mentoring program that I am very excited about. It's something people have been asking for years. Now with the Internet, I've found a way to make it feasible. I have people all over the world that I'm now working with personally, helping them reach higher levels of success. It's the most rewarding and exciting thing I've done in my career. Details are available at www.BreakthroughU.com

Q Randy, is there anything else you would like to mention before we conclude this interview?

A Just to remind about the "Go Diamond Weekend" in March. I hope your readers work hard to get all their serious people there. It will be an amazing weekend. And thanks to your magazine for the great job you're doing serving the industry in the UK and Europe!

Thank you Randy

