The Dream Champion’s
“Recipe for MLM Success”

By Coach Larry McKinstry
MLM Coach, Trainer and Author
Founder of the Dream Champions

“Success leaves footprints...Follow in a mentor’s footsteps and you can get to where they got.”
Tom “Big Al” Schreiter (my mentor) and Coach Larry McKinstry

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Introduction and Acknowledgements

The Dream Champions, is a team of professional Network Marketers, committed to assisting themselves and others in achieving the dream of a “life beyond money” a life where you can put your full focus and energy on doing those things which bring joy and fulfillment to your life, rather than simply spending your life working for money to pay the bills and get by.

The Dream Champions are proud to be independent distributors with Oxyfresh World Wide and part the fastest growing, highest retention team of professional Network Marketers in the 20 plus year history of Oxyfresh.

Any great business is built on a set of proven systems, systems that can be followed and implemented with consistent results. In this e-book we are going to be sharing with you our teams proven systems for building a big Network Marketing Business, quickly, inexpensively and without having to resort to hype or manipulation and without pestering family or friends.

The recipe you will discover on the following page contains all the ingredients necessary to build a large profitable Network Marketing business that can provide you and generations to come the passive income that is usually the reason anyone starts a home based business.

Follow this recipe and you will no longer have to waste time looking for the next big deal because this truly can be your “LAST MLM” - the one you join that actually assists you in creating your desires.

Special thanks goes to all the mentors and coaches that have been so kind as to assist me in the discovery of this recipe.

Here are a few special mentors I wish to acknowledge and give thanks

Richard Brooke, CEO and owner of Oxyfresh, not only has Richard provided us a safe and stable company environment to work within. He also provides some of the best training and coaching in the industry on leadership and the secrets to self-motivation through a powerful vision. You can learn more about Richard at www.RichardBrooke.com.

Paula Pritchard and Kathy Robbins, Our upline leaders who decided to come out of “retirement” after having made millions in the Network Marketing industry to train and mentor “one more” group of people in building a large and profitable residual income through Network Marketing. There support website for our team is www.GlobalPartnersInfo.com you can also access their generic Network Marketing training at www.MLMMadeSimple.com.

Steve Wilson, my personal sponsor and friend for sharing with me the Oxyfresh opportunity and then providing tools, support and training that allows each member of our team to focus on building their business quickly and effectively.

I also want to thank the training and personal guidance I’ve had from such industry legends as Tom “Big Al” Schreiter, Art Jonak, Greg Arnold and Michael Clouse.

Final thanks to the unnamed trainers, coaches and mentors in this business who have inspired me to keep pursuing my dreams no matter what.

So here’s the recipe...
“Recipe for MLM Success”

**Ingredients:**

200 Parts BIG BIG Dream.
200 Parts Strong clear compelling VISION
200 Parts Consistent Daily ACTION

100 Parts Prospecting
45 Parts Enrolling
45 Parts Coaching, Training and Support
30 Parts QUALITY COMPANY with stable proven management, great products and lucrative pay plan.

Combine all ingredients mix thoroughly and infuse into your life for a minimum of four years and you will create “MLM Success”.

**WARNING:** Leaving out any ingredients, change the portions or fail to apply consistently for a minimum of four years and you’ll end up with a half-baked mess!

By joining the Dream Champions Team we will assist you in locating and mastering the skills necessary for acquiring each of these ingredients.

**BIG BIG Dream:**

Without a BIG BIG Dream—you already have this essential element within you—now you may no longer be aware of it but each of us was born with a core desire that when discovered becomes the driving force and purpose of your life—all your actions are linked to its fulfillment your life shifts into overdrive, you start moving forward with true power.

Part of the Coaching and Training we offer will assist you in locking into YOUR BIG BIG Dream.

**Strong Clear VISION:**

A compelling and clear VISION (mental movie script of what you expect) is the secret to self-motivation and sustained right action. Your life is currently being run by the pictures you have created either by choice or by default.
As a member of the Dream Champion Team we will provide you with tools training and support that will allow you to create a powerful VISION that will pull you to the success you desire.

**Consistent Daily ACTION:**

“Knowledge **without** ACTION is like a bird **without** wings!” The bird “knows how to fly” but will never get anywhere.

Members of the Dream Champions Team have access to coaching and support that moves you to take the consistent daily actions required for success in this business.

Our coaching and training will assist you in developing the action plan that is right for you. Our support systems will assist you in moving past your barriers that may have stopped you from taking action in the past.

**PROSPECTING:**

Prospecting is simply finding people who are interested in possibly having what you offer.

We have proven and effective prospecting systems that can fit ANY budget and we will teach you the most effective ways to find potential prospects and discover if they have an interest in what we offer.

Best of all our prospecting systems are all designed so that you never have to pester, bug or manipulate ANYONE whether it be family, friends or strangers.

The real secret to effective prospecting is personally asking a pre qualified individual if they want what you offer. We will show you where to find pre qualified people, what to say to them, AND we will show you how to find these people **without** having to **spend a fortune** on leads or advertising.

**ENROLLING:**

Enrolling is the process of follow up that begins when your prospect says “yes, I'm interested”.

Unlike the common view of “selling” enrolling is the art of discovering what someone wants and why they want it and then leading them on a process of discovery to determine if what you offer will meet that need or desire.

You will learn how to effectively take your prospects through the enrollment process.

**Coaching, Training and Support:**

As a member of the Dream Champions you will not only have access to the coaching, training and support necessary for your success. You will also learn how to effectively coach, train and support the large organization you will be developing.

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QUALITY COMPANY:

While this ingredient is the smallest and the last one covered it is ABSOLUTELY ESSENTIAL to the success of your business.

Mixing your recipe without having this small but key ingredient is much like baking bread but leaving out the yeast!

Because this ingredient is so vital many people seeking success in Network Marketing focus on this and forget to add one or more of the other ingredients.

Because it is so critical the following pages will go into detail why we chose Oxyfresh as the QUALITY COMPANY to use in our recipe.

First you will discover the criteria used by Paula Pritchard and Kathy Robbins when they went on their “quest” for this ingredient.—They knew (and their industry track record proves it) that they had all the other ingredients. They spent several months in their motor home traveling the country meeting with various companies. Because of their stature in the industry they were often given “inside looks” into the companies they were considering that are not often afforded to the average distributor just getting started.

I am thankful for the in depth due diligence they conducted because it saved me from having to spend hundreds of hours and dollars kicking the tires of different companies.

Here’s the list of criteria they were looking for and found in Oxyfresh.

Criteria List

This is the criteria list we used for the initial company qualification process. (* means incorporates prior lessons learned)

Rules: If any one of these is not possible to prevent, qualify, or include, then the company is an automatic pass

Company

Successful company history— at least 10 year old company
Stable & strong financially (cash flow & assets) *
No start-ups, prefer private company vs. public *
No prior MLM wave or momentum *
Infrastructure prepared for growth.
Domestic & international growth capability - International expansion to build business not save business *
Owner, Management & Staff

Ethical & open-minded owner(s) prior MLM experience* and with a solid business plan for the companies future growth
Ability to work directly with the owner and decision maker.
Experienced & forward thinking management with prior MLM experience
Strong legal counsel (up-to-date prepared for any regulatory issues), with a strong, experienced, and professionally responsive Distributor Compliance Dept.
A staff that is customer & distributor friendly and knowledgeable and a customer service and distributor service departments that can handle growth

Products

Unique products, preferably patented, that are highly consumable.
Not a single product company*
Product prices that are competitive to everyday prices
Products that deliver results
Risk-free product money back guarantee (30 days or more)

Marketing & Recruiting

A sampling product program *
A Fuller Brush/Earl Shaw recruiting Program potential *
World-wide & universal market appeal
Consistent & high customer-product reorder ratio *
Low start-up cost - Easy for new members to join
Internet ready or willing to be immediately
Inexpensive Internet distributor web sites
Internet as a support, not the only focus for building *
Simple to explain (Company, Products, Compensation)

Compensation Plan

Proven compensation plan*
Low monthly maintenance to qualify, with manageable increases if necessary*
Fast money on the front end to motivate new members*
Leadership bonuses & incentives that motivate business growth & leadership development
Proven recognition methods in place that recognize leaders/business builders for correct activities and promote leadership development
Significant income on the back end for long-term business builders--proven residual income potential *
No Binary plans or break-away plans*

* Learned from past experience
To gain a clear understanding of how the company we chose, Oxyfresh World Wide, meets this criteria you will want to visit www.PillarsForSuccess.com and download the FREE Report “Cutting Through the Hype and Hoopla” by Steve Wilson. Steve is an experienced Network Marketer who has built large organizations very quickly.

Steve like Paula and Kathy KNEW he could bring to the table the other ingredients necessary for building a big Network Marketing organization.

He also knew from previous disappointments that came from building with the WRONG company how critical having the RIGHT company is to long term success and ongoing residual income.

Steve has a background in law, he is an expert analyzer and “number cruncher”. Because of his personal friendship with Paula—he knew in his heart when she called him and told him about Oxyfresh that this was the right company, but he then put his skills to work and graphically shows you in his report HOW and WHY Oxyfresh meets each of the criteria Paula has listed above, and is the RIGHT company for us to build with.

So go to www.PillarsForSuccess.com download and read Steve's report and you'll understand why you are truly in the “right place at the right time!

The Ball is in Your Court!

You know have the Dream Champions “Recipe for MLM Success”.

The choice is now up to you, are you going to take the recipe and start creating YOUR MLM Success or are you going to file it away for later.

The person who sent you this report would love to assist you in putting it all together so that you to can enjoy the success and freedom this industry has to offer.

Get back with them NOW—and start “cooking”!

Thanks for making it this far!

I look forward to meeting you either in person at our next event or on the phone.

In the meantime. Have FUN!
About the Author

Coach Larry McKinstry, had major successes as both an agent, broker of multiple real estate offices and as regional director for a National Real Estate Franchise, he discovered his true passion and vocation when he was invited to be a trainer and coach. He says, ‘I loved assisting, training and coaching others to levels of success they didn’t think possible.’

In 1995, Larry moved into the emerging profession of Personal Coaching, working with the Franklin Covey Company and with some of the greatest trainers, including Sales Master Tom Hopkins, Real Estate Investment ‘Guru’ Carlton Sheets, Motivational and Personal Growth Specialists Zig Ziglar, Dennis Waitley and Brian Tracy. Larry’s also worked for A.D. Kessler, ‘Father of Creative Real Estate’, MLM trainer Joshua Shafran and Robert Kiyosaki’s Rich Dad’s Coaching Program.

Larry’s had the opportunity to serve over 1500 clients in gaining clarity on exactly what they wished to pursue, creation of an action plan for its accomplishment, and then followed up with accountability for its implementation. He lives in Salt Lake City, Utah, in a small bungalow that he remodeled, that serves as both his home and office where he still maintains his “full time” jobs as a real estate broker serving investment clients and coach and trainer to the network marketing business. He is also actively prospecting, enrolling and building his own Network Marketing Organization.