



Read Every Word of PERCIENCE

The information that I am going to share with you can be worth 1000's or 10's of 1000's per month.

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**** BONUS OFFER AT THE END****

PERCIENCE

THE KEY TO GETTING EVERYTHING YOU WANT IN LIFE (MORE MONEY, MORE TIME, BETTER RELATIONSHIPS) – GUIDE TO CREATE YOUR OWN ONLINE SALES PROCESS AND SELL THE KNOWLEDGE AND SKILLS YOU ALREADY HAVE. MAKE MORE MONEY, BETTER RELATIONSHIPS AND IMPROVED HEALTH

PERCIENCE is full of Ed Mercers life learnings that you can immediately apply in your life to make more money, improve your relationships and better your health so you can live a happy and fulfilling life instead of allowing circumstances to determine who you are. In the near future you'll be able to watch the movie that is being created about his life packed with love, romance, corruption, action and how he overcame obstacles as he climbed his way to success.



CLICK ON VIDEO TO WATCH

PERCIENCE

MOVIE COMING SOON

DO NOT ALLOW WHAT HAPPENED TO ME, HAPPEN TO YOU. DO NOT ALLOW CIRCUMSTANCES TO DETERMINE WHO YOU ARE. YOU ARE MAGNIFICENT CAPABLE AND A BEING OF HIGH POWER IN THE MOST SENSE OF THE WORD. YOUR THOUGHTS REFLECT YOUR ACTIONS AND YOUR ACTIONS ARE RESULTS!

DON'T JUST ASPIRE TO MAKE A LIVING. ASPIRE TO MAKE A DIFFERENCE. ANYTHING YOU WANT (GOOD) YOU CAN HAVE SO CLAIM IT AND WORK HARD TO GET IT. WHEN YOU GET IT, REACH BACK AND PULL SOMEONE ELSE UP.

WE ARE ALL THE SAME, YET WE ARE ALL VERY DIFFERENT. EACH ONE OF US HAS SOMETHING SPECIAL ABOUT US. EACH ONE OF US HAS A SKILL THAT CAN BENEFIT OTHERS. WHAT WE DO WITH THOSE SKILLS DETERMINES WHO WE BECOME.

I'LL TELL YOU THIS;

"YOU ARE YOUR OWN RULE-MAKER. YOU SET THE GUIDELINES, YOU DECIDE HOW WELL YOU HAVE DONE, AND ----HOW WELL YOU ARE DOING. FOR YOU ARE THE ONE WHO'S DECIDED WHO AND WHAT YOU REALLY ARE AND WHO YOU WANT TO BE. YOU ARE THE ONLY ONE WHO CAN ASSESS HOW WELL YOU'RE DOING.

ALL YOU SEE IN YOUR WORLD IS THE OUTCOME OF YOUR IDEA. DO YOU TRULY WANT YOUR LIFE TO TRULY TAKE OFF? LIFE WILL TAKE OFF FOR YOU WHEN YOU CHOOSE FOR IT TO DO SO!"

MAKE A CHOICE. LIKE, YOU JUST DECIDE!

PERHAPS YOU HAVE NOT SO CHOSEN THIS YET. YOU HAVE PROCRASTINATED, PROLONGED, PROTRACTED, AND PROTESTED. NOW IT'S TIME THAT YOU PROMULGATED AND PRODUCED WHAT YOU'VE BEEN PROMISED.

WHAT IS IT GOING BE, WHO YOU'RE GOING TO BE, HOW YOU'RE GOING DO IT.

JUST DECIDE!

YOUR LIFE DOESN'T HAVE TO BE ABOUT WHERE YOU ARE OR WHERE YOU BEEN. YOUR LIFE CAN AND ALWAYS WILL BE ABOUT WHERE YOU ARE GOING.

WHAT IS YOUR VISION?

You need a clear picture of your destination. Your vision (or mission statement) declares where your business is headed and what you desire to achieve from it, AND I will tell you this.... Make sure your vision includes that of yourself and the people in which you work with. Like the Bible says *"Where there is no vision, a Man/Woman will Parish"*

Your marketing plan then aligns every action in your business to be commensurate with the vision/mission that you speak.

GOALS

Get specific about your goals right down to the detail of how much money you need to make each day, each week, each year to achieve the vision you have set for yourself. If you don't know where you are going, you will never get there so be specific. People say they want a successful business and they want the money, but you need to know what the money is for and you need to know why you are doing the business.

Determine who your future self is and what your life will look like. Hold that vision and goal in your mind every day. We create things twice in our life (once in our subconscious mind and again in our physical reality). When you are living the life that you have envisioned for yourself or your family, it will not be a surprise at all because you've been living it the entire time.

NO EXCUSES

My life is full of love, corruption, intense action and success! I went through some real shit in my life. A recipe of disaster that says I should not be here speaking/writing to you right now. However, I pulled my life out of a small town filled with poverty, fighting, crime and despair (a place where many, never have the chance to cross the tracks to experience life on the other side.) THEN, something shocking and disturbing happened that made me who he is today!

With just a high school diploma I defied all odds and catapulted myself into new found success. I was excited about my career, the woman I married and our two beautiful children along with the life I envisioned for them.

The UNTHINKABLE happened!

My world was turned upside down with job loss, divorce, health issues, depression and I ended up in the hospital from unexplainable fainting due to stress and while burning both ends of the candle to get my life back on track. Times were tough and everyday was a battle. I resorted to drinking, smoking, and more.

Just when I thought the worst hit of my life was behind me, I was hit with an online banking scam, extortion, bribery and was threatened by some people from another country who insisted they would ruin my life and my family. They had all my information, my families members names and accounts and created a Facebook account under my name and identical profile and threatened to distribute underage nude videos to everyone I knew and didn't know in attempt to get me thrown in jail if I didn't send them money for their corrupt operation. I battled with this issue for months. I was NOT going out that way!

I took some time away from my life and shutdown my social networking sites for a few weeks to take an underground venture to deal with these corrupt SOB's and put an end to it all. I felt like I was playing a part of the movie "*Cold Light of Day*," but I had to ensure my family was safe. No one threatens a United States Marine and Sandan black belt and gets away with it.

My life was in a downward spiral with no foreseeable way up. All while, fighting back to pick up the pieces in attempt to regain control of my life and make every effort to make things right with everyone who was impacted.

If I can rise to where I am today while going through the shit that I was experiencing, then you can too.

Life's Lessons:

1. Do NOT allow what happened to me, happen to you. Do NOT wait until things get that bad before you give up your limiting beliefs of what is possible for your life. I was drowning in debt after I lost my job and tried to take care of everything myself, which cost me my family (my marriage ended in divorce).

I loved my family so much that I did not want to work out of state just to take care of them and only be a part time husband and part time father. I could not find another equivalent paying job in the area we lived and did what I had to do to pay bills and make ends meet. I exhausted my 401K and credit card lines of credit to pay for the mortgage, pay bills and put food on the table. The ironic thing is...The love for my family and my desire to keep the family together is the one thing that caused me to lose my family. I was broken internally for so long and had to learn to love myself again before I could love anyone else and I had to learn to forgive myself and forgive others for the problems that occurred in my life so I could find happiness again.

2. Seek someone out who has the answers that can assist you in getting your life back on track. The fact is: I was sold into debt by financial institutions and I learned how to sell my way out of debt. I never got remarried to my ex-wife, but I do have a great relationship with my children. I have them during the summer, the week after Christmas and whenever I can grab them while they are not in school so I can spend quality time with them and be present in their life.
3. Once you make it to the top of the mountain, do not throw your success around for everyone to see. Instead of becoming a person of success, become a person of value and bring people to the top of the mountain along with you. Flaunting results can only get you in trouble and make you go through some shit that nobody should have to go through.
4. Always strive to become more and make more money to eliminate stress, have more time with the people you love and live a life worth living. When money isn't an issue, everything changes for the good and your relationships improve with the people who love you and want to love you in life. It's hard to watch someone constantly struggle, be under a great deal of stress and at the same time feel the love from them when they have no time and energy to offer to the relationship.

WHERE TO BEGIN

First – Watch this Video At: <https://www.facebook.com/ed.mercer.56/videos/10211933901637770/>



Take inventory of your life right now and ask yourself, *“Is my life at this point, everything I thought it would be”*

If not, then look inside yourself and determine what knowledge, what skills you do have that can benefit others and create an e-book/product with text and/or instructional videos around it. There is no shortage in people looking for information. Just type a question on the internet and see what comes up.

How Make More Money

Some would say that money doesn't buy happiness and to some extent, I would agree. You can have all the money in the world and buy your spouse or loved one whatever you want but if you are not taking the time to enjoy life with each other, then the money is meaningless in term of having a mutually happy relationship.

On the flip side, if there is not enough money at the end of the month then that in itself can result in frustration, anger and an unhealthy relationship as you struggle to survive. I know, I have personally been there. When I was working a job, all my money was coming in from my job. When there wasn't

enough, the choices were to get a second job which then you are not present in the lives of the people who love you and ends up leading to unhappiness.

So the question becomes', *"How do I make more money and have more time to have the love, happiness and the time to enjoy life."*

Start YOUR online business. A platform that is worldwide and you can make sales while you sleep. With an online sales platform, you can sell your product for whatever value you believe your product, training or presentation is worth. So, if the value of your product or service is say \$25.00 and you sell 4 per day, you are making \$700.00 per week or \$2,100.00 per month which can take care of your mortgage payment and more. The nice thing about the internet is that your income is scalable (the more ads you place, the more people see you offer, the more sales you make and the more money you make).

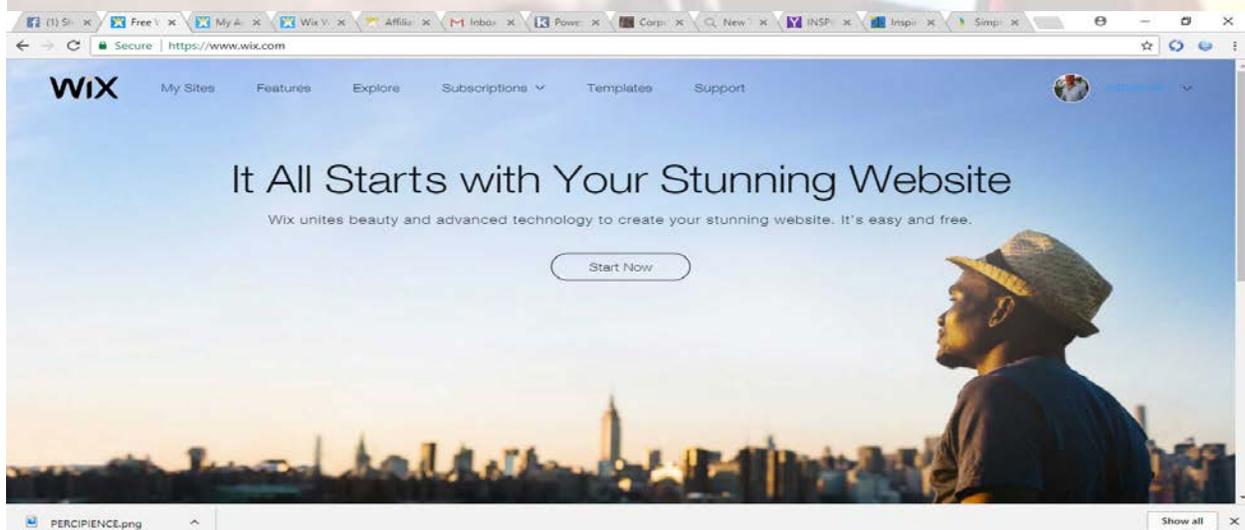
This might be a significant change for you, but the fruit of everything good in life begins with change. The only way to get to the other side of the journey is you've got to suffer to grow. Most people quit when the going gets tough. It's so easy to be good these days because most people are weak and beaten. If you have any fraction of self-discipline, the ability to not want to do it, but still do, that is when you have that mentality that you become somebody.

So what do you do on the days you are just not feeling good? You reach into your vision and do it anyway and get it done. Because on the other side is greatness!

Building systems to make money is what I teach at the "Launch Your Infinite Power (LYIP)" Events

<https://www.edmercerevents.com>

I recommend using [Click Here To Start Your Website with WIX](#) to build a website because it is extremely simple and has all the functions that you will require, including a payment processing center to people can purchase your products.



Design your website and business to deliver the lifestyle that you seek. The ideal business is one that delivers the income and lifestyle you desire, while enabling you to attain it doing work you enjoy and find both meaningful and satisfying with and for the people you care about and love.

True happiness and success comes from being happy both at work and in the life you enjoy from the fruits of your labor.

Get to know your ideal customer and what their desires and challenges are and insert these (along with a solution in your marketing). Once you have the solution for the problems of your ideal customers identified, this will be where you most likely succeed. You are essentially position your business in the minds of your potential customers. In other words, you are having the conversation of your website that they are already having in their own minds. When you do this, they begin to know you, like you and trust you because you've been through the same problems they are having and you have a solution to those problems.

CREATE YOUR OWN PRODUCT

Developing your own product will position you as an expert in your field. For me, my expertise is business building and internet marketing.

Take the skills you do have and put them into words. You can do this on Microsoft *WORD*, add pictures, links to videos, etc. Videos can be loaded into your WIX account for people to view and can be embedded into your WORD document or you can insert a Facebook URL from a video you posted. Just right click on one of your videos and select "Show URL" URL is the web address that your content is hosted so people can find you.

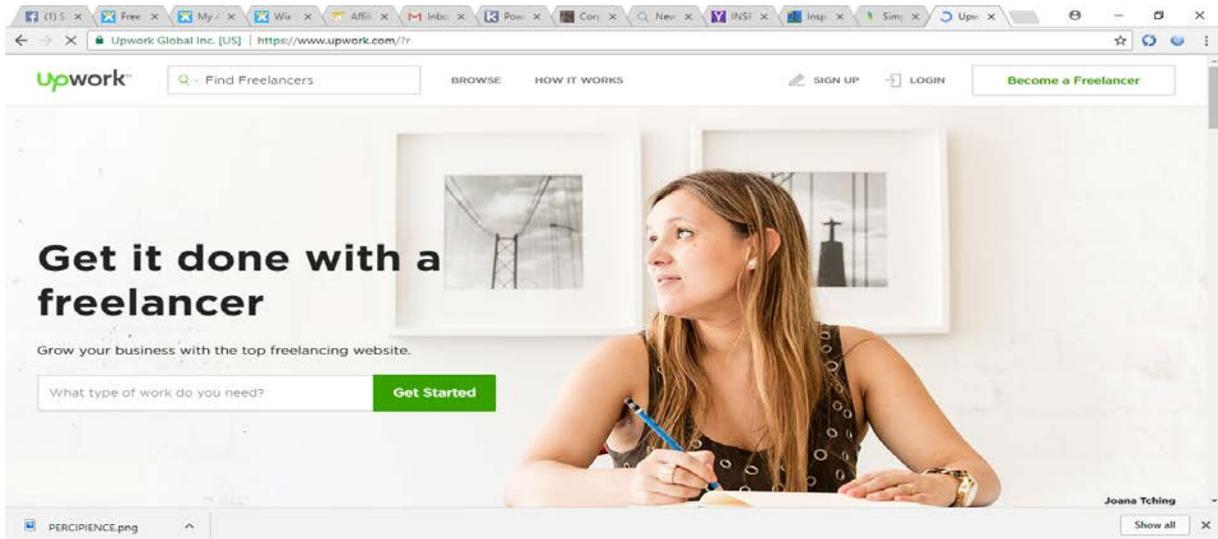
Once your product is complete, convert to PDF and upload it into your WIX website when you create your digital product payment button. It's wicked easy! You can pick your price and after your customer makes the purchase they will be able to download the product immediately after their payment is processed.

Do not procrastinate. Get things done. If you need more money, then do it faster. Success likes speed. If you require assistance, you can always attend an LYIP Event or if you require it sooner, then you can always hire someone from www.elance.com to write or develop your product for you.

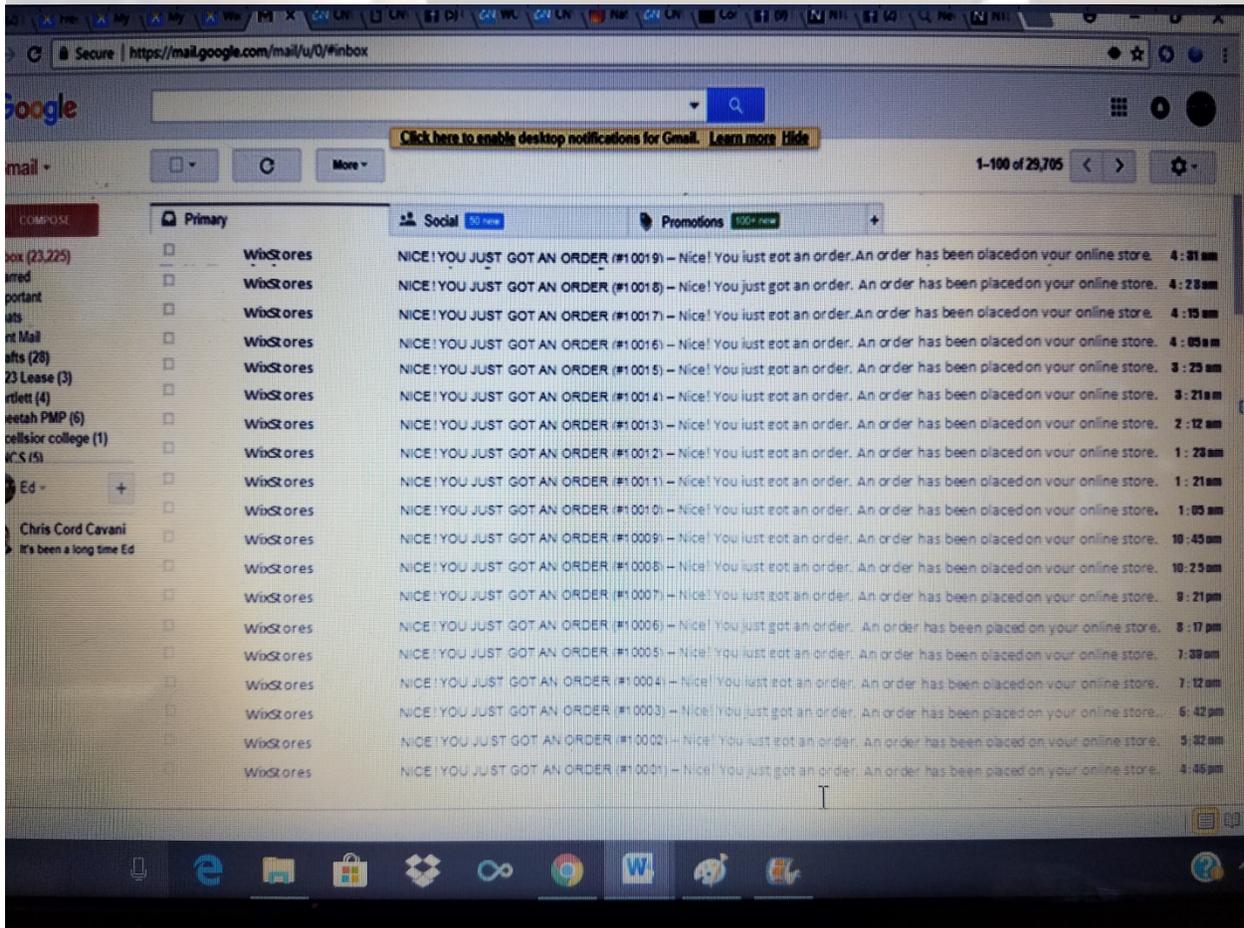
If you want me to mentor you in the creation process, you can become part of the "Inner Circle" by filling out the web form at the bottom of the page of <https://www.edmercerevents.com> to contact me about mentoring you on a daily basis inside of the business that I operate.

If you do not have an idea in which you can create a product, you can always go <http://www.ClickBank.com>. There is a product for almost anything under the sun that you can market and get paid commissions on once a sale is made. For the home based business industry, the best

product you can market that converts really well is one that teaches network marketers how to generate leads for their business.



This is the process that I used to make \$90.00 to \$600.00 per day. If you need assistance with this, you can always contact me at <https://www.EdMercerEvents.com>



Determine Your Goals

Have dreams, but have goals (life goals, yearly goals, monthly goals, daily goals) and understand that to achieve those goals you must apply discipline, and consistency every day.

Plan for success! Make room for all the good that is to come in your life. Take the steps to prepare for success. Meaning... create your product, create your website, create a payment button, create your marketing message and marketing campaign. Go through all these actions and expect success to arrive.

Do not listen to the voice inside that says you can't do it. You may come up with some brilliant ideas and you need to protect the ideas by protection your thoughts. If you don't, your mind will equally place them back on the shelf and you'll no further be ahead and perhaps may fall further behind. Rather, go through the actions and work the project so you can get out of debt. You were sold into getting into debt and now you are going to sell your way out of debt.

BELIEF

Limiting beliefs can hold people back in life. Belief around money and how money is made, belief in yourself and belief that you deserve to have success in life and in your online business. This also causes conflict with you deserving to prosper. The reality is, if you do not believe in yourself, believe in what you are doing in terms of your business and belief that what you are offering is a gift to other people then you will always have a hard time achieving success in all areas of your life.

Take on a belief that you will succeed! You don't have to wait on success. Sometimes people believe they have to wait on results in their business to feel they are successful. Success is a feeling and the feeling of success raises your level of vibration. Increase your level of positive vibration and share it with the world. That newfound vibration will stimulate your enthusiasm for what you do and will attract new successes into your life.

On the other hand, the feeling of not being successful will keep you from experiencing the level of vibration that breeds success. Get in touch with that elusive feeling now that anything is possible and you will attract what you desire. Hold on to that feeling in everything you do and your world will change. Apply this in your everyday life, in your every conversation and your business activities. This feeling of success and belief will spill over into your ads that you place you place, your marketing message that you create and in the team that you develop. It's that infectious feeling of success that will attract more positive results and people into your life.

Increase Your Knowledge & Skills

Sometimes the hardest work we can do is the work we do on ourselves.

It's no different than your current job. You didn't wake up one day, go to work and knew everything about it did you? However, you are great at what you do and you can be great at creating your life too.

Growth is the only guarantee that tomorrow is going to get better. The first question is very simple, what are you doing to develop yourself? In today's world, 99% of people just assume that things will get better. Assumption is a huge disappointment in life.

For me to fix my problems, I had to read what was wrong with me and not blame others and figure out how i could overcome my fears. I went in the Marine Corp and got my ass kicked, but it was the absolute best thing I ever did. I had to do the things I didn't want to do, I had to learn things that were new to me, I had to be uncomfortable every day of my life. When we are comfortable we stop learning and we stop growing. I chose to be uncomfortable so I could continue to grow and get the result I desired.

The things that we learn from are from the truth of what going on in our lives and what we choose to do about them. This has allowed me to become who I am today and that is how I became successful. If I sat on the coach and waited for things to get better, sooner or later somebody was going to come along and take my coach including the house that it was in.

What matters is; what are you going to do in the face of your circumstances and fears? Are you going to grow or are you going to allow circumstances to rule your life. You've got to thicken your skin and don't be afraid of the reflection in the mirror. Once you overcome the reflection in the mirror..... You've done it and you are well on your way to creating success!

The biggest problem that people tend to come up against is how to generate enough traffic to their product page so I have included the tools that I use to make your life easier and are listed below.

MARKETING YOUR PRODUCT OR SERVICE

Social Media Video

I use LIVE LEAP for video broadcasting all over the internet. This software allows you to connect all of your social media accounts (Facebook, Twitter, LinkedIn, etc.) to the account. When you post a live video on Facebook, it will post your video to all of your social media accounts at once, saving you time and reaching more viewers.

The majority of the world's population is on social media today, your product/service can be seen by millions of people and once your video is created it will always be on the internet for the world to see.

Marketing on social media should not be taken lightly. People don't like to be sold, but they DO love to buy from people they know, like and trust. So as you create a relationship with your followers (and you can set your videos to be distributed to the public rather than just your friends) you are positioned to make money from the products you create. You can also select groups in which you want your videos to be posted and these groups can be selected based on the product or service that you are offering.



SIGN IN TRY IT NOW

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Automatically Share Facebook LIVE Video!

Simply GO Live on Facebook, and Live Leap shares to multiple Facebook Pages and Groups. Not only that, Live Leap notifies your audience on Twitter, LinkedIn, Email, SMS (text), and your website! See why Social Media Influencers ♥ Live Leap.



Automatically shares your Facebook Livestreams to multiple Pages and Groups. Additionally, it notifies everyone in your social eco-system that you've gone live. [Click Here](#) to get Live Leap for your video broadcasting. This is a very powerful social media marketing tool that is worth 1000 times more than the cost of it.

Power Leads Pro

I am very good at Excel by using formulas to farm what I need from more than 20,000 lines of data and bringing that information to one place in less than 5 minutes. I knew there had to be away to scour the internet to bring me leads for my product offer using the same methodology. This software has allowed me to generate up to 3,000 leads in a week and they will set it up for you at an additional cost of \$145. You can get your Power Leads Pro account [BY CLICKING HERE](#)

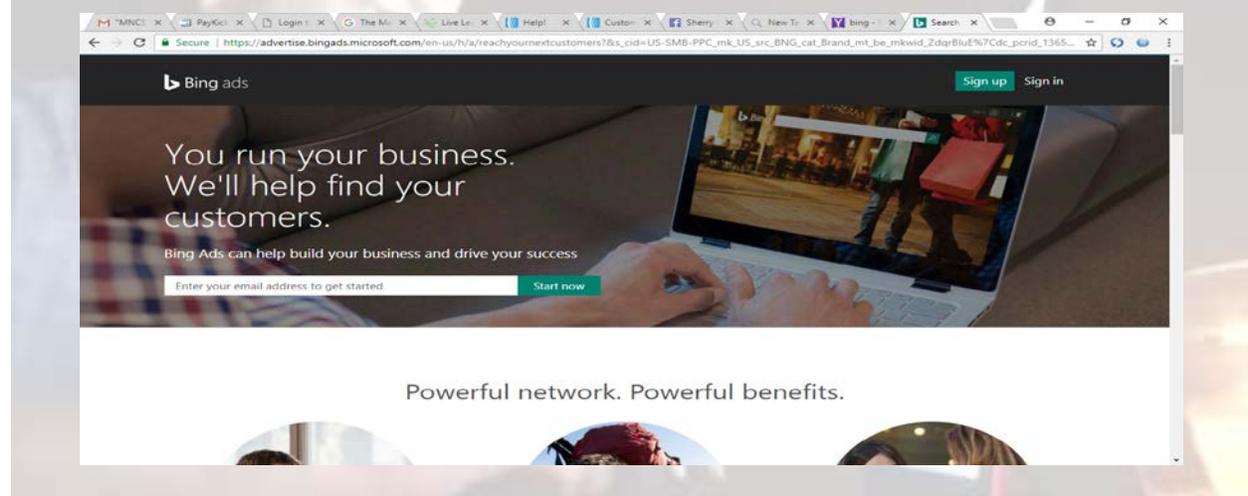


INTERNET MARKETING

In today's age, you have a much larger and farther reach to market and grow your business. I have built some of the largest teams in the companies I have been in and my teams have spanned the world in several different countries. The day of building a business by meeting in the local Starbucks or doing home parties is a thing of the past. Not to say that you should not build local teams, because when you have business partners in your home town or nearby, it creates synergy and make the process a lot more fun since you'll have local people on your team to meet with.

A great way to build your business is using Google Adwords and/or BING Microsoft advertising through paid targeted advertising. Building your business is much easier when you put what you have in front of the people who are searching for what you have.

Now, that isn't to say that people who have never been in business before or are looking for a job are not a candidate for a home business. However, these people should NOT be your primary target market. For the most part, the people who answer your ad will mainly be "kicking your tires" and will cause you more frustration than when you are "**ATTRACTING**" the right people into your business (people with the entrepreneur/business mindset) who are looking for an opportunity to succeed.



[Click here](#) to start your internet marketing account. I personally use this for my business. I setup my account to run until it reaches \$10.00 per day and I place my bid at \$0.20. I've got my campaigns to the point where I only pay \$0.04 to \$0.11 each time someone clicks on my ad and I generate leads for less than \$2.00 per lead. When you are generating your own leads, when you are developing relationships with the leads you are generating, business is so much better.

Do not pull your marketing activities from one basket. Set one up, get good at it and then setup another. These strategies are how I was able to **Generate 81,267 Leads and turned them into 7,314 Paying Customers.**

HOME BUSINESS SUCCESS

To succeed in a home based business where you join a company and market their products, make sure you investigate the company in terms of leadership, growth, when the company was established. You want to find a company that has been around for at least 2 years (if the company survives the 1 year mark, then they are likely in a company worth joining providing their product has relevancy in the market place).

In terms of leadership, ensure the company owners have a track record of success and have a good understanding of the network marketing industry. If the owners have a lot of money but do not understand the industry as a whole, they will not survive. If the company owners have lot of money, are debt free, understand network marketing, have a product that is relevant and you get paid well to market their products, you then have a winning company to be part of.

MARKETING A HOME BUSINESS

You may have noticed that people who are in a home business do not market the business. Rather, they market themselves and you find out what the company is after you fill out a form on the website or receive a phone call from the website owner. The reason for this is two-fold:

1. The website owner is a distributor of the company or products that are being marketed. However, the website owner is an independent distributor and does not work for the company. Therefore, they cannot market the name of the company or the products directly and must follow the compliance guide that is established by the company.
2. The second reason is that people like to buy but they do not like to be sold. In fact, people buy product or join a company from/with people that they know, like and trust. So when you see a marketer advertising themselves on a website before you get the information, it because they are building a relationship with you so you'll know who you will potentially be working with.

To become a Top Earner in the industry, market not only yourself but information and tools on people can succeed before they ever join a business. So in addition to marketing yourself for developing a relationship with you, also market your leadership as a reason why they should follow you because you can truly assist them in achieving success. Leaders also talk about vision people may have for their life and not about the company and products in which they market.

One of the first secrets to recruiting more people is using pages that look high end. No one wants to join a website that looks like a grade school kid built it. That seems like common sense but the internet is full of cheap sites and they are not converting.

Another secret is putting out more than one page. Most people use their company website and push it over and over. Your people have seen it and yawn they are bored. Especially when a company of thousands all push the same page. Leaders always stand out and they never use a corporate site or landing page.

If you come across someone who is strictly marketing the company and products, these people are new to the industry and will not be able to lead you to success.

Home based businesses typically focus on recruiting others into a home business. Some people would call this a pyramid. My response to that is "SO WHAT!" People can make up their own minds as to whether they want to become part of it, but I will tell you this..... The majority of the millionaires and multi-millionaires in this industry are a result of recruiting people into their business and developing highly effective sales teams. Turning \$3000 into \$30,000 or \$300,000 is worth recruiting for.

With a network marketing business YOU have a gift that can help people and meet some of the most amazing groups and individuals throughout the world.

The fact is; most everything you have in your life is because you were sold into debt to get it. How do you think you are going to get out of debt? The key is to sell your way out of debt and you can do that in months instead of years or decades.

WHY?

It's the only industry where leaders pull others up into a leadership role. Unlike corporate America, here they do not focus on individual development. In fact you can tell them you are quitting and they won't even care. In the network marketing industry, leaders will attempt to prevent you from quitting because leaders are more successful when you are successful.

When you join a home based business, be sure to market yourself and continue to develop your skills. The more value you create in yourself, the more valuable YOU become to others, AND when you are valuable to others, they will clamor to join you rather than the 1000's of other marketers in the same opportunity. This is because you have set yourself apart from the crowd and become a person that is more attractive to partner with in a home based business.

LEAD GENERATION (Be the leader that people want to follow)

When you are in a home based business, you'll need to generate leads for your business so you have people to talk to and have potential customers. If you are not generating leads, you will not have a business and you'll just be spending money instead of making money.

For this reason, you will want a web form on your website that allows people to input their name, email address and phone number to request information from you. Refer to marketing section for marketing.

The nice thing is.... YOU can completely automate this process by placing your website on the internet for people to find (we will talk more about this later - You'll want to ensure your site is being presented to THE RIGHT people so you are not trying to sell a salad to people who only like to eat meat and

potatoes). When they fill out the web form, you can set it up where it will send out pre-written automated messages immediately and every day on your behalf. It 99% automates your business.

Once you generate leads through your web form hosted through AWEBER, these are your leads for life and you'll be able to market any product to them that you choose. The money is and always will be in your list of leads.

Once you are generating leads, you just need to continue developing a relationship with them and providing them with value to solve the problems they are having in their life. Not everyone who opts into your webpage will get started with you in your business, which also means you should monetize your list by marketing products to them that will help them and allows you to make money from people who do not join your business opportunity. The money you make from product sales through your list can then be placed back into your business and cover your marketing cost.

For most people who are not already in a home business, their problems are the need for more money, get out of debt, more time with the people they love because their relationships are suffering as a result of working too much and not being present with their spouse of children and they are looking for something that will give them fulfillment.

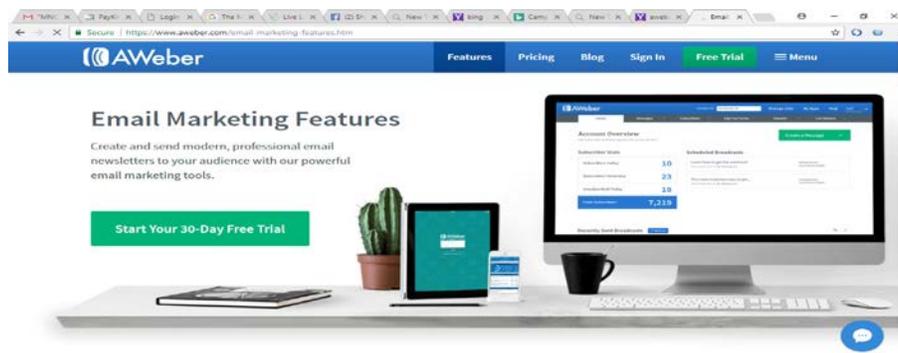
Most people are not fulfilled in their place of employment and are only there because they have to as they know no other way to make money.

Many people who are already in a business also have the problem of not knowing how to build a business like marketing, generating leads, list monetization, etc. So market products to these people that truly help them and they will clamor to work with you in your business.

In a home business, it's not difficult to make \$5000+ per month so long as you are following the process that I have laid out for you.

So..... Show your leads/prospects a new way of living and once you do, they are free and can start reclaiming their life. When people are making the money they need from home, everything changes for the good (more money, more time to be with the people they love, better lifestyle and improve relationships)

You can your list building software at: <http://www.Aweber.com>



When marketing, your target market is two-fold:

1. People who are looking for a business, and
2. People who are already in a home business.

The problems that people in category 2 are experiencing are typically the same as the people in category 1. The difference is..... They have another problem! They got started in a business with someone who cannot help them succeed and they are struggling to get the results to provide them with the results they signed up for so they can live the life they desire. This accounts for nearly 95% of the people who get started in a home based business.

Your job then becomes.....

To increase your skill set not only to get the results in your business, but to also increase your skill set to demonstrate your leadership to the people who are already in the business and they see you as the person they can learn from to transform their business. These people are NOT looking for another business. They are looking for the tools and mentoring that will lead them to success.

Therefore, you will need to setup two different kinds of marketing funnels (1 more category 1 and 1 for category 2), which provides a solution for the problems that both are experiencing. For category 2, the additional problems are marketing, lead generation, team building and duplication.

PROSPECTING (CALLING YOUR LEADS)

When you have a conversation with your leads who requested you to get back with them, here is what I recommend.....

Your initial conversation should not be about your products, your company or the compensation plan. In fact, you really should NOT touch on these at all. This conversation is for you to connect with them about the problems they are experiencing in their lives, how you can help them and then present a solution.

The following is an example of a script that you should use to ensure the conversation flows the way it should. I have personally used this to build some of the largest teams in the companies that I have been involved in and provided it to the people on my team for duplication.

This is a script that you'll want to memorize and internalize so the flow of the conversation roles off your tongue.

BEGIN SCRIPT

Intro: Hi, This is (YOUR NAME) Could I speak with _____ please?

Hello _____. You responded to my website/advertisement requesting more information about a business opportunity and I am getting back to you to see if I can be of some help.

Is this a good time for you to talk for a few minutes?

_____ before I talk about me and what I have, what I'd like to do is make the purpose of this call to ask you a few questions to talk about you and what you're looking for, and how my company might be a fit for you. If I believe we have a good fit, I will put you in front of all the information so that you can go through everything about the business for yourself.

1. What was it about my ad/website that had you respond to it?

2. What is it that you want for yourself and your life right now?

3. How long have they been without _____ "answer to question 2" ___? (Reiterate what they said that they had wanted for themselves)

4. What does not having _____ "answer to question 2" ___ prevent you from doing/having?

5. How do you feel about that? (Needs Development question)

6. How would having more _____ make your life different? (Needs awareness question)

7. How is that important to you? (Needs Development question)

Is it important enough that if you found the right opportunity for you that you are ready to make that change?

8. How would that make you feel if you could do that/ all of that? (whatever they stated they were wanting)

PRESENTING YOUR SOLUTION:

1. Present the feature (a characteristic about your business or you) that they are looking for... for example: Be your own boss, time freedom, work when you want, residual income, etc. "And what you were looking for, _____, would be taken care of from having your own business."

2. The advantage (how the feature from above satisfies their own needs- revealed from the above conversation)

What this means to you is ...

This will help you solve the problem by...

This is an important point for you...

Because of this feature you can...

3. The Benefit (Personal, emotional reason)

This will also allow you to get/feel...

Does this sound like what you're looking for?"

Placing them in front of the information:

Based on what you told me it appears that what I'm doing could be a good fit for you..., however, you're the one who knows whether this will be a good for you or not.. So what I would like to suggest is, that as the next step you join and listen to a live Business Overview Conference call on your phone.

This will allow you to get more information about Liberty League International, who we are, what we do,

the business and the compensation model we use and so on... and this will help you make your decision.. is that OK with you?

During the call, I'm going to encourage you to bring paper and a pen and jot down everything, especially any questions you might have that we can talk about later.

Have you been on a teleconference before? OK...allow me to give you a picture of what to expect. Someone will be there to greet you... There will be quite a number of people on it and it usually last about 25 minutes.

Some people like to ask questions and some like to listen, If you want you can ask questions at the end when they open the lines. But definitely you will want to call me back after the call so that I can spend some time with you to get those questions answered out. Does that make sense?

Ok. I have a call at....

Does that time work for you?

Great, here is the phone number, the meeting code and the pin code, and here is my phone number so that you can reach me after the call.

It was a pleasure speaking with you and I look forward to speaking with you after the call. **END SCRIPT**

Your goal with a home business is to simplify your life. So....IF your company has a business presentation call (most do so you don't have to do any of the explaining about the business) then your goal should be to line all the people you spoke with on a single call if possible. This is how you recruit 3 people per day into your business. If your company does not, then be the leader and perform a

The more leads you generate, the more people you speak with, the more people you place on the business overview call and the more sales you make. Your goal should be to generate 50 leads per day and make 1 to 2 sales per day. Not everyone will get started with you and that is ok (you do not want everyone to get started). You want people who are excited about what they found and are willing to do the work. You do NOT want people that you have to convince to create the life they stated they want.

Your ultimate goal is to:

1. Build so much leadership in yourself that people feel as if they have no other choice but to join your team on auto-pilot.
2. To create a system that makes ordinary people extraordinary.
3. To build a system that your whole team can use to get signups in your business (duplication).
4. To turn your business into a franchise like system that someone can plug into and get results.

To illustrate this even further, I recommend that you watch the movie Money Ball and look at it from the standpoint as it applies to network marketing. In the movie, one team is focused on buying the best players for the team. The other team feels they cannot compete because they do not have the budget. Then the light bulb comes on as the team with the small budget focuses on buy runs instead.

INSPIRING YOUR TEAM (Be the leader that people want to follow)

As a leader, you need to focus on inspiring your team. If not, you stand to lose your team one-by-one and will have to rebuild all over again.

To do this, host team calls and keep them focused. Your job is to continually discuss their vision of what they wanted to achieve when they got started while they are working on themselves (we will get to that in a minute). So, create a game you know you can win!

For example:

This industry is built on events, PERIOD! If your company has an event coming up, YOU need to be there for three reasons:

1. You learn a wealth of information to build your business (and I'm NOT talking just about the information you here in the event). When you are at the event, you need to connect with the people in your business who are getting the results that you came in the business to get. I connected with people that were already making millions in the industry and I made over \$23,000 in less than 30 days after the event.
2. As the leader of your team, you need to lead by example for your team. If you are making the decision not to attend, why should they stick around in the business if there is no commitment to success.
3. This industry is built on events. Get to the event and inspire your whole team to be there. When you and your team are at the event, yours and their belief in what you have will go through the room and you will go back home with renewed energy to grow your business and your dreams.

Always invite people who are not YET in your business to attend the event. If you have an event in say VEGAS, start marketing your website in the city/state 3 months before the event (you can target your ads to show up in any city/state/country you desire. Develop a relationship with the people who become leads from that area and invite them to attend the event with you (even if you pay for their ticket to get in). Once they attend the event, more than half of them will join you in your business.

If you are cultivating the expectation of leadership in yourself and others, then when they join your business, their product purchases will result in profit to you that exceeds the price you paid for their ticket. Yes, that is right! Everyone who comes into the business should have the product that they are marketing to others. It's called INTEGRITY! Train your team on this and you'll have everyone duplicating and building for events.

If you have someone on your team who is making the decision not to attend the event, call the people up that he/she brought into the business and get them to purchase their event ticket. Then, call the person back who is not going and tell him/her that the people under him/her just bought their tickets and if he/she wants to demonstrate his/her commitment to the business and to his/her team, it would be in their best interest to get to the event.

Stay on the Path – This IS The Path

The hard truth is that people don't necessarily want you to succeed and the bigger your dream, the more people will come out of the woodwork to try and stop you. To get through it, it's going to be your ability to push through and hold that vision that will determine whether or not you can pull it off.

Most people can't see change but the ones who can are a rare group of people and are the true visionaries of the world as they bring their dreams to fruition. Surround yourself with the people that believe that YOU too can become great. Surround yourself with people that believe in you. Even when they don't understand what you are trying to build, they believe in you and they are willing to get in line to assist in meeting that opposing force. When you are able to galvanize people around your idea and push it forward and pave the world for them not as it is, but as it will be... That's when you can make change!

There is nothing you cannot be, there is nothing you cannot do, there's nothing you cannot have. You are the most magnificent, the most remarkable, the most splendid being god has ever created. For who could reject such wondrous magnificence! I can imagine the difference you are about to make in your life and the lives of others. Can you just imagine the life you are about to create for you and your family? I want you to know in advance how PROUD I already am for you making it this far in your journey. I have so much to teach you.

YOUR VERY BEST - IS YET TO COME!

If you have not shared this site <https://www.edmercerevents.com/percipient> with everyone you know yet, stop RIGHT here and open your email/Facebook/text and share the above link with everyone you know. I'm sure they too can benefit from this information.

SEEING THE TRUTH

Your world would not be in its present condition were you to have simply listened to your experience. The result of your not listening to your experience is that you keep reliving it over and over again.

You cannot resist something to which you grant no reality. The act of resisting a thing is the act of granting it life. When you resist energy, you place it there.

You attract not just what you fear, you attract what you feel, what you are.

The more you resist, the more you make it real. Whatever it is you're resisting. What you open your eyes to look at...disappears. That is, it ceases to hold its illusory form. If you look at something, truly look at it. You will see right through it and right through any illusion it holds for you, leaving nothing but ultimate reality in your sight. This is when you have truly gained---- P E R C I P I E N C E!

In the face of ultimate reality, your puny illusion has no power. It cannot long hold you in its weakening grip. You see the truth of it and the truth sets you free.

Only when you say, I did this, can you find that power to change it. It is much easier to change what you are doing than to change what another is doing.

The first step in changing anything is to know and accept that you have chosen it to be what it is.

You are always in the process of creating. Every moment, every minute, every day you are creating the results of your life.

How you can create, we'll go into that next.

THOUGHTS BECOME THINGS

You are a BIG creation machine and you are turning out a new manifestation literally as fast as you can think.

We really do paint our world with our thoughts and our level of self-belief. You are a three-fold being. You consist of body, mind and spirit. You can also call these the physical, the non-physical and the meta-physical.

The process of creation starts with thought: and idea, conception, visualization. If you see it in your mind, you can hold it in your reality. Everything you see was once someone's idea. Nothing exists in your world that did not first exist as pure thought.

You have a clear picture in your head of something that is going to happen. A clear belief that it will happen no matter what!

Thought is the first level of creation. If you can see it in your mind, next comes the word and IF you have the courage enough to speak it... it will happen! Everything you say is a thought expressed. It is creative and sends forth creative energy into the universe. This is called "SPEAKING INTO REALITY". When you reach your goal, it will not surprise you because you've been living it the entire time. You've envisioned it, believed it, spoke about it and it happened.

We create things twice in our life.... Once in our mind and again in our reality!

I wrote myself a check for 1 million dollars for services rendered and I gave myself until I was 50 years old. I placed it in my wallet and kept it there. It deteriorated and deteriorated and But then, just before thanksgiving, I was well on my way to 2 million dollars in my bank account.

FEELINGS

Get in touch with you feelings about what you are about to accomplish. Feel the excitement of making money from your own efforts, the feeling of making \$20 to \$30 sales 5, 10, 15, 20 times a day even

while you sleep. Feel what that will do for you, how your life will change, the people that you can help and the things that you'll be able to do with your family.

This is called your "WHY" and it has to be a lofty feeling. Something that when you achieve it, you'll be able to look back and say "*I did it and it was because of me*" and there is no greater feeling than personal accomplishment than to achieve a goal that you previously thought was out of reach. A goal that completely transformed the results that you are currently experiencing in your life!

As above, so below
As within so, without out

Most people look to the higher power to help have the results they desire. The truth is; You can be your higher power! Every thought, every feeling, every action determines what occurs in your life. So don't wait on success! Success is a feeling. A gift is only a gift when it's received. So, if a gift is only a gift when it is received, then a negative comment or gesture isn't a negative comment or a gesture unless it's received. Choose not to receive it and you diffuse its power.

Take a look at what you do have, look at what YOU can create and feel good about that. When you feel good, you do good! It is the vibration of happiness, the vibration of success that will attract more goodness in your life!

It's true, offer a smile, a helping hand, call someone up that you haven't spoken to in a while and tell them that you love them. The recipient of that vibration will be happy and joyous and return the same to you. We are all connected through our thoughts, feelings and our actions.

Right now today, you have the power to improve your life, your families' life, your community and the WORLD!

It's ALL up to you and it's time to take ACTION!

TAKING ACTION

Actions are words in motion. Words are thoughts expressed. Thoughts are ideas formed. Visualization works if you work hard. If you do nothing and just sit on the couch wondering why your life is the way it is, sooner or later someone is going to come along and take your couch and the house it sits in. Go first to your highest thought about yourself.

Imagine the "YOU" that you would be if you lived that thought every day. Imagine what you would think, do, and say and how you would respond to what others do and say. Put your goal in a place where you can see it every day. If you can see it in your mind, you can have it in your reality.

So, do you want your life to take off? Begin at once to imagine it the way you want it to be and move into that. Check every thought, word, and action that does not fall into harmony with that. Move away from those thoughts and actions. When you have a thought that is not in alignment with your higher vision, change to a new thought then and there. Where there is no vision, a person will perish.

When you say a thing that is out of alignment with your grandest idea, make a note not to say something like that again.

When you do a thing that is misaligned with your best intention, decide to make that the last time it is done and make it right with whom-ever was involved, if you can.

Stay true to your dreams, and by doing that, they will eventually come to fruition.

This will require tremendous mental and physical effort. When you have a brilliant idea, a brilliant thought, your mind will equally attempt to place them back on the shelf and keep you from moving in the direction of your goals.

It will entail constant, moment-to-moment monitoring of your every thought, word and deed. It will involve continued choice-making, consciously. The whole process is a massive move to consciousness.

What you will find out if you undertake this challenge is that you've spent half your life unconscious. That is to say, unaware of a conscious level of what you are choosing in the way of thoughts, words and actions until you experience the aftermath of them. Then, when you experience these results, you deny that your thoughts, words and actions had anything to do with them.

I want to remind you.....to continue to dream...and dream big.

What dream or vision do you want to turn into reality?

There is nothing you cannot BE, there is nothing you cannot DO, AND there is nothing you cannot HAVE. For this IS the creative process!

If you are going to try, go all the way. Otherwise, don't even start.

There is no other feeling than knowing you put all your energy, all your intention and all of your action to make your dream come true. No one else will create the life you want for you. It is up to you to live your best life and the actions that you do on a daily basis will determine your results. You will be alone with the gods and the nights will flame with fire.

You will ride life straight to perfect laughter.

IT'S THE ONLY GOOD FIGHT THERE IS!

RESULTS

Right now I want you to focus on results, focus on your thoughts and the feeling those thoughts represent. Choose your thoughts wisely! What you think about, what you focus on, what you do each day will manifest into your physical reality.

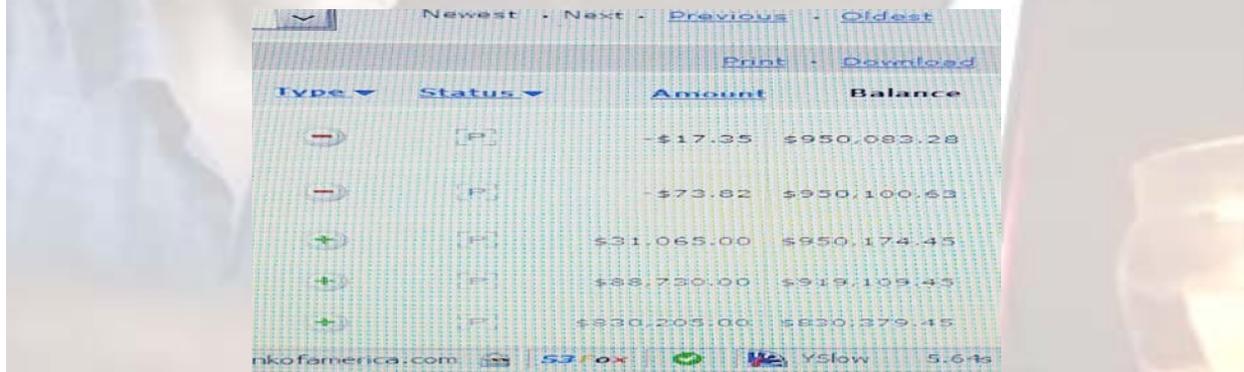
Take action steps every day. Get up in the morning, have a cup of coffee and go through the creative process. Put your knowledge, your skills to work, put them on paper and develop your product.

WE ARE ALL THE SAME, YET WE ARE ALL VERY DIFFERENT. EACH ONE OF US HAS SOMETHING SPECIAL ABOUT US. EACH ONE OF US HAS A SKILL THAT CAN BENEFIT OTHERS. WHAT WE DO WITH THOSE SKILLS DETERMINES WHO WE BECOME.

Today is your day to start creating the life you want for yourself so make it happen! You'll be amazed at what you are capable of accomplishing.

Each day is a new day and your life can be amazing so long as you are putting in the time and effort.

I want you to envision at least \$1 million coming into your bank account, how your life would be when you log in to your account each day and see that you've made sales while you were on vacation, sleeping, at work or enjoying time with your family. This is what your bank account can look like is you so desire.



Type	Status	Amount	Balance
-	P	-\$17.35	\$950,083.28
-	P	-\$73.82	\$950,100.63
+	P	\$31,065.00	\$950,174.45
+	P	\$88,730.00	\$919,109.45
+	P	\$830,205.00	\$830,379.45

NOW I HAVE ONE QUESTION:

"RIGHT NOW, IN YOUR LIFE..... WHAT IS POSSIBLE"

BETTER HEALTH

Do NOT neglect your health! People are counting on you and in order for you to do good, you need to feel good. Start a gym membership (if you do not already have one) so you can have renewed energy, focus and strength. This isn't about you sitting in front of your computer all day.

This is about the well-rounded YOU. It's about making more money so you can have less stress, having the time to spend with the people you love and very importantly, taking care of YOU. When you are healthy, you'll have more energy and good feelings about yourself to get things done! I went from

220lbs, stressed out ended up in the hospital from passing out because I was letting the stress get the best of me. Now I am back to 195 and feel better than ever! I regained control of my life, my health and relationships because I meshed the three together (HEALTH, WEALTH & HAPPINESS)



I LOOK FORWARD TO HEARING ABOUT YOUR EFFORTS AND WHAT YOU ARE CREATING FOR YOURSELF!

**** BONUS ****

I've created an opportunity for you to make money from the LYIP Events. Simply market the event page <https://www.edmercerevents.com> and I will pay you \$100 for each event ticket that is purchased through you so long as they place your name and contact information on the checkout page when make their purchase (so I can pay you). I will either mail you a check or present it to you on stage at the next LYIP event.

I also have an opportunity to turn YOU into a business coach, establish your leadership in the industry and make \$1000 per client. It's not difficult to coach 10 network marketers per month to assist them in getting results in their business and I will assisting you in developing your client base.

To Your Massive Success!

Ed Mercer

www.EdMercerEvents.com