

**The Focus Society At The Warriors Nest**  
The People Who Are Embarrassed by Saying They Want To Be Rich  
Are Employed by Those Who Aren't. That's Just How Life is.

## Chapter 1

# The Cowboy Code

How To Build a Massive Downline That  
Will Virtually Never Go Away and How to  
Earn \$2,000 Prior to Signing Anyone Up

\$97 Warriors Nest is Ebook, This Manual + 2 CD Set



## Why 9 out of 10 Doctors Would Swear Under Oath That Joe Schroeder Was 100% Legally Blind!

If you paid ten eye doctors to evaluate me 9 out of 10 would all agree that I am either LEGALLY blind or just plain stupid.

Because that's how I felt after forty one months (\*3.2 years) of wrestling with this crazy industry, losing money hand over first and then bingo. With just a few twists and "do overs" I ended up earning, on average, \$25,000 to \$40,000 **per month**.

*Why did I feel blind?* Because the SOLUTION was right under my nose the entire time. Just like it has been under yours which makes you just as blind as I was. That or stupid and I'd bet you dollars to donuts you ain't stupid. Blind maybe.

Read this FREE report painstakingly. Dip each page in gold. Take this off line, print each page and go take this report somewhere cozy, read it and then shout, "PRAISE GOD, I am Saved!"

**Your Affiliate Mentor is:**  
**Colin Ryane**  
**1-469-361-6258**

My Affiliate Program is Here:  
[www.ColinRyane.com](http://www.ColinRyane.com)

***"The Game of The Rich is To  
Convince You That You Don't  
Deserve Money, That's How The  
Rich Control The Poor."***

*Michael (Al Pacino) Corleone, "The Godfather." (scene 22)*

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Try Before You Buy  
This Book + 2 Audio CD  
Earn \$80 Per Sale  
Home Delivered  
Instant Replicated Site  
Live Calls 2xs Weekly  
The First 22 Pgs. Free!

READ Pages 1-22 First For Free Before You Order. No Refunds.

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**NEW HABIT**

Worth  
\$25K  
To You

## Joe Schroeder Goes Dr. Seuss

Ever since the 3rd grade, I've always been into books. Remember Dr. Seuss? How about his classic **HORTON HEARS A WHO?** In that age old classic, the city of "Whoville" was threatened because everyone was too small. Anyway, because they were so small, they were rarely heard or even seen. Which made it almost impossible for them to get anything done. Much less getting anything they needed. Think of a thimble. That's small! Plus, practically no one even knew they were alive!

Except Horton Who. He was the only one in the world who knew about the Who's. Horton was like their big brother. He got them food and protected them. Like a big brother. Remember, they were all as small as thimbles. So Horton looked after them. What's more, Horton was a good leader and he knew that even though he could protect them, he could never be their voice. And being heard is really important! Everyone knows that. So for a while, Horton tried to be their voice. He even hollered out loud for them. But it didn't work. You can't "carry people over the finish line." Horton's voice just wasn't loud enough for everyone to hear. Especially if they wanted people in the other towns to hear them. [Sigh]...Things were a mess.

So Horton pleaded with the Who's to speak up. Horton hollered....."You've got to speak up you Who's! You've got to speak up so other people know you're here!" Horton even suggested that the Who's have a town meeting so that everyone could try to speak loudly together. And if they practiced hard (Horton told them) and if they were really loud, then everyone in the other towns would be able to hear them. "If you don't," said Horton, "you'll all be in a really big stew!" So the Who's listened to Horton and at the next town meeting they all spoke loudly together. Horton would even dart to the edge of town and listen for them. But it didn't work. Horton couldn't hear a peep. Not even a peep. They just weren't loud enough.

Not until.....not until at the last second when little Jo-Jo---who was late and rushed in as they were all practicing together, came in and added his voice. Eureka! That was it! Horton dashed to the edge of town and yup! Everyone could hear the Who's (finally!) in Whoville and probably from everywhere else too! Just that **one** added voice, in a unified celebration of everyone working together, made it loud enough so everyone could hear them!

MLM is the same way. It's NEVER about you. Not MLM MASTERY anyway. Naturally MLM can nurture your ambitions and offer you a platform to become more of who you ALREADY are. But it's never "about" you. If you're going to be a "player" in MLM, it will always be a direct result of how hard you holler with the other Who's. And your score card will be easy to read. Just look at your checks every month. And to the degree that you teach everyone to holler together, as a team in a unified voice, will be reflected in how much money you make. By how much you teach OTHERS to make. Now....

Here's what I think Horton would say to you: Never give up. Don't stop trying. And you *don't* have to "get it right." **You just have to get it going.** And that the lie of society, which was shoved at us throughout our 14,000 hours of schooling, ie, that we had to be perfect. That we had to strive for "A's"! Well, if that's so important, then why is it that it takes 30,000 employee's to allow Bill Gates to be heard? No. It's not about YOU being perfect because none of us are.

We were born to make mistakes. Therefore it's only through each others voice that mistakes can turn into "mastery".

And people who don't believe in the power of collective spirits work alone. They make money based on an exchange of hours. Horton Who's on the other hand, understand the power of town meetings and they make money based on collective forces. People like Tony Robbins and Oprah Winfrey are prime examples of great Horton Who's.

Imagine mastering town meetings and making money from a 5,000 hour work week based on 1,000 people all investing only 5 hours a week of hollering? That's what Oprah, Michael Jordan, Robert Blackman and Dale Calvert do. They orchestrate town meetings. They're great at getting lots of people ***hollering together in one unified voice.*** Like Horton Who.

And ultimately, that's the real requirement of MLM MASTERY. To be able to get enough people into the "town meeting" and to get them all to holler together so they can be heard. But none of it will matter, until YOUR VOICE is added.

Because well beyond the emptiness and often lewdness of money, it will be you. And your voice, that people will remember you for. So don't forget about the "town meeting".

Which represents life. Everyone in Whoville is counting on you. **Your voice counts.** Be heard and let yourself sing in the hearts of many and you'll be able to have everything you've always wanted. You don't have to get it right. Just get "it" going. And you can. Bank on it! I pray that you decide to share this message with the world. Make history with me!

## Guess Who?

# The Doers Creed of Influence

**1:** I choose to be different because I am an individual. I am proud of that. I am good.

**2:** I don't play like others in the "crowd" do. I don't go where the "crowd" goes. I am different. I will be understood by the 2% of America and misunderstood, at times, by the remaining 98%. That's okay because I am part of the fellowship of the 2%. The people who create the positive force that shapes this great country. This I will teach with my children. No more maybes. No more games.

**3:** Finally, (now) the foundation has been poured. I have made my decision and I am now dedicated to everyone, not just to my family. I am a vessel now. I now realize that. Because as a fisher of men, I am at their service. Their model. Their friend. (women already do this naturally)

I now understand one of Joe's "Mystique" character traits. He speaks INCREASE into other people. I now am starting to see the hidden order of how certain people are so attractive. They speak heightened self-image into people + increase and forward speak = good news merchant!

**4:** I am a Genius. I am a Diamond and I will not ever let up. I am now out of my old comfort zone. I will not back away, slow down or ever complain about my mission and decision. I live my life between Amen and achievement for which I am proud. I love myself now enough to vote myself in.

**5:** I love this because I now see that with every step that I take from now on, I will be creating the *path for all of those who will follow behind me*. I call this servanthood. The core of Networking.

**6:** I am done with small thinking, lack of planning and my past lack of discipline. I have been renewed. No more gossiping. No more cheap excuses. No more shame. NO MORE working from home without pay. "You can't save the whales if you can't afford to fish," In other words, I know, deep down, that without serious income and profit, both physically and spiritually, I will not be able to feed my real vision which is to inspire 100,000 other people.

**7:** I no longer need validation or applause from anyone because I am self directed and a part of the 2%ers club. The Focus Society at the WARRIORS NEST! We swim together and as one. **I don't have to be first.** I don't have to be heard by all and I don't care whether everyone likes me or not. Because I now walk in faith, which is Gods way of getting me to where I am supposed to be. I am a Diamond. My genius lives through me in my children and friends.

**8:** I will no longer seek to be in the popularity pool and I know that my attitude and thoughts are contagious. I am a winner, a visionary and a leader. Only good comes from my lips and my words heal the pain in the hearts of other people. I speak my world into existence and I am a leader. I know this is true. I am a Genius gathering my own I AM and a proud member of the Focus Society at the Warriors Nest. Other alumni will never have a problem recognizing me as one of their own. *I wear who I am in what I do and how I treat other people*. My world is bountiful and I am a fisher of hearts. I will imprint these ideals into everyone's eyes that connect with mine.

**I buried the words** "I can't" on (date) \_\_\_\_\_ (put your R.I.P picture on back-side)

After you bury the words "I can't" and take a PICTURE of that grave, seal your will power by **laminating this** and read this three times daily. Leave on desk. Read this to your children.

# An Open Letter To Anyone—Like Me—Who Wants To Build a \$10,000 Per Month Residual Downline Check Regardless if Anyone Joins Your Primary or Not

That's right.

Earning \$2,000– \$5,000– \$10,000 per month whether anyone joins your primary program or not.

First though, the back-story on how I uncovered this unusual—yet deadly--business model.

Here is a lesson that you can pass down to your Grandkids and also the backbone of how I grew a \$100,000 per week (sales) organization.

The magic that I uncovered is that TRUTH always reveals itself. In other words, "truth" as we know it, always bubbles to the top of the water. It can't be kept a "secret" for too long.

Case in point. Your own experience in this industry has probably already proven the "truth" that what you are doing isn't working. That's truth.



Joe Schroeder / Age 22  
**Street Magician**

Fisherman's Warf, SFCA  
Africa, Italy, Greece, New York,  
San Francisco & Japan  
Professional Magician Age 19 to 26

## **That's The Down Side**

The up-side is that if you really stuck your nose around here long enough and decided to "break the code," the truth would reveal itself.

*Meaning, that in about a minute I am going to reveal the TRUTH about how money is made and show you the hidden order of the filthy rich.*

*And this will be a truth that will jar you and wake you up. Because. . .*

## **Truth Always Reveals Itself**

I once read, "if you run around and do wrong with a person, that person will eventually do wrong by you." Why?

*Because truth always reveals itself. Just like you can't have what you haven't earned and get away with it.*

Take credit cards for instance. Sure we get to go out and buy all kinds of stuff that we never earned. On credit. But then the nightmare begins and the payments ultimately overwhelm you. Why?

Because the TRUTH always reveals itself.

# Sage Wisdom From a Broken Down Door-To-Door Salesmen Who Graduated Almost Last in High-School, Who Stuttered Fiercely as a Boy and Who Grew up To Be The #1 Leader And Recruiter out of 75,000 Fellow Distributors

*Who Was Also a Street Magician and Traveled The World With Gypsies*

Dad always said, "There's a right way and wrong way to do everything."

Later in life, as a street magician, the "truth" was revealed.

Here's what happened and why this lesson ended up helping me to amass the business that I now have. Back as a street magician I'd do a show, maybe it would last 5-10 minutes, then I'd sheepishly say, "if you liked my show please let me know." And then I'd pass my **tin cup** around.

I'd walk around to the assembled crowd—on the streets—and collect maybe \$2 bucks. Sometimes I'd pull out all the stops and do magic that made people actually burst with, "OH MY LORD!"

Still the same. I was the king of \$2 and \$5 shows.

**That's me in 1981 Tying Up Jim Straight-Jacket in Times-Square NYC**

## ***And Then Truth Was Revealed***

During the summer of 1981 on one of those ridiculously hot and sweaty summer months, right there on 48th street and Broadway, right there smack dab in the middle of Times-Square (NYC), a fellow my age walked up to me. He was probably about 22 and looked JUST like Rolling Stones Rocker Mick Jagger.

Low and behold, he too was a street performer and his schtick was the STRAIGHT jacket. He was an ESCAPE artist!

Here's what he did. Jim would gather a crowd by laying out his STRAIGHT-JACKET.

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He'd take off his shirt, swagger around the straight-jacket, tell people who were walking by, "I am going to escape from this straight jacket that they use in loony bins for crazy people."

## **How Jim Made \$50 per Show**

What I saw next *blew my mind*. Jim would gather this huge crowd and if you think about it, who wouldn't want to watch some half-naked kid attempt some crazy escape in the dead of summer in the middle to Times-Square!

## Here is How I Ballooned from \$2 Bucks Per Show to \$20

All "Jim Straight-Jacket" (as we all called him) did, was assemble about 25 to 50 people, bake them in the anticipation of his doom and struggle, and then walk around, in the assembled group, with his coffee can, while TIED UP IN the straight-jacket and say, *"until there is \$25 dollars in this can I am not going to escape from this straight-jacket."*

### What I Stole from Jim to Quadruple My Show Sales

Right there and then I decided to try the same thing. I used to do some tricks and then ask to get paid. And remember, that only brought me nickels and dimes. What changed was this. *All I did was this. . . .*

**Step 1:** I'd burn someone's \$10 bill who I asked to assist with my new trick.

**Step 2:** I told everyone, *"I will burn the \$10 bill and make it re-appear from inside of this orange. BUT YOU have to PAY ME FIRST."*

Here is why it worked and what I learned:

I learned that the psychological tension of people not knowing what was on the other side intrigued them to the point of payment through anxiety.

I also learned that within what you may consider you are failing at, therein lies a truth which if painstakingly discovered, by simply tweaking your failure minimally by a percentage, can totally shift you from failure to home run. Because isn't that what Thomas Edison did? Isn't all I did was refine what I was doing until I saw "the light bulb?"

Did I change my costume? *No.*

Did I change my location or where I was doing the magic? *No.*

All I did was change tricks and reverse the payment offer. *(To the beginning)*

I used to ask for the money AFTER the show.

When I re-arranged my payment section of my show I starting making \$10 to \$15 to \$20 per show every 30 minutes from noon to midnight.

Which by the way, allowed me all the back in the early eighties to earn scads of money, travel the world and basically, as I do today, to live within the cracks of society, be a professional adolescent and well, live large by doing what I love. Now I simply teach people the "magic" of life and here we are!

## When I Decided To Design a Trick in MLM To Get Paid Up-Front. I Became a Millionaire

Ten years later, in Network Marketing (MLM), *I did the same thing.* I decided to pay myself first. Through selling systems that included how-to courses and then and only then, back-end the MLM as an after thought.

And THAT my friend, is the story behind the Joe Schroeder legend.

### On The Streets We Were All Artists and We Shared Truth

In real life most people who consider other people who do the same kinds of work they do, competitors. But on the streets, we never saw each other as that and as such, as artists, we always swapped what were the best spots to do our shows, how best to make the most "hats" (the money people tossed into our hats) and we also exchanged magic tricks. That's just what we did.

#### How "Joe Magic" Transformed Into Joe The Meat-Man

Later in life, that served me well also, as a DOOR-TO-DOOR meat and seafood salesman. Watch now as the plot thickens.

At about age 26, I decided the streets were a dead end. I suppose we can all agree that I was growing up. The issue though, is that I was never employed, never went to college and what was I going to do?

So I answered an ad in the paper to sell frozen food. Great, they gave me a little pick-up with a freezer on it, loaded the thing with incredible frozen restaurant steaks, shrimps and what-not. And after a day of training I was making about \$1,000 a week. Which for an ex-street magician, hey, not bad!

At about \$150 per day I was selling roughly ten (10) boxes of food. Each box weighed approximately eight (8) pounds. The families I hustled loved the stuff and many even called me for more. Fabulous. I was building a route.

Now keep in mind and this is critical here, the normal order was two (2) boxes of food with an average retail value of, oh I don't know, lets say \$110.

#### How I Shot From \$150 to \$500 a Day Selling Steaks and Shrimp

Then lightening struck! Or, more appropriately, a new company came staggering into town called, **Circle T Foods**. I had been humping the food biz for about three years. Doing pretty good. I was engaged to be married, etc, etc.

Then CIRCLE T foods stomps into town selling these "six pack" specials at a retail of \$365 per house. And I said, "what 'tha!"

Which followed with, "If I can only get a few boxes per sale out-uv these homes, how in tarnation can these street cowboys be lassoing \$365 per sale and MAKING the house wives buy six boxes of food!"

Remember how I become friends with my competition on the streets doing magic? Well I did the same thing here, except this time, I infiltrated Circle T by going into their N.J. warehouse and acting like I wanted a job.

Shhhhhhhhhhhhh. Our secret.

So anyway, I hung around there long enough (2 days!) and learned just how simply their system was. First, they weren't selling eight (8) pound boxes.

Theirs were only three (Lbs.) which meant they were collecting 3 X's the retail revenue **that I was** and somehow packaging their foods as a package.

Whereas I was bumping around, *begging people to buy anything!*



In magic, the TRUTH was revealed that I wasn't making any money. Then after I saw Jim pull off (literally!) his straight-jacket routine, more truth was revealed. In that HE HAD UNEARTHED the absolute secret to street performing.

**Step 1:** Display what you are about to do.

**Step 2:** Make what you are going to do look and appear almost dangerous.

**Step 3:** Get paid BEFORE you quench their curiosity and reveal the trick.

Well, more TRUTH was going to be revealed.

### Roger The Indian

Roger was the little fellow at CIRCLE T foods who explained every last nuance of their sales system to me. He explained that they only had two packages. One was all beef and one chicken. And no matter in which direction you went, it was \$365 and you could POST-DATE your check for a few weeks.

And said, "Say that again?"

And little ole Rog said, "*The reason homes pay us \$365 is because we don't ask them for \$200. We ask for \$365 because that is the only price we have.*"

They sold a six box assortment for \$365.

Then Rog said, "Best of all, we tell people to PAY later. They get to TRY the food first and then make a decision later because we let those who want to post-date their checks for a few weeks."

### Two Days Later I Was Selling \$400 and \$500 and \$600 Packages!

How did I shift from \$110 average sales to \$400 and \$500? Simple. I told people this, "I only sell in packages of six. Pretend that later on, sometime this year, you are going to buy from me. Which six would you buy?"

Next, ole Mrs. Housewife would pick through my freezer and land on her favorite six. Great. Then I'd say, "Just pretend that you could take the darn food now and not pay me for like, two weeks. If we did that which TWO BOXES of chicken would you want as a THANK YOU for only \$10 bucks."

Careful now. Because if she picks (2) **BONUS BOXES** that meant she's buying now!

And most always did. (wink) They'd PICK their two boxes, I'd tell them the price was whatever it was, like \$500 and tell her my promise was good and yes, "you also get these two \$44 dollar boxes of fingers and nuggets for only \$10 bucks."

Then I'd add, "just [post-date] me a check for 2-3 weeks, give me a few referrals because I took care of you here so well" and off she went.

*To get her beautiful little check book!*

*Why?* Because I never asked her to buy anything. And she was relaxed.

*Why?* Because I created a cage and let them back themselves right in.

*Why?* Because I planned the symphony whereby they were selling themselves.

**Why did this work?** Because I let people TAKE now and "decide" later on.

*Why did this NEW system work?* Because I got them to commit to six boxes.

*Why did this work?* Because I MODELED someone else who perfected this.

*Why did this work?* Because what I was actually selling was an incredible item

***This worked so well I'd often sell out my truck by lunch time. Ya-Hoo!*** Chapter 1: Page #9

# Back in 1994, Would You Have Bet Money on This Loser?

## *Joe Schroeder's Resume of Predictable Doom*

- \*\* 1977: Slow classes in Ridgewood High School, (NJ)
- \*\* 1997: Burn out majoring in wood shop. True.
- \*\* 1978: Graduated almost last in my graduating class.
- \*\* 1979: Underwear Dept: \$3.70 Hr. Alexander's store. **Fired.**
- \*\* 1979: Audio salesmen, **CRAZY EDDIES: Fired.**
- \*\* 1979: Bouncer in two bars. **Fired.**
- \*\* 1980 to 1986: Street Magician. NYC / SFCA / CO
- \*\* 1986: Tried to get real job. No one would hire me.
- \*\* 1986: Job as a door-to-door salesmen. Paid \$1,000 to get in.
- \*\* 1987: Door to door selling NSA water (MLM) filters.
- \*\* 1988: Joined Herbal-Life. Quit two weeks later.
- \*\* 1989: Join AMWAY and quit the **NEXT** day.
- \*\* 1991: Joined an MLM and enrolled 3 people.
- \*\* 1991: Joined ANOTHER MLM. Lost \$3,200.
- \*\* 1993: Joined Melaleuca. Made Presidents club.
- \*\* 1995: Joined Life-Plus and had 10,000+ people.
- \*\* Yes, still getting a check from Life Plus.
- \*\* Created FUNDED PRPOSAL. Got to \$50K per month.
- \*\* Joined ForMor in 1996. \$250K MONTHLY sales.
- \*\* STILL getting a check from ForMor. Yeah.
- \*\* 1996-2002: COVERS of five MLM magazines.
- \*\* 2000: MLM -Bigfish explosion.
- \*\* 2003: Principal in (2) huge LEAD company.
- \*\* 2004: Started writing, "The Alpha Code" book.
- \*\* 2005: Started the WARRIORS NEST Focus Society.

## Meat and Seafood Taught Me That For Maximum Profits To Slice What You Sell in Pieces

**When I Took What The Food Supplier Gave Me and  
I Then Sliced His Packages in Half My Income  
Virtually Tripled Over Night**

I wouldn't be here as you know me had I not been a street magician and then a door-to-door Meat Man. BOTH of those experiences gave me the hidden working ORDER from which later on, here in MLM, I would build a massive business.

Because of meeting CIRCLE TO FOODS, I sliced what my meat manufacturer gave to me in half. For example, the manufacturer would give me eight pounds of steaks and I'd cut that box into TWO, making boxes of six steaks, versus twelve. Even when I sliced what I was buying at wholesale in half and re-boxed everything, I was STILL much lower priced than **OMAHA STEAKS**.

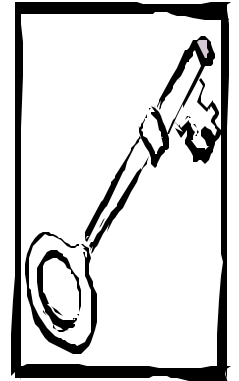
Therefore, the advantage was that I was now making MORE money by shaving my net cost in half because I was slicing what the wholesaler was giving me by 50% and then re-selling it retail for even more than I had prior to meeting CIRCLE T foods. Bingo!

Something else through. After failing in MLM from 1990 to 1995, I decided to once again, SLICE what I was selling in half.

This is where the concept of MICRO downlines comes from and how by laying the SAME people over multiple programs comes from.

It's also where I got the idea to SLICE one big course into tiny little courses in order to earn 1-2-3-4-5 times off the SAME people. As we now have within the WARRIORS Nest Focus Society.

**There's Always Someone Better Than You Selling What You Sell. Make Friends With Them!**



# I Located The Hidden Working Truth in...

Magic / Selling Door-To-Door / Making Money / Universal Law

(See Flow Chart on Page # 13)

*The Science of Getting Rich* by Wallace D. Wattles (1910)

*“There is a science of getting rich. It is an exact science, like algebra or mathematics. There is truth and certain laws which govern the process of acquiring riches. Once a person learns these TRUTHS and obeys it’s laws, he will get rich with mathematical precision.”*

## The Greatest Discovery I Ever Made From Hustling And Trading Energy on The Streets

I was **taught** that you made money to the degree that you could circulate positive energy. I was **taught** that charm, wit and perseverance is what paid the bills. I never had a job, therefore my livelihood and stability were founded in being a force of nature, a “law of being” I call it.

Because I watched common, uneducated people strike riches and fame, I learned early on that those who become big people started with, in fact, an **elevated self-image**. They flaunt their individuality and they are in fact, a law unto themselves—under God.

**I’ve Watched Common Uneducated Types Earn \$25,000 Per Month**

*So much so that they render those around them Spellbound.*

Because I mastered this “Spellbound Method,” I was able to wander the streets, hustle magic and then food. Why? BECAUSE I was smart enough to *first seek the wisdom from UNCOMMON mentors*, second, because as “The Science of Getting Rich” teaches, I knew a hidden order, a TRUTH of execution existed, and I darn well didn’t sleep until I uncovered it.

I was **seeking the ORDER** from which **riches was located**.

**All is formula.** Go study a flower or explain child birth and then defy me and tell me that within success mathematical precision doesn’t exist.

You cant. No more than you can explain my own success.

## The Table of Prosperity

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**No Truth** vs. **Truth**

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**Resistance** vs. **Flow**

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**Not Smart** vs. **Smart**

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**Struggle** vs. **Wealthy**

---

**Loud** vs. **Calm**

---

**Debt** vs. **Order**

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## List-Zen

Most junior Internet victims get that way because they are *assaulting each other* with spam, stalking themselves within their own home-grown “cold calling” boiler rooms (anyone home?) and acting more like the Hulk—Bam!—than using the graceful styling of **Bruce Lee**. If you study the striking power of a Joe Schroeder, a Diane Hochman or say our resident “Boy Wonder” Dennis Kaganilla, it’s more of a quit power that is lurking and *still dangerous*, but with a stunning grace that is both elegant and relevant, which renders most observers numb with anticipation. It’s List-Zen.

LESS < HULK  
> MORE \*BRUCE  
LEE

*“Be like water making its way through cracks. Do not be assertive, but adjust to the object, and you shall find a way round or through it. If nothing within you stays rigid, outward things will disclose themselves.*

*Empty your mind, be formless. Shapeless, like water. If you put water into a cup, it becomes the cup. You put water into a bottle and it becomes the bottle. You put it in a teapot it becomes the teapot. Now, water can flow or it can crash. Be water my friend.” BRUCE LEE (see “Bruce Lee’s Famous Quotes”) Google.*

## You Hulk Yourself into Obscurity

**You sacrifice your long term with short term aggression and try to obliterate each other**

- \*\* **The Mind-Set** is this: “Full-time in 90 days.”
- \*\* The actions are fast and furious. But go nowhere.
- \*\* All programs suck next to yours.
- \*\* Be like David Berkowitz. **Create victims.**
- \*\* Begging for dollars. Buy leads and call strangers.
- \*\* You can’t get *even 10* people to buy your Kool-Aid.
- \*\* You have no identity. Your Guru is god.
- \*\* The company is the Ruler and you tow the line.
- \*\* No hip “My-Space” or WHOIS identity.
- \*\* You quit, join, quit, join until your credibility is shot.
- \*\* You’ve branded no one. Except your Guru upline.
- \*\* Quick, hurry, mail out 10,000 post-cards. Hurry!

## Choking on Leonardo

**Your long term equity nests within your short term ability to nurture identity and mobility into others.**

- \*\* **The Mind-Set** is this: “Brand myself. Be relevant.”
- \*\* Patience is the striking Tigers **prayer** into himself.
- \*\* You become a walking reward for 1,000 lives.
- \*\* You sow, you never sell. You are water. You flow.
- \*\* People CALL you. Your ads are everywhere.
- \*\* Use sensory equity: Sound, touch, sight, heart.
- \*\* You have no competition. You “take” from no one.
- \*\* Matra: “To get more, give more give value.”
- \*\* You become a RESOURCE vs. being a recruiter.
- \*\* You pick-n-choose who you play with.
- \*\* I AM + BE + Share + Resource = Rolls-Royce.
- \*\* You are everywhere and nowhere at the same time.

Calls MONDAY / TUESDAY / WEDNESDAY Live Coaching Calls

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TIME can show you what you are doing is non-productive. Spend 2 years doing it wrong = no growth.

---

# B E T H E E T I G E R

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**Charles Manson Used This Technique and John F. Kennedy Flaunted His Mastery of This Mind-Control Over a Nation.**

**Oprah Winfrey is a Walking Billboard For This and Used Properly, This Technique Levels People's Ability to Resist!**

By Joe Schroeder / 34 Miles Due West of Manhattan

Skill or "brains" doesn't separate us. TIME does and the only reason I made over 10,000 individual sales last month (often it's more) and perhaps if you didn't, is because I took the TIME to "work out" the HIDDEN ORDER of how such a feat is executed. Do as I suggest here and *your life* will change.

*TIME* is what God gave you *to trade for everything you ever wanted*. I used TIME to work this formula out and now if you have the TIME, all that you ever wanted can also be yours. It's magical.

Watch  
Closely.

First and foremost though, understand that there is a perfect order behind *everything*. Even with a deck of cards! But no one ever notices or even THINKS to ask, "why are there only two colors in a deck of cards" and few—if any, ever asks, "how come there are four suits in a deck and not six?" *But I took the time to "work it out."*

**WARRIORS NEST is \$97**  
**Pays \$80 / Manual + 2 CDs**

**The Warriors Way** is a discipline about refining ones character by seeking the truth from within. In modern terms, I call this, as I am sure by know you have guessed, the Alpha State. It's attention pressed towards your core being (the cause) which then inspires (the effect) action without a denying ego.

**The Alpha State** is a discipline of mind. A way of life. So start to see yourself within an elite group. And know that the Samurai often exercised in a group or a (DoJo) special place where together, Warriors soldiered each others "can do" spirit and refined each others ability to dominate their own personal will. *Environment is key*. It can change your life and heighten your total expression. So locate like minded people.

**Her Discipline of Obligation is Her Honor into All**

The burden of the (Samurai) person who uses her Alpha State to achieve prowess, posture and social superiority, sets into motion an *intrinsic mode of service* back to the society around them. **Why?** Because those who have reached this mental piling of "can do" also believe that elevating everyone around them, who is clearly struggling, is part of the true honor that the Warrior *casts back into society*.

**The TAO of Non-Resistance**

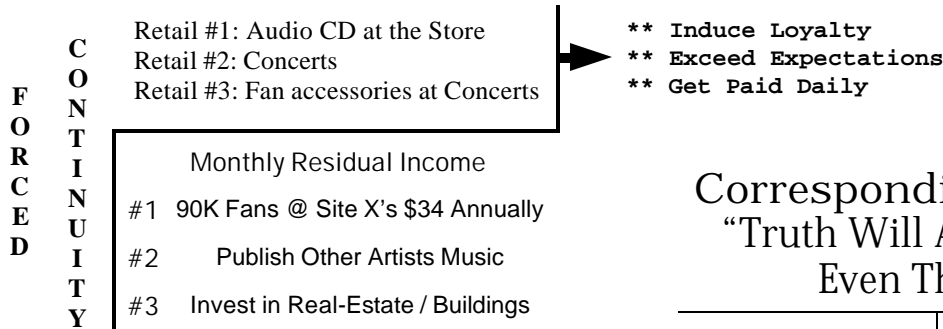
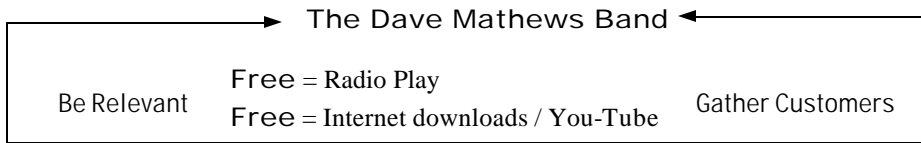
In Networking people seek to "get" each other and they ask, "How do I *get* people?" That never worked for me. Instead, I subscribed to the **TAO PRECEPT** of non-resistance. Which means you get UNDER people and you subjugate your ego which is fact, *leaves you on top*.

Example: You can cut down the tallest tree and yet the stump is left. The first shall be last and the last shall be first. They answer for me was to be a RESOURCE to an industry. *To be more to more people = more people*.

**You can learn THE ALPHA CODE method. It's \$597 within the Spellbound Course. Page # 13**

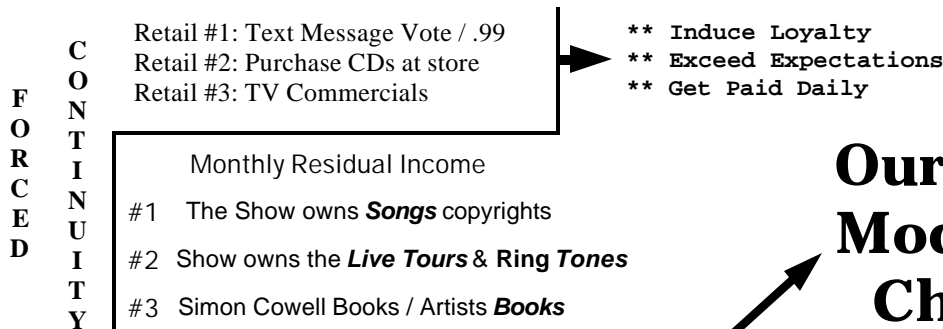
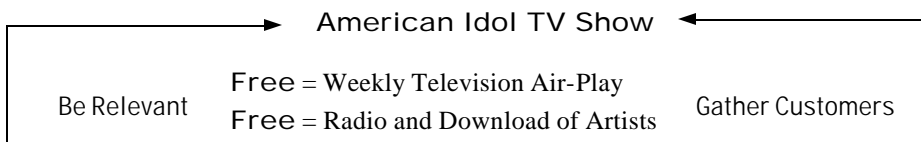
**“The Game of The Rich is To Convince You That You Don’t Deserve Money, That’s How The Rich Control The Poor.”**  
*Michael (Al Pacino) Corleone, “The Godfather.” (scene 22)*

## The Hidden Economy of The Beautifully Rich

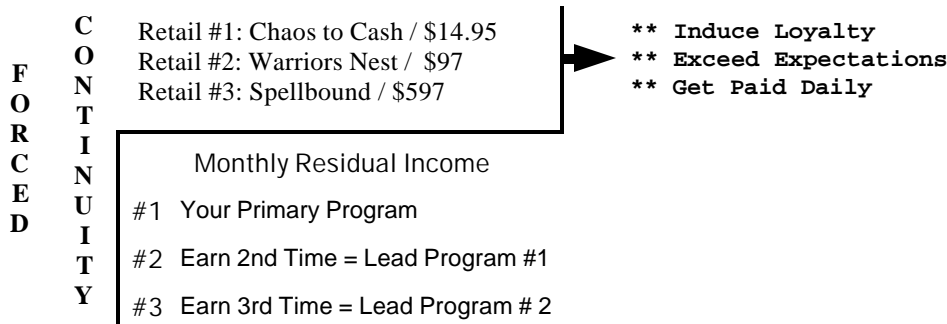
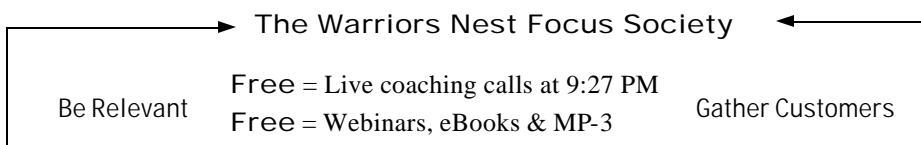


**Corresponding Philosophy #1**  
**“Truth Will Always Reveal itself,  
 Even Through a Lie.”**

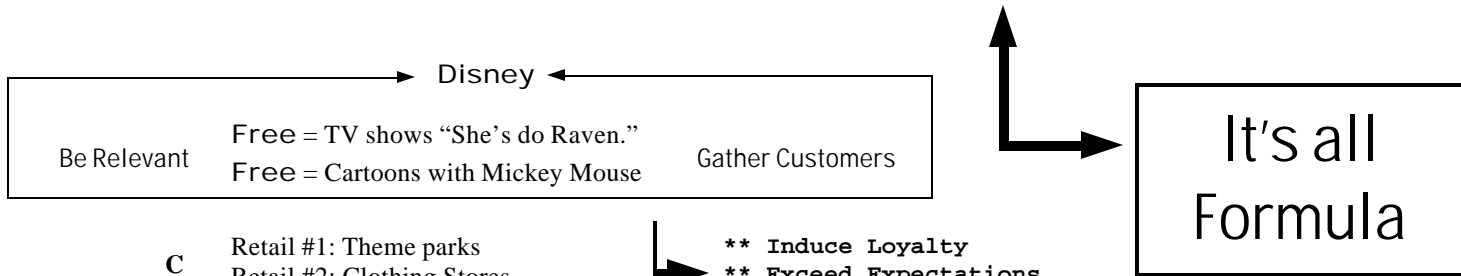
Meaning. . . If you ignore this formula of the rich, you will fail and lose money. *Truth always reveals itself.*



**Our System is Modeled After Chase Bank**



**An "Opportunity" is a Game of Chance. A Fortified Business Model Builds Brands. A System is Only a System When What You Sell Induces Multiple Back-End Upgrade Sales Which Then Induces a Consumers Monthly Repeat Order**



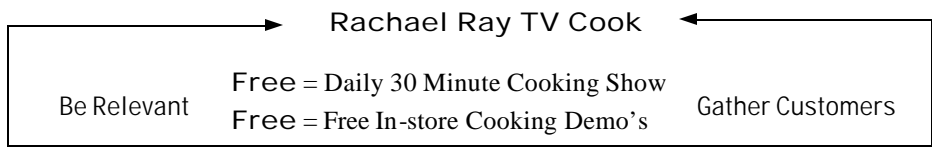
**FORCED CONTINUITY**

- Retail #1: Theme parks  
Retail #2: Clothing Stores  
Retail #3: Movies at \$9 per Ticket
- 
- Monthly Residual Income
- #1 Disney TV Network / Shows
  - #2 Disney Time-Share / Florida
  - #3 Disney Internet Kid Sites

- \*\* Induce Loyalty
- \*\* Exceed Expectations
- \*\* Get Paid Daily

**Wisdom Key #1**

*Big Companies Like Disney, Google and Microsoft Turn Their FREE USERS into Retail Customers Who Then Convert to Monthly PAY-TO-PLAY FANS*



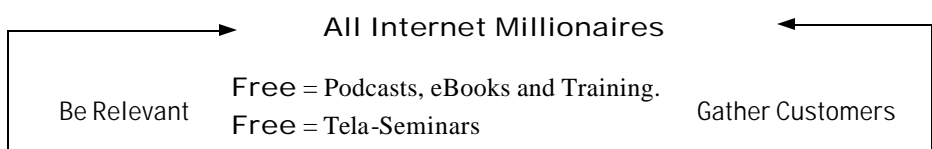
**FORCED CONTINUITY**

- Retail #1: 17 Books = 46 M sales in "07"  
Retail #2: Pots, Pans and Cutlery  
Retail #3: Her OWN Magazine!
- 
- Monthly Residual Income
- #1 Magazine Subscriptions
  - #2 **Use of Her Image on products**
  - #3 **List Building / www.RachaelRay.com**

- \*\* Induce Loyalty
- \*\* Exceed Expectations
- \*\* Get Paid Daily

**Wisdom Key #2**

*For a System to Be a "System" it Has to Convert Free Lookers into Multiple Retail Sales Which Then Induces a Paid Monthly Relationship!!!!*



**FORCED CONTINUITY**

- Retail #1: Affiliate **course #1**  
Retail #2: Affiliate **course #2**  
Retail #3: \$5,000 GURU seminars!
- 
- Monthly Residual Income
- #1 Their websites are monthly subscriptions
  - #2 Their COACHING is a monthly auto-ship
  - #3 MLM. Even "Chicken soup" is now MLM.
  - #4 **They sell leads** and/or a 2-Up Program.

- \*\* Induce Loyalty
- \*\* Exceed Expectations
- \*\* Get Paid Daily

- \*\* Costco's, BJ's and Sams
- \*\* OPRAH WINFREY
- \*\* VERIZON WIRELESS
- \*\* Ipod / Apple PC / auto-ship
- \*\* Michael Jordan

All Big Names  
Use This  
**Predictable**  
Money Formula

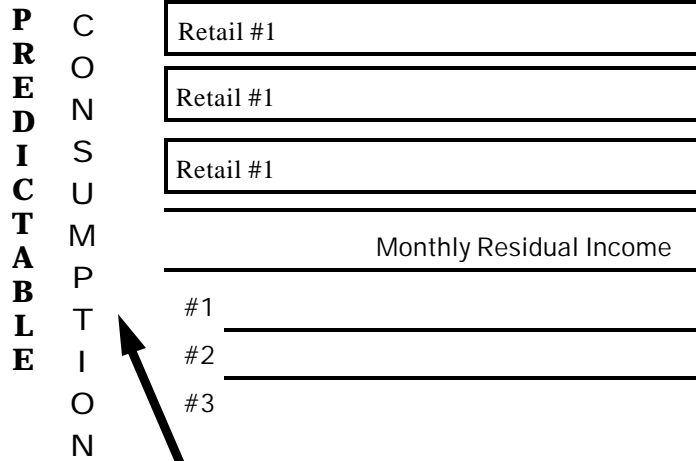
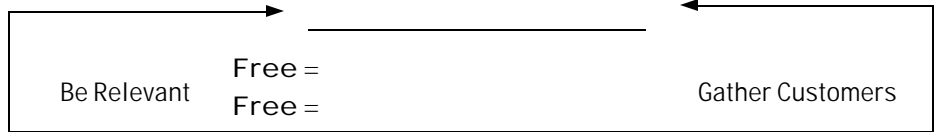
*Have Fun. See if This Model is In Fact Universal*

# Test Your Own Level of IQ and Aptitude

**You Can Experiment  
As I Did With ...**

- Bruce Springsteen**
- Steven Spielberg**
- Domino's Pizza**
- McDonalds**
- Barnes & Nobles**
- Donald Trump**
- Paramount Pictures**
- Pepsi Cola**
- Dominos Pizza**
- Hitler**
- Richard The Bruce**
- Larry The Cable Guy**

**Test The Theory / Have Fun!**



**“The Science of Getting Rich” (1924) By Wallace D. Wattles**  
*“All riches are a result of things done in a CERTAIN way. Therefore if you can locate that certain order you can also become rich.”*

## **Albert Einstein and The Principle of Relativity**

**Gravity IS** the Attraction Between Two Bodies, Which Increases with Their Mass and Nearness To Each Other. It is this attraction between the EARTH and every single piece of matter on the earths surface that makes things FALL downward.

$$\text{Velocity} = \frac{\text{Light Path}}{\text{Time Interval}}$$

## **The Joe Schroeder Theory of Equity Consumption**

My theory needs no education of man to prove it's predictability. Heretofore, I, an uneducated truck driver used this theory of consumption, based in reciprocity, intuition and retail, to build a \$100,000 per week business. My theory became visible through much media exposing my theory throughout trade magazines.

I then double confirmed my theory and tested this on other nerr-do-wells—like myself— who ALSO become Millionaires. My consumption theory is founded in a relevant product that can FIRST be distributed for FREE at no cost to the consumer (Like HBO, AOL or any brand is first introduced) and then systematically woven into a model of mass consumption on a centrifugal monthly basis. **BAD** people have taken my theory and also made Millions. *As with all principle, it knows no boundaries of man.*

**I did NOT INVENT anything.** Like Einstein, I only uncovered *what already existed and humbly* had the ability to ask the Universe a Question (is there a 1-2-3 SYSTEM for wealth?) and I patiently WAITED for the answer.



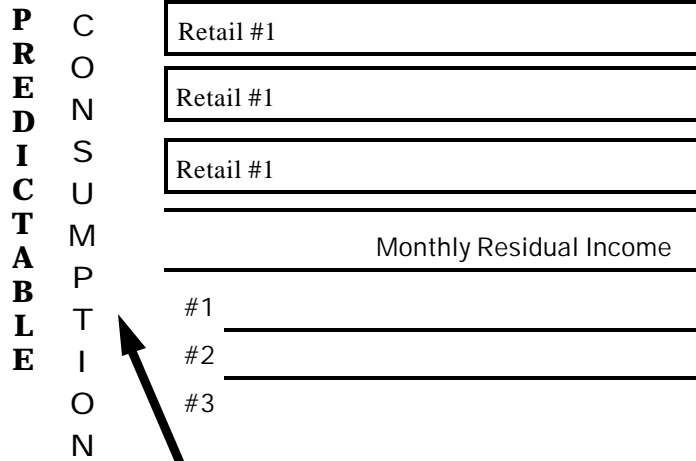
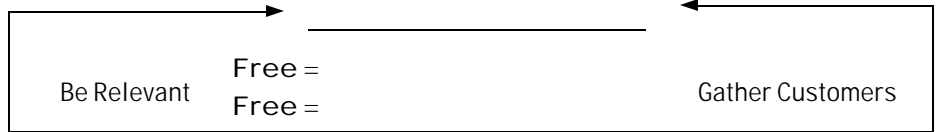
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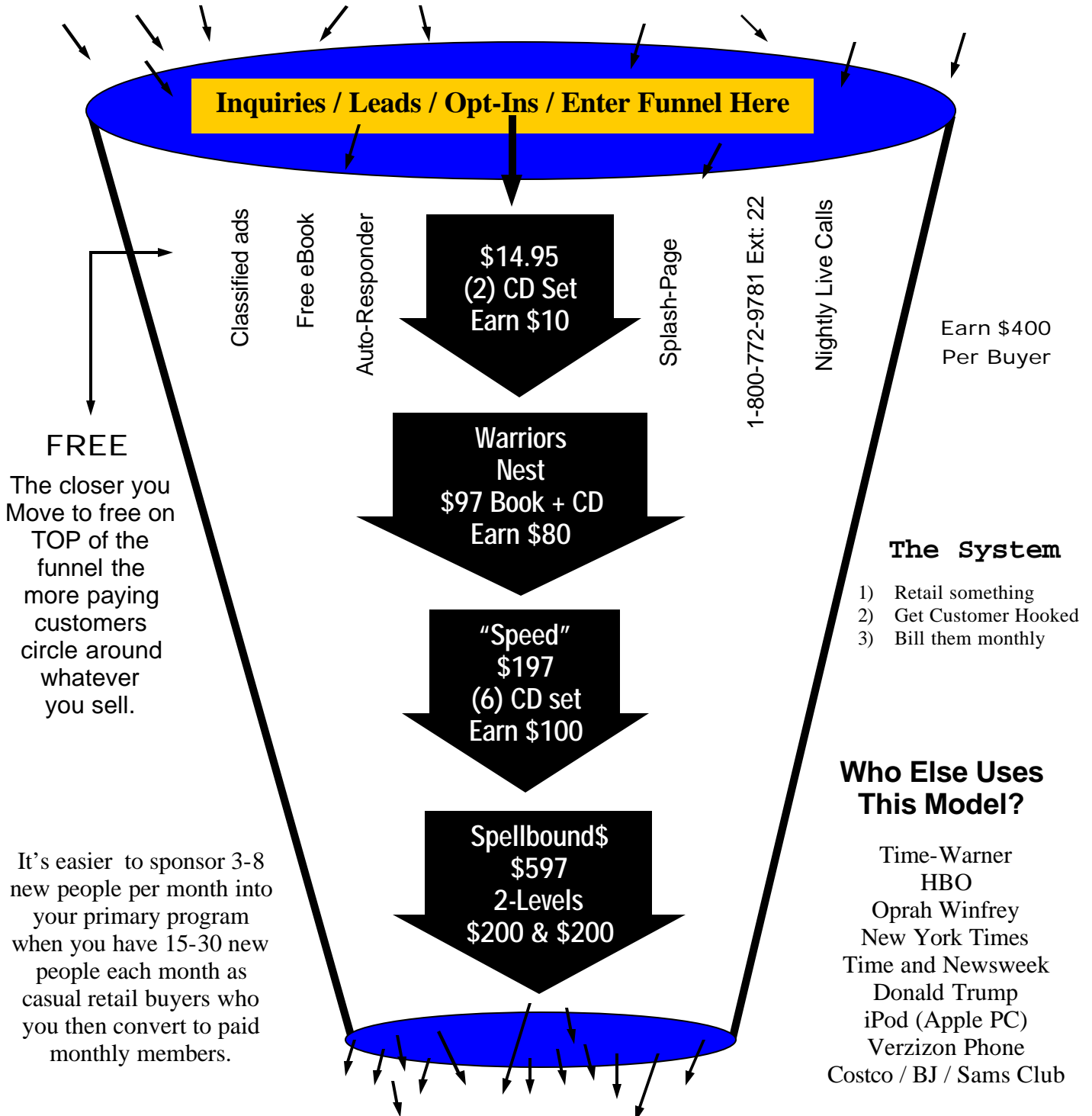
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# The Magic Funnel & Theatre of Prosperity

Warriors Nest Ebook + This Manual + (2) Audio CD = \$97 Warriors Nest Product



**FREE**  
The closer you Move to free on TOP of the funnel the more paying customers circle around whatever you sell.

It's easier to sponsor 3-8 new people per month into your primary program when you have 15-30 new people each month as casual retail buyers who you then convert to paid monthly members.

Earn \$400 Per Buyer

### The System

- 1) Retail something
- 2) Get Customer Hooked
- 3) Bill them monthly

### Who Else Uses This Model?

- Time-Warner
- HBO
- Oprah Winfrey
- New York Times
- Time and Newsweek
- Donald Trump
- iPod (Apple PC)
- Verzizon Phone
- Costco / BJ / Sams Club

You Collect and Harvest 1,000's of Monthly Repeat "Auto-Ship" Repeat Buyers  
Retail Buyers Convert to REPEAT MONTHLY Customers

*Direct Sales Without a Repeat Monthly Residual Income is Just a Job!*

# Chapter II

## “The Trappers Guide to Wealth and How I Grew a Downline By Giving Away The Farm

At the end of day and after you have fritted away a few thousand dollars studying and needle picking through the “secrets” of mail-order and direct response “secrets,” something becomes apparently obvious.

It did to me anyway. That at the end of the day and after the hog is tied, killed, eaten and after the fat-lady sings, this entire method of marketing can be boiled down to the stupid. Or least down to two (2) things.

- 1) Mass psychology.
- 2) Mathematics.

Therefore, as you and me dilly dally here and I take you into the world of higher level marketing, always remember that amongst the boys and girls who earn the “sick” money playing salesman-in-print, that is all it can be boiled down to...

- 1) Mass social psychology
- 2) Mathematics.

### “Oh Poor Me, I Never Made a Penny.”

Never forget this. And I could not give one rip how great whatever it is you sell and the fact that someone in your program earns a Million a minute also doesn't change what I am going to say either.


If you are not making capital gains in whatever you are selling it's because your PYSCHOLOGY is incorrect and the math sucks!

Have I made my point? *Good.*

Are you ready to explode your business? *Even better.*

Are you (even) ready to hear some NEW information? Thought so.

**The Boys Who Told You That The Way To Fortune Was By Earning \$1,000 per Sale and That You Needed a \$2,000 “Big Ticket” Item Basically Pulled Your Chain and *Sold You Down The River!!!!***

The Closer You Move To Free The Richer You Get: 

- \*\* How did McDonalds do it? With cheap \$1 and \$2 Burgers or \$10 dollar hamburgers?
- \*\* How did EXXON and MOBILE (same company) strike gold? Correct. \$2 sales!
- \*\* How did Joe Schroeder (yeah for me!) reel you in? With \$597 or just \$14.95?
- \*\* Here's a HARD one. Does Barnes and Nobles let you read the book for free, first?
- \*\* Think. Now you know the SECRET of Barnes and Nobles. (free trial)
- \*\* Does HBO charge any money to sample their FREE weekend? Nope. **It's 100% free.**

**My Little \$14.95 “Chaos to Cash” Built My Legend!** Chapter 2: Page #19

**Joe Schroeder May Be a Sneaky Pants and Also a High School  
Math Dunce, But He Sure Can Twist His List into a  
Predictable Mathematical Pile of Money**

Go ahead. Call me a cheat. Heck, while you're at it and poking fun of me you can also call me a "loon," the "blow hard" from Ohio (raised in Toledo and just a scant mile from Toledo University) and while you're on one of your big fat laugh-fests, you can also nail me with, "Joe was the kid who failed Geometry back in high-school." Then you can say, "Joe is into MLM pyramids!"

So go have a field day. Ream my name right into the ground. But whatever you do learn this, all I did was **COPY** the **predictable mathematics** that lies doormat and virtually naked to the human eye, within all \$4,000 per day cash flow MAIL-ORDER big hairs who earn \$10,000 to \$20,000 per week.

**The Sneaky Pants Method of Riches!**

Here is why I am a cheater and proud of it.

It's because I let people SAMPLE what I buy for FREE before I would dare be "loon" enough to expect anyone, especially a STRANGER, to believe one word I say. *That and THAT alone is part and partial the under-lying reason 98.1% of everyone on-line fails to make even a penny for their thoughts. Why? BECAUSE they are DUMB enough to expect strangers to believe one single solitary word they say.*

**\$900,000 Tip:** The closer you move to FREE, the more strangers will circle around whatever you sell to nibble on your hook.

**\$7.1 Million Dollar Tip:** Do you want some free marketing psychology? Okay. I'll bite. Here you go. Watch this. The more you let people consume what you sell for FREE the more they will add their own imagination and decide to back themselves right into your cash register.

**Learn Why Barnes and Noble Book Stores  
Begs People With Cozy Sofa's To Sit  
Down and Read For a While**

- \*\* This is why car dealerships MAKE YOU TEST drive their cars.
- \*\* Now you know why I made a Million giving away FREE reports.
- \*\* Now you know why McDonalds uses a "hook" called the DOLLAR DEALS.
- \*\* Now you know why HBO offers everyone a FREE test-drive weekend.
- \*\* And why your local newspaper throws FREE samples on your driveway.
- \*\* And why BARNES and NOBLE book stores BEG you to sit and read for a while.

**\$12.3 Million Dollar Tip:** The longer (and I mean the longer!) you can hold someone in your sales funnel for free and consuming your product and I mean *actually consuming, touching and TESTING your product* for FREE the gosh darn more money that will gravy train into your cash flow pocket!

**Free Tip:** To erase peoples buying anxiety it helps if what you sell is something they can TOUCH, experience and test drive on the cheap or even free!

**One Big Fat Lie:** If you are not earning money on the internet it's because you have not **reversed** people's natural disposition of, **"I DON'T TRUST YOU."**

# How I Made it To "Easy Street" Selling \$600 and \$1,000 Information Products With \$14.95 Hooks

Here is what "smart" looks like in the land of \$1,000 and \$4,000 days selling on the Internet. I don't sell "programs." I know it's fashionable. I also know that if you run around like a dog barking, "Oh please quit your MLM and join mine because my doink is bigger than yours" (doink is FRENCH for check), all you do is get rejected. Why? *Because most people, even if they are losing money in whatever they are promoting, don't readily want to admit defeat and quit theirs to JOIN yours.*

## When You Bait Your Hook With Chum it's Easy To Hook The Big Fish

So the solution—for me—was to sell **THE PROCESS** versus the program. In other words, as any Sneaky Pete would do, I went around and took the back door. Trust me, there's always a back door.

I always sold THE SYSTEM because that is what people are buying. Think of it this way, what is the guy buying at Home Depot when he darts down there to buy a drill?

Is he buying the

- ( ) The drill?
- (X) The hole

That's right. He's buying *the hole* that the drill makes. Therefore what I do, is I talk all day about how I can patch up holes like no bodies business and then everyone runs towards me and shouts . . .

### "I Need That Drill You Are Selling, How much?"

\*\* It's all psychology and mathematics. Never forget that.

## Three (3) Reasons More People Don't Buy From You

- 1) They don't need what you are selling. (More about this later on)
- 2) They can't afford what you are selling. (Yes they can. I'll explain this a little later on)
- 3) They don't trust you not even a little. They think you're probably a liar. (But you can change all of that)

## Here's How To Triple Yours Sales and How To Convert Looky-Loos into Zealots and Fans!

Have you ever taken a gun and tried to shoot a bunch of fish that were all swarming around in a barrel of water? No! I do all the time and let me tell you, not only is that easy as all get out, but it's also how I earn a living. BECAUSE I only sell what everyone is **already** buying. *Leads, traffic and training.*



\*\* Look ay my full page ad on pg. 20. Am I selling drills or holes? STUDY my ad.

Confessions of a Recovering Direct Response Legend

# What Good is Earning \$12,000 Per Week if That Money is Earned At The Expense of Other People?

An Open Letter to Anyone Like Me Who Shamelessly Sold People Down The River Without a Paddle Without Being Aware of What They Had Done



**Paramus, N.J.** —If it's true that desperate people make desperate decisions, then I must be the King of the Stupids. Not that I am a full blown Twit or anything, which could be endlessly argued until the cows come by my wife, who never totally appreciated me running up our credit cards until over the loud speaker some lady hollered, "Hey Moron! You have successfully maxed out your card!" So sue me. I was new and as a new guy I made dumb and desperate decisions. Whatever. But that was before I had over 2,097 qualified sales, before all of the (4) business magazines slapped your boy darlings picture on their cover, prior to building a Million dollar per month business and before I become the (yawn) #1 producer amongst 72,904 other nerr-dowells in the program that I cut my teeth on. Oh glory me. There I said it. Now I can sleep better.

## From Bonehead to Big-Fish

And whoever said (thanks Zig!) that "a big shot is a little shot who just kept shooting" must have been a spot-on fortune teller. Mine. But save your applause—because like many of us, I too had the shame (see mug shot) of creating damage and industry road-kill. And you ain't no saint either because how many times have you ever roped in people to deals that were a can short of a six-pack? So far be it for me to play the scout who uncovered the winning ticket or the ace in the hole. All I am saying is thank the Lord I'm still standing after 17 years and living tall enough (do you know how much pressure it is having a \$4,000 per month mortgage payment) to be able to divulge "secrets" that I promise you will make you wince and even a few of you kick your desk with fight in your gut. Some of these mass psychological tricks might even be considered pathological or even a cracker shy of criminal. So whose laughing now? But like I said, I ain't no alter boy. But now maybe I can even the score—if only by coming clean, once and for all for the industry to witness and cleanse itself with. And for goodness sakes, why not. someone has to stand up here and leak the goods. So why not make it me?

## One Big Fat Cruel Hoax After Another

Yes, of course I have roped innocent people into loser cocka-mamey programs. But my redemption comes through the fact that I was a new dummy and didn't know any letter. And I know that each and every last one of you reading this knows exactly what I am talking about and don't you dare play like I am the only guy here with a bag over his head. So there you are. One big fraud. The "born loser" and you are whiffing so bad dweeb becomes your middle name. But then you breathe "little shot to big shot" into yourself into the winning ticket. BECAUSE you persevered. BECAUSE you stuck it out. You paid the price. Then you crack the code a few times, you hit it large, the money becomes sick and it's like hitting the ball out -uv-the-park and you are like, "so THAT is how this crazy and nutty beautiful business works—oh, now I get it!"

Not 2006 copyrighted. No one has my story. So why bother.

## WAKE-UP BUCKWHEAT!

And the joke is on you if you think I would spend thousands of dollars for some sort of "lose cannon" public service message. Hark unto me. The thing is that *this* is another one of my infamous and shameless displays of genius. Admit it. No one has my story. So wakeup (slap!) already. And if you knew exactly how guys like me make guys like you part with their rent money—and no, I ain't no madman. In fact I know more about how the mind works and how it SORTS information, more than some eight year grad-level egg-head sophisticate partying as a doctor of psychology. Which is exactly the missing key. So go ahead. Buy all of those "I used to be poor and now I am rich" books. Go ahead. Be the moron I used to be. Or you can be...

## No More "KING of The STUPIDS!"

Go ahead. Go waste your kids college fund money on another batch of "how to earn \$10,000 a day on-line with internet ad-words." Meanwhile *I will hold the #1 key* which is to know HOW to write ads, how to sculpt post-cards and little nimrod classifieds that impulse every known slacker known to man to part with his money. And guaranteed I will lose some friends. What I am about to show you is almost "Holy ground." Then again in our industry you have no friends. It's just this easy. You either are on my side of the fence and CONTROL the central nervous center of an industry (through content and control of the products sold) or you are on the other side, the side where you sit in front of the cash register playing buyer and making guys like me even filthier rich. Because we took the blasted time to learn how to *be the receiver behind the cash register*. Not only that, but you'd work your fingers to the numbing bone too and plaster 18 hour days everywhere too if you knew what \$92,000 per month looked like and knew what the babes do and think with guys like me who actually consider such monthly windfalls as chump change. But for now you can only fantasize about it. Because you do not know the #1 and underling component of guys like me who know how to get hundreds of people per day to PART with their money. Which is our little dirty secret. It really is. So go grab a highlighter. It's not what we sell it's more about HOW we (sell) write and knowing HOW the little baby Lambs on-line SORT (information) and what we know about criminal psychology. And the guy who leaks that know-how (me for instance) is offering you the Genie, the bottle, the magic potion and yes, if you knew what I know it's a virtual license to print money. Here's why. Do even know that knowing the proper *hidden psychology* is the difference between a true F/T income or lost it all? Just knowing about head-line mass psychology, which is third grade know how as far as I'm concerned, is the difference between people opening your e-mail ads or not. Then there's cognitive dissonance, reverse double bind procedures, "bang alerts" and tie-ins. It's like being *backstage* at a magic show and I am Houdini.

Hear My 24 Hr. Recorded Tel-A-Seminar  
(24 Hrs) 1-800-772-9781 Ext: 40

## No Charge. I Still Feel Guilty as Sin.

But don't worry about me. I'll give it all away free not because I am some "Masked" avenger. Hardly. But because part of my penance is letting 1,000,000 work-at-home suicide camp attendees "in" on the little dirty secrets of the rich and famous who sheer their flocks religiously and who don't even bat an eye. My "Death March" audio alone will probably make you want to hang me by my toes. *Do I care?*

## It's Free as in You Just Became My Best Friend

Bank on it fly-boy. I'll sleep like a log, probably make another fast Million (of close to it as always) and you'll have the goods, the behind the scenes skinny that only the virtual cowboys and other marketing pathological serial capitalists know.

## Un-Lock The Alpha Code Combination Here (Splash-Page-Mine)

- ? Instant delivery and on the house.
- ? Take it all now and save some for a friend.
- ? Free eBook, "The Economy of Riches."
- ? Free audio MP-3 file, "The Death March!"

And who am I anyway? Look, who cares and if fan mail could choke a horse don't bother bringing the gun. The pony is already dead. Besides, who I am doesn't add up to a hill of beans. That plus being "on top" becomes a bore because you have to buy everyone dinner, drive cars that cost \$100 a day to gas-up and play nice guy to loads of Dorks you wouldn't normally speak to at an all-u-can-eat fire house beef steak. So shut the lights off because....

## My Stage Days Are Over

This about you because if you don't learn how to flip your dream of working at home into a true honest to goodness no-one-gets-hurt true blue F/T income pretty soon, add it up. You won't be here in a year from now reading ads like this. You'll still be under some quacks control over at that job that you loathe, being tolerated instead of celebrated which after all, one of the wisdom keys to life. To locate, whether it takes forever, a place where you are ultimately celebrated and where you can actually hit pay-dirt (like Elvis) by just being yourself and nothing more and thousands of people line up and say to you, "not bad, not bad at all. Can I buy some more?" So get off the slaughter house floor. Retrieve my token goody bag of secrets and marketing techniques that would even make Jay Abraham blush—and lets stop the inbreeding, the blood bath industry wide and who knows? Maybe with the grace that sits within all fortune, good can prevail and we can help a few Million more rather than sheer them like the poor little saps that they are and who aren't even aware with it. Oh and BTW. This isn't some lame pitch for you or anyone else to "join" some ripp-off MLM either. I cut that bait a long time ago. However it still holds true today, "if you bait your hook with chum the fish will bite!"

**Let's Pause For a Second So I Can Tell You a Quick  
True Story About My Full-Page magazine Ad on Pg. #6**

Remember what I told you on page # 5. I said to you . . .

### **Three (3) Reasons More People Don't Buy From You**

- 1) They don't need what you are selling.
- 2) They can't afford what you are selling.
- 3) They don't trust you not even a little. They think you're probably a liar.

Now look again at my full-page magazine ads. Lets DECODE that advert.

**Please Print and Look at My Full-Page Ad on  
Page # 6 So I can Teach You What Psychology and  
Mathematics Looks like in Higher Level Marketing**

First off, notice how my magazine full-page ad reads like an editorial versus all of the other ads in the magazine which look like blatant ads.

Notice how my full page is selling a solution / not a program. Which means I am catering to people's **SURVIVAL** mechanism. And it works. And works big-time.

Also notice how there isn't anything to "buy." That's because . . .

- 1) I have not earned anyone's TRUST so far.
- 2) I am seeking the "opt in." **Not the sale.**
- 3) I am marketing. *Not selling.*
- 4) Marketing gets people excited to take the next step.

Now for that story I promised you. I use this ad each and every month. It costs me exactly \$575 to use. It brings me roughly 200 "leads." In other words, 200 people give-or-take fly from the ad to my lead capture page.

Do I show them my \$1,000 package? Good for you. **No** I don't. Why? Because have not had enough time to (yet) to E-A-R-N their trust. Now what happens is that I give them some cheese, much like trolling for a mouse, in order to get them to back themselves "in" and build their own cage.

- \*\* My newsletter. It's free obviously. ***This captures their identity.***
- \*\* They learn about our nightly FREE conference calls.
- \*\* They gobble up, consume and voraciously read a few of my eBooks.
- \*\* They see my \$615 "Spellbound" training course. Shipping weight is 5.2 Lbs.
- \*\* They hedge their bet and they order our \$14.95 little "Chaos" package.
- \*\* Letting people experience what you sell for almost FREE is critical.
- \*\* Expecting people to START at \$1,000 or even \$597 is VERY hard selling.
- \*\* Everyone has \$14.95 in their back pocket. GO sell (10) courses right now!

### **The Sneaky Pete Method of Predictable Consumption**

- 1) I also make available to ALL of my "suspects" my FREE 18 page booklet.
- 2) I probably mail out 10-20 per day. Correct. I mail that BOOKLET **to their home.**
- 3) This makes STRANGERS believe you. Why? Because you mailed something to their house.
- 4) I am also available for phone calls. Why? So they will learn to TRUST me.
- 5) The booklet (sent to their homes) also **EXTENDS** their attention span into **weeks!**

*Sometimes "easy does it" out performs get-rich-quick.*

The Greatest Networking Training on Mother Earth and Just \$14.95

# It's Easier To Go F/T When You Are Earning \$200 Per Day and Creating a Few Downlines All at Once!

Learn To Sponsor More People in a Month Than Most Networkers Sponsor in a Year!

Paramus, N.J.—Earning real money with any work-at-home program is hard. Some would even say it's easier to teach a fish to ride a bicycle than it is to build a residual monthly check of \$5,000 or more. That's how it was for me. Hard. Plus, there's nothing worse than being in a program with other people making \$2,500 or more per week and its been months and you still haven't gotten one person to pay you \$500 to \$1,500 for your "2-Up" product.

Then it hit me right over my head.

## ALMOST LIKE LIGHTENING!

But even in programs that promise \$500 to \$1,000 in your pocket per sale, it still takes a month of Sunday's just to break even. That, plus having to feed your sponsor a few sales BEFORE you even come close to getting your money back—good gravy. Can you say "Chinese water torture!"

I know *you know* what I mean. Not only that, but I used to feel like a Dweeb too. Only because it gets to you when no matter how hard you work or how smart you are, there you are. Standing there. Holding your hat and thinking like, "how long can I keep this up if I can't even make BACK the money I spent!"

Ouch! Okay, so anyway, once, I bought a batch of real-time leads and called a bunch of people who were either not home or who harpooned me with, "how'd you get my number!" Great. Now I found another way to lose money. Hold on though, here's the part my "Bride" will never let me live down....

## BECAUSE I STOOPED SO LOW.....

I would even loiter around town waiting to "bump" into someone and offer them an "opportunity". I read that in a book. By some (yawn) MLM "Guru." But the the results were goose eggs. Double zeros. Not to mention how totally low class that made me feel. That's when I threw up my hands. I decided never to speak to a soul about my "short cut to meg-a-bucks" until they asked me first. But how? How would I pull this off? Hmm....

## LIKE PIGS FEEDING AT A TROUGH

But things changed. I ended up with a humongous downline and I had more people than ever. So did my downline. It was like pigs feeding at a trough.

## I OUT SMARTED THE LOOKY-LOOS!

Did my "system" work? I'd say. Picture a stampede! Wads of people. Over 8,314 act ually. Like standing outside of a Wal-Mart at 7:55a.m. on their super sale days. How come? I suppose because I created a "system" that would bring me loads of eager Beavers with money in their hands.

How? It's easy. All I did was make it irresistible. Everyone has \$14.95. Plus the guarantee is kewl.

## SORT... SELECT + SPEAK + SEARCH + SELL AND SPONSOR FOR YOU!

Okay, I'll explain. We've all seen auto-responders and Ebooks right? No biggy. But (and this is a big but) what I did was string a ton of tools together. Putting them together was what set this so far apart from the competition. Here's an example: *This ad* takes you to an 800 number which takes you to a website that then brings people to a live conference call which then excites people enough to download a chapter from my Alpha CODE eBook. Admit it. That's a big sales funnel. But it has to be. To get all of those \$197 orders.

## HERE'S PRECISELY WHY IT WORKED

It "worked" (polite word for landslide) because—and get this part because this is critical too—it over indulged the prospect. There was no overt "pitch" because the machines were doing the selling. What happens is prospects end up selling themselves. **Like it was their idea.** To send you money I mean. You see, this "system" is based on the "show me, don't sell me" mentality and prospects eat it (love) up. They get reams of information. Now add to that a dorky little \$14.95 "prove it Joe or gimme my money back" and sakes alive. That's how you get lines of people to come back with their \$197 to buy the complete system. *From you.*

## I Call This The Quick-Link System

I'll fess up. I was selfish. I got scared. Nothing worked. I was a regular MLM "nerd". I was. So I selfishly built the Quick Link. That way, I could earn daily cash flow and build a residual one, all at the same time.

## This Part is Probably The Most Important

Here's the hidden variable that would go unnoticed if I didn't explain it to everyone and it's this. Instead of trying to convince absolute strangers to quit their deal and join mine, I went in the complete opposite direction. All I did was devise a cash flow system that everyone could use and make money with instead of trying to locate a small 1% to 3% to join my MLM.

## Trust Me, I'm No Saint. Just Ask My Wife.

By creating a cash flow system that all 100% of the people could use, my obvious advantage was now my monopoly share because now you and me can earn money *from everyone*, not just a poultry few who you can get to flip into your opportunity. That was the smart part. Plus, even though the big \$197 program pays dealers \$100 per sale, it's easier to sell when everyone can test it for only a lousy little \$14.95.

**Hear My Recorded 24 Hr. Tel-A-Seminar  
(24 Hrs) 1-800-772-9781 Ext: 22**

## Create Daily Cash Flow. Here's How!

After you get my two CD program for fourteen ninety-five, you can decide to upgrade and to actually be a dealer of this program. That's \$197 and comes with my six (6) CD program. Dealers earn \$100 per course and buyers actually pay you, not me. This way, you can create your own leads and make daily cash flow all at the same time. But you have probably never heard of me. So test me. Try the system with zero risk. No one gets hurt at only fourteen clams plus this gets piles of people sending you cash orders because who doesn't have fourteen bucks? Especially if it's risk-free and people can keep everything, even if they ask for a refund. But they don't. Many people UPGRADE to "Speed Enrollers" (6 CD album) for \$197. That's where you earn \$100 per sale. You can start slow or go whole hog and order the \$197 Speed Enrollers course (see page # 5). Create daily cash flow!

## Only \$14.95 So Order Now!

With my two CD program and eBook you have to believe this is the greatest marketing course on Planet Earth *or don't pay for it.* Just send back the cover of the book TORN in half for a complete 100% no-questions refund. Thirty days. Try it for thirty days and change your life forever.

\*\* "CHAOS TO CASH" course! Just \$14.95!  
\*\* TWO (2) CD Tapes & 34 Pg. Ebook  
\*\* Dealers earn \$10 per sale on this item.

**DO NOT ORDER  
UNTIL YOU HEAR THIS  
24 Hr. Joe Schroeder Call  
1-800-772-9781 Ext: 44**

## Start Now. Only \$14.95!

You can test-drive my system now and learn how to earn thousands of dollars per week using the system I have used to build sales organizations toppling 5,000 active distributors. Or, you can "save" your fifteen bucks and be no better off in thirty days. Me? I'll still be earning \$1,000+ daily. Everything is just fourteen ninety five. Not fifty nine or even twenty nine ninety nine. Nope. Just \$14.95. Tack on \$3 for shipping for a total of **\$17.95.** Plus everything is **100% money back** guaranteed for 30 days. **To order right now** simply call the phone # above or mail your \$17.95 to the dealer above. Quick—one more thing. Look, in bleeding times like this, we've got to forego running with the average herd of networkers. Most are broke and what I'm about to unravel could keep you off of the slaughter house floor. Sure this takes some elbow grease. But it's simple. Bottom line? My system will make you money, blow your mind or my name it not...

Joe Schroeder



# Paradigm Shift, It's Called Consumption Marketing

## The Big Money Short Term isn't In The Downline...

### *It's About Earning On The Production Value of Your Traffic*

"Oh Poor Me, I Never Earned a Penny" .

Traditionally in the business of MLM people are taught to bring more people to the company rather than acquiring customers first and earning retail income.

Moreover, they are taught to focus on the END of the sales funnel and only run around with applications begging everyone, "wanna join?" Poor guy.

And he **missed** the front-end retail income.  
 And he **missed** the cross marketing of leads.  
 And he **missed** the cross marketing of tools.  
 And he **missed** the money made on books/tapes.

Or, he joined various biz-ops, bundled them all together and confused the heck out of his list.

#### **Spiral Marketing, The Old Money of The Rich**

How the rich get richer is right under everyone's nose. Banks do it. Dominos and McDonalds does it and without SPIRAL marketing Verizon or Microsoft would be long gone. It's called continuity. A direct response real-world WORD and concept excluded from the insanity of "MLM" lingo. That word is CONTINUITY.

It's about one thing seamlessly infusing itself into the next leading, like a symphony of success, to the age old secret of the rich which is to acquire pay-per-month customers. Banks RETAIL cash in the form of loans to anyone. And to GET a better loan RATE they ask you to JOIN their bank which then charges you all sorts of

*Dumb:* At work you get paid per hour or for your job title. Not residually. Here, you can get paid residually. *To erase that potential is nuts.*

## WARRIORS NEST

**Step 1:** Retail and market the Warriors Nest audio CD courses which teach DIRECT RESPONSE and marketing to other self-made Entrepreneurs.

**Step 2:** Build your own list as you promote your own individual cell group within our organization. Feel free to also show your new subscribers whatever else you promote.

**Step 3:** Expose, involve and upgrade your market into our products and earn cash retail money.

**Step 4:** Your ID# for one of our lead programs can be laced within the SYSTEM which can then attach your retail customers into our residual programs. That is optional and not required.

### **Earn Over \$1,200 With Only 20 People RESIDUAL MONTHLY INCOME**

With the two (2) lead programs we promote you can earn over \$2000 PER MONTH with just 20 people. Four level one and sixteen level two. For under \$110 per month you can ADD a hot ten year old LEAD PROGRAM to your spiral marketing business where one leads to another.

### **This Single Paradigm Shift Flipped Me from MLM Moron to MLM Bigfish**

One System To Produce Multiple Checks  
**EARN ON THE ENTIRE SALES FUNNELL**

- ? Earn on the production value of consumers.
- ? Earn as they go in & OUT of MLM companies!
- ? Earn when people buy something retail.
- ? Earn when they use their phones.
- ? Earn when they need and buy leads.
- ? Earn when they buy tapes and books.
- ? Earn as your list uses auto-responders.
- ? Earn as the list consumes nutrition/health care.
- ? Earn money when over 90% reject your MLM.

*The Money is Over There*

←

The OLD money was to make money building a downline. The new EXECUTIVE money is earning income on the entire shifting of prospects as they toggle in and throughout the sales funnel.

**Earn on the ENTIRE seamless sales funnel.**

# Part-Timers Sell an MLM Program. The Heavy-Hitters Are On The Supply Side Providing Systems, Media, Training, Technology and Leads To The Part-Timers. We Are on The Supply Side Controlling The Funnel.

## The Spellbound Method just \$597!

- \* Your Mentors website links to PAY-PAL.
- \* You buy this on-line. **All funds paid direct.**
- \* **With shipping a total of \$615**
- \* Two (2) manuals + Six (6) Hrs. Audio CD.
- \* You also receive a "master" of our booklet.
- \* Website is \$19.95 month / \$45 Set-Up.

## The Pay Plan

- ☞ Only earn on courses you buy.
- ☞ Chaos is \$14.95 and pays \$10
- ☞ Warriors is \$97 and pays \$80
- ☞ \$597 Spellbound pays out \$400.

## Chaos to Cash is \$14.95 + 3 = \$17.95.

- \* You receive booklet, report and (2) audio CD.
- \* At \$14.95 **MORE** people get started. Low "get in."
- \* Qualified Benefactors earn \$10 per sale.
- \* This product is NOT included elsewhere.

## Warriors Nest is \$97 + 20 = \$117

- \* You receive "Warriors Nest" *eBook digitally.*
- \* **You earn \$80 per sale on this course.**
- \* Home delivered manual "Cowboy Code."
- \* Plus you get a double audio CD album.
- \* This product NOT included in \$597 Spellbound.

## Spellbound is \$597 + \$18 = \$615 Total.

- \* This pays TWO levels \$200 and \$200.
- \* Receive the ALPHA CODE manual.
- \* Receive SIX (6) audio CD album.
- \* **Master Copies of our BOOKLET.**
- \* We attach your PAY-PAL to our website.

## What \$50,000 Dollars Looks Like

- \* You sell Spellbound to four (4) people each month for eight months = 32 sales.
- \* That would be you x's 32 sales = \$200 each X's 32 = \$6,400
- \* IF only 16 of those 32 people fell asleep and just (2) per month is 32 sales 2nd level.
- \* **That would be 16 people x's 256 sales = \$51,200 dollars.**
- \* 256 X's \$200 = \$51,200 + your original \$6,400 = \$57,000 dollars.

It's a Big Decision and Not About a \$597 Buy-In.  
It's a Decision To Shift from Distributor to Business Owner!

Freedom Line #1	Freedom Line #2	Freedom Line #3	Freedom Line #4
<b>BOB</b> is your sale \$200 To You! <b>BOB</b> Sells <i>Mary</i> \$200 To You! \$200 Unlimited	<b>Tim</b> is your sale \$200 To You! <b>Tim</b> Sells <i>Mac</i> \$200 To You! \$200 Unlimited	<b>Hope</b> is your sale \$200 To You! <b>Hope</b> Sells <i>to Cal</i> \$200 To You! \$200 Unlimited	<b>Lori</b> is your sale \$200 To You! <b>Lori</b> Sells <i>Cory</i> \$200 To You! \$200 Unlimited

**No One Wants To Give Back The Money They Have Earned.**  
**NO REFUNDS!** Except on \$14.95 Chaos to Cash!

Supply Side  
Paramount  
Disney  
Steven Spielberg  
iPod / Apple PC  
Spellbound  
Verizon  
Oprah Winfrey  
Arnold  
Madonna  
Mike Ovitz  
Brad Pitt  
Joe Schroeder  
Arnold  
Via-Com  
Supply Side  
Controls The  
Content &  
Delivery of  
Media  
Consumers  
Buy Monthly

## The Ben Franklin Morality Chart of Increase

Today's Date _____	6 a.m. _____	Wasted Money On
Time I Woke Up _____	7 a.m. _____	1:
Hours slept _____	8 a.m. _____	2:
My weight _____	9 a.m. _____	3:
3 Key People To Call Today	10 a.m. _____	Time With Kids
A:	11 a.m. _____	Approximate Earnings Today
B:	12 p.m. _____	_____
C:	1 p.m. _____	New Prospects Today
Time With E-mail _____	2 p.m. _____	_____
People Who Stole My Time	3 p.m. _____	3 Prospects To Phone
1:	4 p.m. _____	1:
2:	8 p.m. _____	2:
3:	9 p.m. _____	3:
Credit Card Debt	10 p.m. _____	Today I Will Not
_____	_____	_____

**A Life Worth Living is a Life Worth Recording**  
*Life Teaches us To Think and Thinking Teaches us How to Live*

### Study Your Better Self and Manage Your Worst Self

You make more money because you CAN. You make more money in order to finance the new flower shop that you have always wanted to love out in. Huh? You make more money in order to leave Millions to your children. You make more money to break the chains of enslavement that the credit card people have over you. You make no money in order to **not** be charged money for being in debt—yes, the white collar working poor with debt and bad credit have to pay MORE money **for everything**. They are charged higher interest rates!

If you influence one (your boss) person you work against time and receive an itty-bitty check. If you work WITH time and influence 1,000 people you can become seriously wealthy! People with jobs—service their employer and *are paid just enough to shut up and sit down*. People who **love for a living** make significant changes in 1,000's of lives and make fortunes. What you argue for you get to keep. Argue FOR abundance and you can become wealthy!

# The Warriors Nest Downline System

**Learn To Build a Downline and Build a Monthly  
\$5,000 to \$10,000 Check and How To Start Earning  
\$1,000 Weekly Even if No One Joins The First Month**

Live Calls Monday and Wednesday 9:27 PM (est)  
**1-641-594-7000 PIN 600088#**

**Warriors is \$97 + \$20 Shipping = \$117** (out of USA add \$22)

- \*\* 100+ Page Digital Ebook.
- \*\* The Cowboy Code Manual.
- \*\* Double (2) Audio CD Album.
- \*\* Home Delivered.
- \*\* **NO Refunds.**

***PAY-PAL ACCOUNT***

**Colin.Ryane@yahoo.com**

## **ORDER NOW FROM :**

Colin Ryane  
1-469-361-6258  
Colin.Ryane@yahoo.com

**100% Generic  
Downline System**

Call Me if You Prefer With Your CC Card

**Go To The Affiliate Site And Order Now. \$97**

<http://www.123WarriorsNest.com>

## How To Get Your Own Affiliate Site Now

- 1) Go to your Benefactors website now. (See their link above you here)
- 2) On the RIGHT side of their site, see “Warriors Nest” Affiliate Program.
- 3) You will also have access to our auto-responder and contact manager.

**THIS COURSE SAMPLE WILL BE MADE CUSTOM WITH YOUR NAME / PHONE**