



By Devon Brown & Josh Brown

Even Stupid People Can Do This...

"How The Process of Simplified Duplication is Turning Ordinary Home Business Entrepreneurs Into Extraordinary Successes"

From The Desks of Devon Brown & Josh Brown

Ok ladies and gentlemen, this is it. My name is Devon Brown and for the past 5+ years I've been sitting around with an idea in my head. An idea destined to cause a paradigm shift in the home business industry. An idea that will help the people in the home business community ACTUALLY achieve the success they deserve and desire. Sure, I've spoken to others about this idea; heck, I even got into some heated debates with some pretty successful people about it. But now the time has come. And truth be told, this idea would not have been manifested to the degree which it has if it wasn't for Josh. (my business partner and brotha from another motha!)

As Josh and I sit here and write this e-book we can't help but think about the thousands of people we've coached/consulted over the years (yet neither one of us is even 30 yrs old yet). It seems that virtually everyone has the same story. The story of trying and trying and trying only to get deeper into debt, the story of hiding what they were doing from their friends and family for fear of ridicule, and the story of thinking "YES this is the one" with every new opportunity they undertake.

Why is there so much failure in the home business industry? Well, the truth is that you may not like our answer to that question...oops...let me rephrase that. The truth is that you may not like ONE of our answers to that question. Well, tough cookies (and we mean that with the utmost love) . The reality is that our industry is so filled with hype, over promising, and under delivering that we decided to make this little e-book 100% B.S. Free!

The purpose of this report/manifesto is NOT to be politically correct and spare the feelings of people. Its purpose is to shed light on a REAL solution to the 97% failure rate associated with the home business industry. BUT... before we get to the solution, lets discuss the problem at hand. Remember..."Problem" = Chance to Improve

It's no secret that the home business industry has an extremely high failure rate. Some even say the failure rate is as high as 97%. But why is this? Well, whether you're trying to be an internet marketer, involved in a network marketing company, learning to invest in real estate, or you're involved in any of the dozen other "home business" type opportunities out there; we've found that there are 2 primary reasons that you have a better chance of getting bitten by a mutant Chihuahua, than you do of succeeding in a home based business.

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Reason #1 – Personal Responsibility

See, we told you that you weren't going to like one of our answers. But hey, like we said before, the only way that we're going to get you making the kind of money you want to make is by being 100% honest with you. .

Josh and I are both huge believers in personal responsibility. The truth of the matter is that neither one of us made any REAL money until we stopped blaming others and started taking personal responsibility for our lives. The thing you have to remember is that taking responsibility is a “**get to**” and not a “**have to**”. Here's what we mean:

Do you HAVE to be a home business entrepreneur? No, of course you don't. You made a conscious decision to pursue this endeavor because you decided that you wanted more out of your life than the daily 9-5 grind. But, when it comes to making results happen, most home business entrepreneurs generally don't want the responsibility. We end up saying to ourselves: “AAAHHHHH you mean I have to do this” or saying: “Damnit, you mean I have to do that!?!?”

Our response to both of those previous statements is...NO – you don't have to do a damn thing. But...you GET to do those things and you also GET to reap the rewards of doing those things. You see, because you chose to be a home business entrepreneur you GET to have more control over creating your life. In order to be successful you've got to get to the point where you enjoy taking actions not because they are inherently fun, but instead because taking said actions will result in you having the type of life you desire...and that's the fun part!

Think about this...we would much rather be out traveling to Vegas right now as opposed to writing this e-book. But we're excited to GET to write this e-book because we know that it will end up helping a lot of entrepreneurs. And we also know that the fastest way to get what we want is to help others get what they want. We don't HAVE to write this e-book; but we want to! And it's so much more fun when you GET to do what you WANT to do. The trick is to associate massive pleasure with the actions that will get you the desired result. As we write this e-book, Josh is thinking about all of the amazing things he'll be able to do for his new daughter and I'm thinking about being able to pay off my mom's house as a birthday present for her!

Too often we blame our failures on the programs we join rather than taking responsibility for our own results. The REAL truth is that the #1 Reason most people fail in home businesses is because they don't stay committed long enough to make success happen!!! **Consistency is the key**<- (read that statement at least 10 times). And here's the best part...are you ready... it's super easy to stay consistent when you associate massive pleasure to whatever you're doing!

We'll tell you what, please take the time to answer this question for yourself.

Have you ever been "taken" by an opportunity?
In other words have you ever been scammed?

Our guess is that you answered with a resounding "YES"

Ok then, allow us to ask you this...Is the opportunity, business, etc... still around?
Chances are at least 50% that the answer is yes.

OK then, how about this question. Are there people who are making money in the opportunity? Hmmmmm...chances are the answer is yes.

I remember back in 2001 I spent \$4,000 on a real estate investing course. (Maybe you can relate). I left the class super excited, but unfortunately I never even did my first real estate deal.

So, was the class a scam? NO

How can I say that? Easy...its because I know that there were people sitting right next to me in class who took the knowledge they learned and went out an made a fortune!
Just because I didn't make money after attending the class does NOT mean that the class was (by default) a Scam!

We're not saying that scams don't exist, believe me when I say that both Josh and I have had our fair share of experiences with actual scams, so we know that they're out there.
But what we are saying is that more often than not, what you call a scam is in actuality your lack of willingness to do what it takes to make things happen.

Remember...If the company/opportunity is still around, AND there are people making money it , then chances are it's NOT a scam!

And oh yeah, remember this: If YOU are not the one who is responsible for your success then that means that someone else is. C'mon do you REALLY want someone else responsible for your success? Well if you do, then we're telling you right now, you better go back to working that 9 to 5 because you're NEVER going to make it as a home business entrepreneur. This is YOUR life and YOU have the control...PERIOD!

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Reason #2 – Not Having Your Expectations Set Correctly

Ok...now that you've been reminded of the fact that YOUR success is ultimately YOUR responsibility AND that the achievement of your goals comes down to taking consistent action; let's shift gears for a minute.

If the purpose of this e-book is to define (and provide a viable solution to) the reasons that most people fail in home based businesses, then we must realize that a good portion of the 97% failure rate is due to the fact that most home business opportunities do a horrible job of setting proper expectations for those who choose to get involved.

As we are writing this, there is a copy of a popular "Home Business Opportunity" Magazine sitting on the desk. While combing through this magazine we came across dozens of opportunities that seem very simple; at least at first glance. One opportunity in particular claims the following: "**Make \$28,000 Per Month By Simply Returning Phone Calls!**" WOW – What a seemingly great opportunity! But the trained entrepreneur knows better than to believe something like this at first glance.

Before we tell you why this opportunity is not as simple as it appears to be, let's understand the fact that the only reason we know this stuff is because we've spent tens of thousands of dollars and several years learning things the hard way. If we hadn't responded to a gazillion ads like this in the past, we'd be foaming at the mouth for the chance to be part of such an amazing opportunity.

The reality is that "just returning phone calls" is probably less than 1/6th of the total amount of "stuff" you'll have to do to get into this opportunity. First I can pretty much guarantee you that the amount it costs to join something like this is at LEAST \$1,000 - \$3000 dollars (way out of the price range of many home business entrepreneurs). Second (assuming you have the money to join) you'll have to have a way for people to know that they have to call you. This means having your own voicemail, and knowing effective ways of getting quality people to the voicemail.

Assuming that someone calls your new voicemail system, you'll now have to call them back and "sell" them on the opportunity. But wait a second!!! The ad didn't say anything about being a sales person or figuring out how to get qualified prospects to call you. Now, let me be fair and say that this company MIGHT have some solutions to these challenges; but the fact still remains that you're going to have to talk to someone to find out...AND...doing business like this is certainly not the image that popped into your head when you first read the advertisement.

Incidentally, many of the other ads in this particular magazine claim to have "Automated Systems" in place that will do all of the work for you. But, having been involved in many of the opportunities found in this magazine, I can tell you that that is certainly not the case!

The bottom line is simply this. Your chances of failure are increased exponentially if I tell you that all you have to do is ABC, and then (once you've paid your money to get involved) I share with you the fact that you'll also have to do D through Z. Remember, D through Z is NOT what you signed up for, and therefore, you will be internally opposed to actually doing the work that is necessary to see the kind of results that were promised to you!

A major key to success in understanding exactly WHAT you'll have to do and HOW to do it BEFORE you join an opportunity.

Example:

Just put up this website and you'll make money

Reality:

Step 1. Design (or pay someone else to design) a website that meets certain criteria
Be sure to use an HTML editor like DreamWeaver or FrontPage

Step 2. Once your site is designed, FTP the HTML Code up to the server from the hosting account you just bought. Oops, did we forget to mention the fact that you had to buy a hosting account...oh well

Step 3. Be sure that you've got your website integrated with your merchant account or some other form of payment processor

Step 4. Use techniques such as SEO, PPC, Article marketing, etc... to get targeted traffic to your site

Do you see what we mean?

Had you known that all of those steps were necessary BEFORE you started, would you have even attempted this venture? Probably not.

The funny thing is that the 4 steps we just described above REALLY don't even scratch the surface!

Ask yourself these questions before you join any opportunity

1. Do I have a solid understanding of WHAT needs to be done in order for me to start seeing results?
2. Do I have as solid understanding of HOW I am supposed to accomplish the thing(s) that need to be done?
3. How was I introduced to (and sold on) the opportunity? The reason this is important is because there is a solid chance that the way you found out about the opportunity is the way that others will find out about the opportunity from you!
4. Assuming you understand what needs to be done and how you're going to do it, ask yourself this. Are you comfortable and confident in your abilities to immediately and consistently take the appropriate actions?

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THE SOLUTION

The next obvious question is probably something like:

“OK Josh & Devon...Now that you’ve defined the problem, what’s the solution?”

Well, the solution is a concept known as **Simplified Duplication**

But before we explain this concept let us make one thing VERY clear. No matter how truly automated a system may be, the responsibility for success is still yours! The concept of Simplified Duplication is a solution to Reason #2 that most people fail. The solution to Reason #1 can ONLY be found inside of YOU! We could tell you that you’ll make a million dollars if you just count to ten; and the funny thing is that a significant number of people will never even start counting! But before you read any further understand this: The ONLY way to start seeing the kind of success that you deserve and desire is to solve BOTH of the previously stated reasons that most people fail in home based businesses. We can solve #2 for you, but YOU have to take care of #1!

Ok, back to business!

Simply stated, Simplified Duplication is a Combination of 2 Powerful Ideas.

1. The idea that: The exact step (or steps) necessary to get others into your business should be able to be put into motion with just a click of a button. In other words, just do 1 or 2 simple action steps and by doing this you will set into motion a series of events that will expose, explain, and sell others into your business. It’s imperative to note that an ‘action step’ should take no more than a few minutes to complete and MUST NOT involve anything too complex!

2. The idea that: Before you even think about spending a dime; the simple action step (or steps) must be explained to you in full detail. Doing this correctly means that you will know EXACTLY what has to be done in order to get others into your business BEFORE you even think about joining. So, instead of saying to yourself:

"Well, I'm in the business... what do I do now?"

You instead say:

"We'll, I'm in the business...Let me go do my simply and easy action steps which were explained to me beforehand"

The best way to REALLY explain this concept is to share with you the same story I just shared with Josh as the two of us are cheerfully collaborating on this masterpiece

The following is the story of how the concept of Simplified Duplication came to life. Although the following story is told using network marketing as the home business of choice; it could have just as easily come about in any other number of home business endeavors.

The Story of Simplified Duplication

Back in 2002 (around the time my brother died and the time I was filing for bankruptcy) I came across an opportunity that got me very excited. The mlm company I was in was giving people replicated websites and they claimed that all you had to do was "Take people to the website and that the website would do the telling, explaining, and selling". I joined this opportunity thinking that this would finally be the one that worked. Before I even joined the opportunity I was dreaming of being able to go to my mom and give her the money we needed for my brothers funeral.

Once reality sunk in I realized that I had no clue as to how to get people to visit my site. But I wasn't going to let that stop me.

I looked around the internet for companies or people that would drive traffic to my website and came across a few that looked legit. I picked out a company to drive traffic to my site for me (I think I spent around \$250). Over the course of the next 2 weeks I waited on pins and needles for my business to explode and for the money to start rolling in. Eventually I got ONE sale. Needless to say I was a little disappointed, but I wasn't going to give up that easily.

I called the mlm company I had just joined and asked them what other people were doing to grow their downlines and make money. They couldn't give me any specifics but they did tell me that their company was going to launch a new resource in a few days. The representative told me that the company was going to buy 1MILLION leads; and that for a nominal fee you could pay them to market to these leads for you. When I heard this, my excitement level shot up by about a thousand.

I mean think about it, If you join a company for about \$100 and then all you have to do to grow your downline is pay a little more money to market on your behalf, could anything be easier? (Assuming of course that everything works as planned)

I hung up the phone, ran up to my computer and immediately looked for a way for me to make a little website so I could tell people about my awesome discovery. I found this website builder thingy that would enable me to make a site and have it hosted for around \$20/month (It's funny but still to this day I don't know how to really 'build' a website)

Within a few hours I had a very simple **1-page** website that pretty much said:

1. If you're looking to make money then take 5 minutes and read this short page.
2. There's an awesome new company who's product is XYZ and the cost to join is \$75/month
3. The compensation plan associated with the opportunity is designed so that if you can just get 3 people (and those people do the same) you will make around \$20,000 a month.
4. The best part is that all you have to do is **join the company, then call the marketing department and tell them how many people you want to market to on your behalf** (depending on your budget). They'll take care of the marketing for you and the website they give you when you join will do the selling for you.

I went back to the company I found earlier (the company that drove traffic to my website for me) and I told them to sign me up for the \$125 package (remember I spent about double that before). Well...what do you know?

In less than 3 days I had about 20 new people in my downline!!!

I hadn't even spoken to a single person! (I was too busy working 60 hours a week selling cars)

One of my signups, - A gentleman by the name of Pat McTigue - called me a few days later just to make sure that I was a real person and to tell me that he wanted me to teach him everything I know about MLM and marketing online. I was shocked because I really didn't feel like a "guru" or that I had even done anything special.

Before we hung up the phone I asked Pat why he decided to join the opportunity. "Simple" he said "The 1-page website you made was very straightforward and only took me a few minutes to read, and, your site told me that all I had to do was join the company and then give them a call and that they would do the recruiting for me. That was important to me because I'm really not sure how to recruit others and my friends and family are kind of sick of hearing about my new ventures. I've already placed my order for the company to contact 800 leads for me"

To make a long story short, my new found success was short lived because the 20 people I brought in were only able to bring in a total of 7 others. But why?...

Why was I able to recruit 20 people in 3 days, and those 20 were only able to recruit an average of less than 1 person each over the course of the next 2 weeks?

The answer to this question is (in my opinion) the key to unlocking true success for everyone in our industry. Answering this question correctly will allow for the duplication we are all looking for.

Let's look at what happened.

1. The website I exposed people to was the one I created myself, **NOT** the one the company created. Because my site was simple and to the point (instead of very intricate like a normal websites) people were actually willing to take a few minutes and read what it had to say (as opposed to the hours it would have taken them to read the website the company provided)
2. My website said in plain English "Just join and pay someone else to do the marketing, telling, selling, explaining for you" This was so enticing that people thought they could not fail! (I thought they couldn't fail either)
3. Come to find out, the leads the company purchased were not quality and therefore were non-responsive (Maybe you can relate)

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4. While the company did in fact contact the leads as promised, the small percentage of those leads that did respond were sent to the COMPANY website. As opposed to the very simple site that I created. The number of signups was much lower because the company site was not as simple as mine and did not inform those that were interested that there was an option for the marketing to be done for them!

5. I did not have a way (nor did I even think) to give the 20 people that I signed up access to a simple website like the one I created.

6. The company I used to drive traffic to my site was obviously much more professional and could contact higher quality individuals that were potentially interested in a business opportunity.

So...let's think about this for a second.

I was successful in my personal recruiting efforts because I had 3 things

First off, I had a quality company to market my site for me.

This "quality marketing" exposed my business to hundreds (if not thousands) of people for me, and all I had to do was order the package I wanted. I didn't have to pick up the phone, cold call leads, tell my friends and family, 3-way to my upline, or any of that other stuff I didn't want to do.

Having a hands-off way of exposing your opportunity to a large number of quality people quickly is the first step. If EVERYONE has a quality (hands off) way to expose the opportunity to hundreds of people then we won't all be stuck trying to figure out the best ways to expose the opportunity by ourselves. Also, we won't be stuck trying to accomplish tasks (like cold calling or handing out flyers to strangers) that most of us are too scared to do.

Second, I had a simple website that cut through the BS and answered the following questions in plain English.

1. What's the company/product
2. How much does it cost me
3. How much money can I make
4. How many people am I going to have to recruit to make this thing work... and... how am I going to recruit others into this thing without putting in hours of effort, chasing people around, bugging my friends and family, cold calling people, or figuring out how to market this thing myself.

In other words, the "thing" I used to "sell" my opportunity was **effective**. And...notice how the "thing" I used to sell my opportunity was NOT my voice, a tele-call, or my upline!!!!

Having a powerful sales presentation that enables people to make a decision when THEY are ready is the second step. Selling my prospects on the opportunity was not dependant on waiting 24 hours or more to hear a call, or whether or not my upline was available to answer the phone. My prospects had their most pertinent questions answered and were compelled to join, even if it was 5:00 in the A.M.

Third (and this is crucial). My prospects understood the EXACT STEPS they were going to have to take in order to recruit others into the opportunity. Because they knew what the marketing strategy was BEFORE-HAND, they did not jump into my opportunity because of hype and then call me up and say “uummmm....now what?”

More importantly, the system they would be using to recruit others was not just simple, but also EASY. To be honest, the prospects didn't need hours of explanation as to product or comp plan; heck, most of them probably didn't even know what a 3x9 forced matrix was. What sold them was the fact that I provided an EASY solution to their most troubling question: “How am I gonna get others to join”

Having your prospects know and understand how they are going to build their downline BEFORE they pay money to join your opportunity is the third (and most crucial) step. Understanding and having this one key in place is what will make or break your success.

You see, the reason I was successful was because I had those 3 key elements in place. But I didn't realize at the time that if my downline members didn't have the same EXACT elements in place, they wouldn't see the same results (in other words NO DUPLICATION).

==== End of Story=====

By now you see why Josh and I are so excited about this concept. In our opinion, virtually all home business opportunities need to adopt this idea of Simplified Duplication so that their members have legitimate shot at success.

But there's one small problem. Most of the people in charge of the opportunities aren't aware of their need to change the way they operate. The SYSTEMS are created at a “corporate” level. Whether the opportunity is Real Estate, Network Marketing, Internet Marketing, Trading Stocks, or any host of other niches; the bottom line is that you must have your expectations set correctly from the beginning if you are to have a genuine shot a success!

At the time of us creating this e-book, there is no simple and inexpensive opportunity that uses the concept of simplified duplication correctly. I guess you could say that it's a good thing we took a little personal responsibility and decided to go ahead and create just such an opportunity! Check out the website below!

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