

How & Why Michael Dlouhy Created "Mentoring For Free"
Do You Need a System that Works?
Mentoring for Free
Don Standard interviews Michael Dlouhy

Michael Dlouhy: It is my privilege to be here on the call with you tonight. We are going to be doing a special call. Don Standard from Houston, Texas is going to be interviewing me. Don, I'm going to go ahead and turn the call over to you. I know you're going to surprise me with some things here, but I do believe any time you've got the opportunity to pick the brain of a veteran professional network marketer that's been in the Industry for 28 years, it is definitely going to be an amazing call.

So hopefully you'll have a chance to get some nuggets and some notes out of this call that will change your life. So with that Don, I'll turn the call over to you.

Don Standard: Thank you Michael.

What we'd like to get done tonight is to get people that don't know you already, give them the chance to get to know you and give them that opportunity to find out what this Mentoring for Free stuff is all about.

Michael Dlouhy: Ok.

Don Standard: So a lot of people out there, they've come in, they've seen the ebook, and that's about as much as they know about us right now.

Michael Dlouhy: Mm hmm.

Don Standard: So they know you from the ebook and hopefully we can get them to know a little bit more about you and what we are doing here at Mentoring for Free.

Michael Dlouhy: Ok.

Don Standard: And instead of just starting out from the very beginning, I'd like to start out at where you came up with the ideas for Mentoring for Free. Where were you, what you were doing at that time?

Michael Dlouhy: Well, Don, I appreciate the question. Tom Big Al Schreiter, my mentor, was doing a Power Marketing and Promotions Workshop. I think it was about 5.5-years-ago, could be 6 years ago. It was the first one he had done in about 5 years. He's done 2 recently; but there had been about a 4-4.5-year-old span that he didn't do any.

At that Power Marketing Promotion Workshop, the whole idea of ... you know I could see, Don, where nobody was teaching people the skills they needed to be successful in network

marketing. All the so-called guru's were saying, "Buy leads, call leads, make a list of your friends and family and all that". And I've been in the Industry and I know that doesn't work, Don. It doesn't work.

I could give you this analogy. If you were going to build a house, and it was a wood-frame two-story house, and it had wood Anderson windows, wood French doors, wood floors, cedar lap siding on the outside; you'd probably want to run ads, Don, and you'd want to hire carpenters to help build the house, correct?

Don Standard: Right.

Michael Dlouhy: Well, most people run ads for ballet dancers. In other words, when you make a list of your friends and family, you're making a list of ballet dancers, and now you're going to try to convince them to be carpenters.

And Don, I guess if you're a good talker, you can tell them to take off them light little shoes they wear and put on steel-toed construction work boots. And you know they're going to get some black fingernails from time to time from the hammer; but you know what, you can tough it out, you can take those no's, you can get those black fingernails. You know you're going to get some saw dust in your eyes from time to time; you probably won't go blind or anything, and you're going to get some slivers too along the way. But you know what, you can just pull those out and the real bad ones you've got to go to the hospital and get those taken out. And occasionally you might get shot with a nail gun or something, but you know what--that's part of the job.

So Don, why don't you just go convince all these ballet dancers that they ought to be carpenters? And that, Don, is what is happening in the network marketing world today.

I was very blessed that in the beginning of my career, I learned about target marketing, only talking to people that wanted your products and services. So, in other words, advertise for carpenters. Leave the ballet dancers alone. They want to do ballet, leave them alone. Don't try to sell them, convince them.

So I knew that there had to be a system developed, and what I was looking at, Don, and seeing out there in the Industry is all the gurus were all saying the same stuff. And all that stuff didn't work.

How do I know that? I joined 100 companies in a two-year period to figure out that business models drive the behavior in the field.

And not one of those 100 companies had anybody talking about building relationships. It was all the same song and dance. Buy leads, make a list of your friends and family. In other words, go talk to ballet dancers.

What my belief is, Don, talk to people that already believe in network marketing.

So that was the formulation in the first beginning of the idea of Mentoring for Free.

Now, why Mentoring for Free? Well, in reality, Don, I was spending about 30 hours a week of my time doing coaching and mentoring for people in any company, but it was 1-on-1's. And I said to my wife, I said, "Linda, you know, I don't know if I can keep doing this. I've been doing it for about 11 years. And I've been dedicating all this time to give back to these people, to give back to the Industry." And I said, "There's got to be a way to reach more people with less time."

You know, we do 10 training calls a week in Mentoring for Free, but still the hours that I do that is still less time, Don, than I used to do before and we are reaching hundreds of people rather than 5 or 10 a week.

Don Standard: And that makes a difference.

Michael Dlouhy: And so that was the inception and the idea that brought that forward, and I came up with it in Houston, Texas at a Power Marketing and Promotions Workshop.

Don Standard: Ok. So now you had to put all of these pieces together. You had the idea, you knew what you wanted to do, but you couldn't put all of this together by yourself. So how did you go about doing all this?

Michael Dlouhy: Well, you know Don, I talk about speaking your reality to the Universe. So, with that, knowing what I was wanting to put together, I attracted to me into our life a dear friend, Dave Cones, and brainstormed all of these ideas. And Dave and I, we can get together and 1 mind becomes 10. It's a mastermind, just the two of us getting together. And we came up with the idea. I told Dave my thoughts and my ideas, what we could put together here with Mentoring for Free to help anybody in any network marketing company, and find a way to reach more people. Help more people.

So, we did that. And then, I talked to Tom Big Al Schreiter about it. I told him what I was doing. And he was really impressed with the idea. And he said, "Keep me posted."

Well, you know at that point, I needed to tell my story. I needed to get the truth out there about network marketing. You know, somebody had to stand up to all these so-called experts that were telling everybody to go buy leads, go make a list of your friends and family; in other words, advertise, try to convince ballet dancers to be carpenters. Somebody had to stand up to them.

So I said I'm going to do it, and I'm going to do it with **Success in 10 Steps**. I knew I had to write the story. I knew I had to put those 20+ years of experience on paper. I had to get the message across to people, Don, that their lack of success was not their fault; because here is what I found in 11 years of coaching and mentoring people; every one of those people started out with ... they thought it was their fault. They thought there was something wrong with them. They were too tall, they were too short, they were too ugly, they were too pretty. Their hair

was too light, it was too dark. Their eyes were blue, they should have been brown. All these things because their upline started convincing them it was their fault. Their dream wasn't big enough.

All these lies because these so-called upline superstar space commander guru leaders didn't know how to do it either. So they're just telling them buy leads, it's a numbers game, numbers game.

Don, it's not a numbers game.

So I said, you know I've got to attract someone into our life that can help with this ebook. You know Dave was busy, Dave couldn't help me with it. I had it all in my head, but I said, "How do we get it in paper?"

Well, out of the clear blue, Richard Dennis called me. Richard called me and he said, "Michael, I'm probably the most motivated person on the planet."

I said, "What do you mean?"

He said, "I just got my wife out of the hospital and she had a flu that went into pneumonia, that went into a blood clot, that went into about \$250,000 worth of medical bills, and I found out that our insurance had lapsed."

So he said, "When I picked up Cheryl from the hospital, she said, 'you need to go back into network marketing, Richard, and you need to call Michael Dlouhy and find out what he's doing. Whatever he's doing, do it!'"

He said, "Why should I call Michael?"

She said, "Because when you worked with Michael in the past you were always happy. So whatever he's doing, do it."

So I told Richard about the Mentoring for Free idea, the system, the thought, what I was doing, and I needed to write an ebook. And Richard is brilliant at ad copy; but as we talked about it, I said, "How can we write this book?"

And he said, "Here's how we can do it, Michael." He said, "I'll call you up and you talk. After I fill the tape machine up, I'll tell you to stop." And he said, "Then I'll go type it and put it to text. I'll email it to you and then you proof it, you go through it, tweek it, change it, whatever you want to do with it, and then I'll record you again, and while you are editing the one piece, I'll be typing out the next piece."

So we did that over several, several weeks and wrote the ebook.

So we had to get it out there, and it was so critically important to me, Don. Go on the internet right now, every ebook out there, everything to do with "secrets"; they are selling it to you and

they're not giving you all the secrets because they don't know the secrets. They are convincing you that they know the secrets, but they only give you about half of what they know, and they don't really know how to be successful because the only thing they are good at is selling you the ebook on how to be successful.

Make sense?

Don Standard: That's right. (laughter) Makes perfect sense. Yeah, you see it all the time.

Michael Dlouhy: So that's what they are doing out there, convincing you they are the guru, buy their book, buy their thing, buy their program, buy this thing, that thing, \$20, \$50, \$100. They are making a fortune selling you stuff that doesn't work.

So that's why when we wrote the book in the very beginning of the book, Don, I said, "I am currently actively building a business today. If that frightens you, click in the right-hand corner of the book and just delete it, if that threatens you. But if you want to learn from somebody that is currently actively building a huge organization today, then plug into the calls. Listen. If that intimates you, leave!" It's just that simple.

Me, personally, Don, I've been married for 35 years to the same beautiful girl. Don, I said that one time, "I was married for 35 years", and this one guy said "Well, I've been married 40 years".

And I said, "Well, that's fantastic!"

"Yeah, but it was with 3 different women."

(Laughter)

This is the same woman! 35 years ok?

So, if Linda and I needed marriage counseling, would Linda and I go to somebody that's never been married?

Don Standard: Well, I would hope not?

Michael Dlouhy: OK. How about somebody, maybe that went to school and got a degree that said they were a marriage counselor, but they had never been married and never had kids?

Don Standard: Doesn't work in my book.

Michael Dlouhy: Doesn't work in your book.

How about somebody that's been married for 50 years and raised a couple of healthy successful children, and they're still happy together today?

Don Standard: There you go. They know what they're doing.

Michael Dlouhy: They know what they're doing. So why not learn from somebody that is currently actively doing it.

You see, I learned from Tom Big Al Schreiter. He built one organization himself of over 100,000 distributors. I think the guy knows what he is talking about, you know?

Don Standard: Absolutely.

Michael Dlouhy: Absolutely.

So we wrote the ebook as a tool to get the information out there. To get the information out there.

And you know Don, we don't sleep. We're not asleep at the wheel. We've just recorded, the ebook is now going to be an audio ebook, so people can get it on their mp3, they can get it on their CD. We're going to make the CD available.

And another thing we are doing, Don, is we have created a publishing company and we've got an ISBN code number for the ebook, *Success in 10 Steps*, and we lack just a little bit of a last paragraph to get it formatted to fit the new print version of it; and we're going to be making that ebook available shortly; because, Don, believe this or not, there are literally hundreds of thousands of network marketers that are not online.

Don Standard: Oh yeah.

Michael Dlouhy: So how about handing them this ebook with the audio ebook and a CD inside the book. And get the whole thing, oh I don't know, \$5?

Don Standard: Oh perfect.

Michael Dlouhy: See, that's not an income stream, that is a tool to get this information out there to the masses, out there to the masses.

So you know Don, when you're out here in the real world building today, you are on the cutting edge of everything. And I constantly, constantly go to seminars, learn more as I'm building the business, and I do guest speaking for different companies and things like that; I'm always picking up ideas, I'm always picking up new things, I'm testing them. And the things that work I share with my team, and my team uses them and they work. They work.

Don Standard: Well yeah, I always wonder about people that are out there selling stuff, they're building a business supposedly, but they are selling stuff to people; you know at a profit margin ...

Michael Dlouhy: Huge!

Don Standard: ... and why are they doing it? I mean they should be building their business.

Michael Dlouhy: And here's the reality, Don. They are not building a network marketing downline; because if they were, they could make 100 times more money from a network marketing company that's going to pay them the rest of their life.

When they quit promoting their book and their CD and their thing and their magic lever and their magic button and their stuff, their magic wand and all the stuff that they promote out there, when they stop selling that stuff, the income stops.

Don Standard: Mm hm.

Michael Dlouhy: You see, it's not residual income. See?

Don Standard: Oh yeah.

Michael Dlouhy: So the thing of it is, when you look at that, we want to give people a complete turn-key system, turn-key system.

And then, the training calls, Don. I know you're on the calls doing lead calls in the evening, and we teach the colors.

You know, Don, how impactful was it for you to learn that you are a Green personality? You're that analytical guy. How has that changed your life?

Don Standard: That was huge! Oh yea, it was huge because once I knew that, then I knew I was perfectly fine just the way I am. That was me. And then I learned how to actually use that information and be successful being me.

Michael Dlouhy: Mm hm. Mm hm. So if you look at this, let's say you've got a person that downloads the ebook, we've got training calls that they can plug into to.

We've got a skill call that I do on Monday at 3:00

We've got a lead call we do at 8:00

We've got another skills call that Richard Dennis does on marketing strategies and tips and ideas on Tuesday.

Tuesday night we call leads live and interactive at 8:00.

On Wednesday, Wednesday is our mental cleanse call. And you know, Don, people say, "Well, what's that about?" and "How much does that cost?" www.30daycleanse.com. Guys it's free.

Don Standard: Yeah, let's spend some time on that one, Michael, that mental cleanse. Let's go over that. Lots of people just love that call.

Michael Dlouhy: Well, Don, here's what this is about. You have to stop the chatter in your mind. People don't understand they are being bombarded with negativity all the time. You

probably don't really understand how gravity works, but everybody on this call is probably sitting in a chair because gravity is at work; but you don't have to understand gravity—I'm telling you, it's working.

If you went near a radio, a tuner, and turned on the radio, you could dial in hundreds, maybe thousands of radio stations. Don, there's thousands of radio waves cruising through your home right now, and you don't see them, you don't feel them, but the radio does. It tunes them in, right?

Don Standard: Right.

Michael Dlouhy: Just like your subconscious mind, you are being bombarded by negative programming all the time. What you think about you become.

So what we teach people to do basically is to stop the chatter, turn off the radio, stop the negative programming. Find out "Who is Don Standard" Who is Don Standard? Why was he born? Don wasn't an accident. Why was Don put here? There's a reason man! A huge reason you were put here. You've got to find out what that is.

And it is through the mental cleanse, people will find out their *Why*. They will find out who they are, who they are. What are they here for? What are they going to do? Who are they going to touch? Whose lives are they going to impact with their life?

it's just that simple.

You know, Don, I was talking with Richard yesterday and Garth, when he was in school, had a girlfriend; and this girlfriend (just a sweet girl and she really was just so fond of Garth and everything), and she'd let the graduating class know that Garth was within his last days. And these kids are coming out of the woodwork to go to the hospital and see Garth, and told him how he impacted their life. When they thought they had a bad day, all they had to do was look at Garth.

You know he couldn't type with his fingers, but he could blow into a tube and get online and press the keys he needed to press by blowing into a tube to go online. And do you know, he's Richard's webmaster. My *Ask Michael Dlouhy* website, he put that together. Garth did. Blowing in a tube! Blowing in a tube Don!

So these people, his classmates, people are coming out of the woodwork telling Garth how he impacted their life. His girlfriend decided to be a nurse because of Garth's condition. She is in college right now going to be a nurse.

You know, you don't know who you are going to impact, Don.

Don, when the story is written about Don Standard, the thousands and thousands of lives that you're going to touch, that you're going to impact are endless. Endless.

So that's what the mental cleanse does. It gets people to stop the chatter, find out who they are.

Don Standard: Why we are on that right now, Michael, on the mental cleanse and finding out who you are and everything, why don't we just kind of go back in time and let people know more about you. What was your childhood like, what obstacles did you have to overcome (if any), when did you jump into network marketing and just go through your story there?

Michael Dlouhy: Don, I came from a large family; there were 7 kids in our family, and it was a very, very abusive household. Matter of fact, two of my brothers died from the abuse.

I remember at 5 years old, when my mom and dad lived in a small little frame house in Cleveland, Ohio, and we didn't have room for all the kids, so my dad was adding some bedrooms and stuff onto this little tiny frame house. So my oldest brother Jim, my older brother Bruce and myself were sleeping in the attic crawl space. And basically, Dad just cut out a hole out of the ceiling in the dry wall in the dining room, put a step ladder there because it was the highest part of the roof and you climb up in there, lay down a couple of sheets of plywood, some sleeping bags and that's where we slept.

The light was a cord up there with a light bulb hanging over the rafter. You could pull a chain to turn it on, pull a chain to turn it off. Well, of course at night, up there you left it on all the time; because the neighbor's stray cats were having babies up there and there was all kinds of wind blowing and noise and spiders and cobwebs and stuff. So you really didn't want to turn the light off.

But anyway, after 7 or 8 months, I guess maybe a year, my dad had built this bedroom on and they didn't have furniture enough for me, they only had room for my two older brothers and they were going to school and I wasn't. So my brothers got to move into that bedroom and I had to sleep in the attic crawl space by myself.

And I made a conscious decision, Don, I remember it as clear as it was yesterday. I was 5 years old, and I told my mom, "I do not want to go to sleep." I didn't want to go up there by myself, I was scared.

And she proceeded to tell me how I was no good and would never amount to anything, and all I did was complain.

And I remember, Don, asking her this question at 5 years old. I said, "Mom, I'm only 5, how can I not be any good? How can I not be any good?"

And she couldn't answer me. She couldn't answer me. She just told me to go to bed. And so I did.

And when I went up there and got in the sleeping bag and pulled the zipper over, I remember I closed my eyes and I thought, "I don't like my mother's reality of what she thinks of me."

I made a conscious decision, Don, right then in my life to believe what my father's sister said, my Aunt Honey said, "You're smart. I love you. You're a good boy. You're handsome. I'm so proud of you. You can do anything." I decided to believe her.

So I started at 5 years old blocking out the negative things that were coming in, and Don, that changed my life. So, I started a mental cleanse when I was 5 years old, Sir.

Don Standard: Oh yeah.

Michael Dlouhy: Started it at 5 years old.

Now we moved to Florida when I was 7, and moved away from my aunt. I met Linda when I was 16, she was 15; and Linda took over believing in me where my aunt left off.

And so I know the power of belief. The power of belief is so impactful. That's why I tell people, "Everybody on this call, I will believe in you until you believe in yourself."

You see most people don't believe they deserve a life that most people only dream about, Don. They don't believe they deserve it. But I can tell you, I'll believe in you until you believe in yourself my friend. I'll never quit believing. I will never quit believing.

Just like Garth up there tonight. He believes, and he knows the condition. He studied it, he knows how he's going to die. He knows his lungs will shut down. He knows he won't be able to breathe. He knows that.

Don Standard: Mm hm.

Michael Dlouhy: He knows that. I went up and saw him on Thursday and gave him a hug, held his hand. He smiled at me, he smiled at Linda. He knows what's going on. He's 22 years old, brilliant, brilliant boy. He knows.

Don Standard: Yup.

Michael Dlouhy: Yup. And so you know, you just got to believe in people, Don, until they believe in themselves. It will absolutely change your life.

You know, Don, when we did the mental cleanse myself. I did that myself. In a 30-day period, I read 7 books. Seven books. One of them was ***Think and Grow Rich***. I didn't have a team to do it with, I just did it myself; because I had to stop the chatter because I'm a Blue. Blues have so much going on in their mind. Don, you work with Blues, you know they think twice as fast you do. You can't keep them on track to get them to finish the one thing because they're over on the other 3rd or 4th thing.

Don Standard: Mm hm.

Michael Dlouhy: Frustrating, isn't it!

Don Standard: It is.

(laughter)

Michael Dlouhy: Very frustrating for a Green.

Don Standard: It's got to be frustrating to them sometimes too.

Michael Dlouhy: Uh huh?!?!

(laughter)

But here's the thing, you know that about them. You know that about them, so you give them tasks to do and then let them follow through with the tasks. And eventually they'll do them.

Don Standard: Mm hm.

Michael Dlouhy: They will do them. They will do everyone of the tasks.

So for you to do the mental cleanse, for the Blues, it's mandatory! It's mandatory to stop the chatter.

You know Don, and then when we moved to Florida, I was a straight-A student, because in school I believed what I was being told, that success meant you had to be educated. You had to get a degree, I had to go to college. You had to have something to get you out of that dilemma that you were in, right? So I believed.

So I'm telling you, I was a straight-A student. Man, I took Algebra-I when I was in the 7th grade. They didn't even teach that till the 9th grade; but the thing of it was, I was so far advanced in mathematics, they put a special class together for like, advanced students, tested us and I qualified for it.

And then when I turned 16, in Florida your parents can sign you out of school. So I had just started the 9th grade and my parents took me out of school. Why? Because my dad had a garage, he had an automobile shop, and my dad needed somebody to work in the shop.

And so I had turned 16, I think on like Thursday, went to school Friday; on Monday when I got ready to go to school, Dad said, "Where're you going?"

I said, "Going to school."

He said, "Oh, your mom took you out on Friday. Just give her your books and stuff. She'll turn them in."

I said, "You mean I'm not going to say good-bye to anybody."

He said, "No. You don't have to bother with it, she's taken care of everything."

That was it Don. That was it.

Don Standard: Well, I don't think too many people have that story.

(laughter)

Michael Dlouhy: No. You know at 16 years old.

But here's what I learned, I am who I am today because of the parents that I had. They taught me the skill of visualization.

Go to the Mentoring for Free website. Read the story about the BMW, how Linda and I won the BMW. Go read the story about it. You know? We won that with visualization and focus.

The home that we're living in, the land that this house is on, I visualized it. I saw this land, Don, before we ever bought it. The house, I had visualized this home in my mind for probably 10 years before I drew the blueprints.

We finally had the land, and I told Linda, I said, "I'm going to go ahead and draw the house."

She said, "Oh, ok."

Don, I sat down on a Friday night and a Saturday night and I drew these house plans. I had it in my head, I had visualized it. I knew what it was going to look like setting on the property. I knew it was going to be wood-frame, two-story, with a cellar. I knew it was going to have a wood porch that goes all the way around the house. I knew it was going to have big dormers on the top. I knew what it was going to look like.

All I didn't know was the size of the rooms. So when I started drawing it, I said, "Linda, what size entryway do you want, what size living room, what size kitchen, what size dining room? (and the dining room ended up twice as big as I thought we needed, and by gosh, it works perfect now!)"

You know, we needed a bathroom right off the dining room, right by the double French doors to go out to the pool that we put in later.

Don Standard: Right.

Michael Dlouhy: The wood porch goes all the way around the house. I visualized this.

Don, I bought some steel I-beams from a construction site from a condo project we were building, and I bought these steel I-beams. These are about 14 or 16-inches high red steel I-beams for carports, and I bought them and stored them at the old house. And when I drew the plans, and I drew the house up, and it was this big, those I-beams dropped right inside the flooring system to set the floor joists on; and they fit exactly. I didn't even have to cut the steel off either end of them.

Don Standard: Wow.

Michael Dlouhy: Visualization Don.

Don Standard: Mm hm.

Michael Dlouhy: Visualization.

So my parents, I am so blessed to have had the parents that I had because they taught me how to visualize, how to visualize.

You know, I've got team members. You know, I tell people all the time, when you want to reach a goal, I do not focus on Linda and I at that goal, I focus on our team members at their level of success that will automatically qualify Linda and I at our level of success.

So I don't picture us walking across stage. I picture my team members walking across stage getting their awards and their trophies and their accolades and their checks. That's what I focus on.

So visualization, Don, that's a pretty powerful skill and I learned that from my parents. Isn't that awesome!?

Don Standard: Mm hm. That is.

Michael Dlouhy: See now some people would look at child abuse and say, "Ooo, that's a bad thing!"

Uh uh, no. No, you'd better make the best out of it. You better make it work for you or I can promise you, it will eat you up, and it will work against you.

Don Standard: Oh yeah, you've got to be able to see the good in everything, because everything happens for a reason.

Michael Dlouhy: Yes sir. Mm Hm.

Don Standard: Ok, well we started out the call, we were talking about that you realized putting the system together that people weren't getting the training that they had to have to have any hope of success in this Industry.

So let's just go over some of the trainings that we are doing and how those came about, and let's get started with the *Colors Training* and talk about the Leads Calls also while we're on that.

Michael Dlouhy: Ok. Yeah, the number one biggest thing that I learned, that I had to be able to teach to people was the Colors Training.

I was building a business with a dear friend of mine, Turnley Rucker, and Turnley used to be an insurance agent and he was setting up appointments for us to go show the network marketing opportunity to professional people. They were either insurance agents or they were realtors.

And I believe we were on the, I think it was like the 5th or 7th call we went on, and he would usually set up usually 2 a day. And we would drive from my house over towards Orlando; so we were driving 2-2.5 hours one way, 5 hours round trip, something like that.

And we'd go to these meetings, we'd go to 2 of them; he'd set the appointments, we'd go, we'd show them the opportunity and they would join.

We're driving home, and Turnley said to me, he says, "Michael, that's like 7th in a row that we've sponsored into the business."

And I said, "Yeah, that's pretty good."

He said, "Yeah, but you have not done the same presentation twice."

I said, "Yeah, I know."

He said, "Well, what do you mean, 'yeah you know'?" He said, "Why did you do different presentations?"

I said, "They are different types of people."

He said, "Well, how'd you know that?"

I said, "Well, they had different pictures on their desk and in their office. They had pictures of flowers or they didn't have pictures of flowers. They had pictures of family or no pictures of family. Their desks, they were sitting behind the desk or sitting with us in a different seating area where they included us. So that tipped me off to what personality type they were, so I did every presentation to suit that personality type."

And Turnley says, "Michael, you've got to teach that to your people."

And I thought about that, and I thought, "Yeah, boy I sure do."

So we started teaching *Color to Success* to our team. As we started doing that, Don, I saw sponsoring triple. When sponsoring triples and retailing triples, what do you think happens to bonus checks?

Don Standard: (laughter) They go way up! Yeah.

Michael Dlouhy: Yeah, when you've got somebody making a couple of thousand dollars a week, all of a sudden it's \$6,000 a week. This is a good thing.

Don Standard: Mm hm.

Michael Dlouhy: This is a good thing.

So teaching the Colors is without a doubt the most critical thing you can learn in your lifetime to help you better interact with your family, your loved ones, your boss, people you are talking to about your business.

So what we do, we've got the CD *Color to Success*. We've got the ebook *Powerful Networking Secrets*. Those two tools right there alone are just totally priceless, totally priceless.

I can promise you if somebody else had those tools out there on the internet, they'd be a couple of hundred bucks. We just about give them away, they are so inexpensive.

But we use those tools to teach the people the skills, then we do the training calls on Monday, Tuesday and Thursday evenings where we physically call the people. We show people real time how to listen for those colors. We interact with people. We open the call.

Don, it's amazing. Do you realize when you and Marcello are on those calls, we've got anywhere from 60-85 people on those calls?

Don Standard: Yeah, I do realize that Yeah.

Michael Dlouhy: Don, so instead of coaching 1 or 2 or 5 people at once, we are coaching 80-85 people, 60 people, 70-80-85 people. This is exciting! Look at how many more people we are reaching through the system, through the system.

So definitely the training on Colors is life changing.

Now, when I joined those 100 companies, Don, what I learned is totally priceless. I would see some companies make it, some not. Companies that had better products failed. Companies with inferior products that were not that good, made it.

And I'm thinking, "Why the heck is this happening?" You'd think, "Man, if they've got a great product they are going to be in business." No they are not. Because they can have the best product in the world and have no company management with experience.

Don, I had a guy send me an email the other day, and he told me, he said, "Oh this is a 5 pillars company, Michael, and it's free to join and everybody needs to be in this."

And I'm like, "Oh, ok, wow!"

I looked at the management team running it; and Don, (don't quote me, I'm thinking 12 or 13 people that they are paying a salary to). I read every detail about them, you know their background ...

Don Standard: You mean their bio's?

Michael Dlouhy: Yeah, their bio's, yeah, mm hm.

Not one of them, Don—not one of them ever built a downline in network marketing, not one. Not one!

Now, what that tells me is here's a network marketing company that has zero chance of making it. Why? Because you've got 13 people that are ballet dancers trying to be carpenters.

Is it going to work, Don?

Don Standard: No, it's not going to work.

Michael Dlouhy: It's not even going to get off the ground, is it?

But you're going to suck in a bunch of people that you're going to steal their dreams, smash their dreams, and make them think it's their fault. Right there.

So, *5 Pillars*. I'm telling you what, that training has educated more people and pissed off more company owners and heavy hitters. Matter of fact, John Milton Fog was going to write a book, and it was going to be about what's wrong with network marketing. And John asked me to be a special guest writer, a guest author in the book. And I wrote about the 5 Pillars, and John had many, many, many gurus contact him and said, "If Michael Dlouhy is a guest author, and he talks anything about the 5 Pillars, not only will we not buy your book, we will lobby against the book."

Don Standard: Mm hm.

Michael Dlouhy: Now I don't know what happened, but John Fogg changed the entire book from "What's Wrong with Network Marketing" to "What's Right with Network Marketing" and had me rewrite my piece.

Don Standard: Mm hm.

Michael Dlouhy: That kind of shocked me. It kind of shocked me. You know, it's John's book and he can do what he wants to do with it. So, his new book is done, and it's "***What's Right with Network Marketing***". Ok.

So, I'm going to tell you right now, people don't want you ... if you're on this call tonight, I can promise you your upline superstar space commander guru leader, they do not—do not want you listening to the *5 Pillars Training*. They don't want you to listen to it. I mean they don't want you to go near it.

I have had company owners, Don, call my network marketing company president and talk to him and tell him, "Why can't you shut this guy up?" They don't like it. They don't it that I'm telling people to read their contract. They don't like it Don! We're stirring this thing up.

So the 5 Pillar, the *5 Pillars Training* is what you need to have to be successful in network marketing. So that's the second training.

The third training is on *Compensation Plans*. Don, this one is hilarious.

Don, I know you're a personal trainer, and I know that when you train somebody, you know how much money you're going to charge them and you have a pretty good idea of how many hours you're going to work for that money, do you not?

Don Standard: I sure do.

Michael Dlouhy: You sure do!

Now, I don't care what you do for a living; if you're a carpenter, a ditch digger or doctor. You know you do this much work, you make this much money.

In network marketing, somebody just sponsors you into the business and they say, "Go get 'em Tiger!" They don't have a clue of how many people they need on their team to make it happen.

Let me give you an example, Don. That's why I'm so passionate about this. I hear people all the time, they say, "Michael, well I know it's my fault." And they start the conversation with me this way, "Well, I know it's my fault."

And I'm like, "Whoa, whoa, whoa. Stop right there. Stop right there. You're going to learn why it's not your fault. You're going to learn why the cards have been stacked against you."

Now, there's a company out there, if I said the name on this call probably everybody on the call would know the name. They are publically traded. They have a binary compensation plan. And I've talked to many, many, many, many, many of their top income earners, well before they got terminated from that company; but anyway, the one that's still there (well he got divorced and his wife got his business), but he still could look in the downline, Don, and look and see how many distributors he needed to make \$10,000 a month; because I wanted a pretty accurate figure there.

And he told me after long delay, and he finally told me Don, "Well, to make \$10,000 a month, I need 3,500 people." So 3,500 people in his downline. Ok?

And his competition needs 350. Another company needs 350. His is 3,500.

Don Standard: What a difference!

Michael Dlouhy: Ten times bigger. So if you happen to be in that company, and you need 3,500 people, and I'm in my company and I need 350, is it your fault?

It's not your fault, Don. You just didn't get educated, did you?

Don Standard: No, that would be a problem. You need to get education like that.

Michael Dlouhy: Oh, that's another question that your upline superstar space commander doesn't want you asking. They don't want you on that call. They don't ever want you to say, "How many people do I need?" They don't want you to know.

Don Standard: Uh huh.

Michael Dlouhy: I talked with a guy not long ago and he says, "Boy, that's easy! I need 10,000 people."

I said, "Man, how do you know that?"

He said, "I make \$1 a person."

I was like, "Wow, man, you've got the number."

"Not a problem. What's the chance of anybody building a group of \$10,000?"

"Well", he said, "I haven't been able to do it."

Well, could be a clue.

(laughter)

Could be a clue.

So *Compensation Plans*. That training, Don, is critical. I think you should know the number. I think you should know the number, end of story. OK?

And then we're doing a training that is called *The Business Model Drives the Behavior in the Field*.

Now, these are laws, Don, that you cannot change. You cannot change them. Now, let me give you an example. I get a phone call from a guy, he downloads my ebook. He is in a telecommunications company. He's been there 8 years.

Five years ago, Don, his monthly income was \$10,000 a month, pretty good! Roll the clock ahead 5 years, his income now? Now understand his group has grown tremendously. His group volume is almost triple. His income, from his opportunity is \$4,000.

Now wait a minute, what happened? It's a publically traded company. The owner of the company is the major shareholder. So through the last 5 years, the owner has constantly tweaked the comp plan, and he calls it "raising the bar"; so that the distributors make less money.

Where does all the profit go, Don?

Don Standard: To him.

Michael Dlouhy: And to the investors, right?

Don Standard: Right.

Michael Dlouhy: Ok.

So this guy, over the last 8 years, from \$10,000 a month to \$4,000. Do you think it's going to get any better?

Don Standard: If they got away with that, it's got to get worse.

Michael Dlouhy: Yeah. It's going to get worse; because here's what they are going to do. I'll make a wager right now. I'd bet anybody on this call that within 2 years, they will not be a network marketing company any longer. What they will do is just simply send out a letter and tell them, "You don't need to qualify for your commissions anymore because we did away with it; because in the contract it says, 'For any reason with or without cause, we can terminate this contract with a 30-day notice.' Bye-bye."

That's all they've got to do. And within two years that's going to happen.

So, *Business Models Drive the Behavior in the Field*. Man, you need that training. You need to listen to that one. That one will change your life.

So those 4 trainings, plus we have Richard Dennis doing his training that he was going to do tonight on internet marketing. This is ideas and ways to market online, build your business online, build your spider web online; on online techniques in sales and marketing.

So those training calls, to me, Don, they're a must. They will get your questions answered. And see, the company owners and the upline superstar space commander doesn't want you listening to that because they don't want you asking those questions.

I had a network marketing company owner call me, Don, and he says, "I don't like the idea that you are telling people to read their contract."

And I said, "Really? Well why?"

"Well," he said, "you got them all mad, you've got them all upset. They are all upset about this."

I said, "Really? Wow!"

And I said, "Well, maybe you ought to take some of those bad things out of your policies."

And he says, "Well, we'd never use that."

And I said, “Well, then take it out. Take it out! Take out that 30-day clause. Take out that clause that says that you have to have ‘ongoing sales, ongoing sponsoring, ongoing recruiting and be presented at every business opportunity meeting’.”

Don, “ongoing” means you cannot retire.

Another one that was in this guy’s contract was “the contract renews annually”, and on your anniversary date, Don, they can opt to not renew your contract.

Don Standard: Ouch!

Michael Dlouhy: Ooo! Boy, that one hurt.

Yeah, I know a guy that had happened to. Eleven years, blood, sweat and tears with one company. This company is publically traded and it’s out of Utah; about 30+ years old. They decided, when the guy decided to retire and hang up the six shooters, they paid him for 3 months, the 4th month, his anniversary date—Boom! Stopped paying him. When he contacted them and said, “What’s going on?”

They said, “Oh, we just didn’t renew your contract.”

He said, “Well, I’m going to sue you guys.”

They said, “Go ahead!”

He got an attorney, he sued them; he found out that’s contract law. It was in there, you agreed to it. Shut up. What’s your problem?

Don Standard: Well, I sure hope he wasn’t one of those people that they told they’d never use that on.

(laughter)

Michael Dlouhy: I bet he was. He was a corporate trainer with them.

So, they probably said, “We’d never use that on you”; but it was in the contract, wasn’t it?

Don Standard: Mm hm.

Michael Dlouhy: If it’s in the contract, the only thing I’ve got to ask any company owner, “If you have no intention of using it, why is it in there?”

Isn’t that simple enough Don?

Don Standard: That’s simple.

Michael Dlouhy: Pretty simple.

Don Standard: You’d think they’d just take it right out, no problem.

Michael Dlouhy: Yeah, no problem. But, guess what? They intend on using it Buddy. Just like the 30-day clause. If they decide to sell the company, and they want to sell the company and then sell the downline genealogy to somebody else, and whatever they want to do; I mean, they own it Buddy! And they can do whatever they want to do. You built it, but they own it.

Hmm? Amazing.

So, hopefully those 4 training calls really helped get the point across of why you need to learn the truth about network marketing.

Don, when we first started the Mentoring for Free system 2 years ago, I had a really nice guy, full-time professional network marketing call me up. You know, he read the ebook, he got on some of the calls. And he called me to tell me what a great ebook it was and how awesome the training was. And then he proceeded to tell me, Don, that he would do everything he could do to keep his people off of our calls.

And I said, "What?"

He said, "Yeah."

And I said, "Why is that?"

He said, "Because the truth is the truth is the truth, and people can feel the truth on those calls."

And so my only reaction was, "Well, I guess you don't want your people knowing the truth."

I guess when they grow mushrooms, they put you in the dark and feed you bullcrap and you grow mushrooms that way, right?

Don Standard: (laughter) Uh huh.

Michael Dlouhy: Isn't that the way they do it in Texas?

Don Standard: Yup. In the dark.

(More laughter)

Michael Dlouhy: Yup, just feed them more bull. Mm hm.

And blame them ... "It's their fault!"

And those guys, they are so good at it too. "Oh, well your dream's not big enough. Oh, you're letting your spouse stop you. Oh, you're not spending enough money on leads."

Don Standard: Oh yeah.

Michael Dlouhy: Oh yeah. Boy, have you heard those things Don?

Don Standard: I've heard them all.

Michael Dlouhy: They told you that stuff too?

Don Standard: Oh yeah.

Michael Dlouhy: And you live in Texas?

Don Standard: (Laughter) Yeah, I think they tell everybody that.

Michael Dlouhy: Ok.

Don Standard: And my skills training pretty much consisted of sales technique.

Michael Dlouhy: So they taught you how to close somebody. You know they give you these closing techniques that only a moron could say no to.

Don Standard: Exactly.

Michael Dlouhy: Well, how duplicatable is that?

Don Standard: Well, it's not. As a Green you can't say those things to anybody because you feel like you're calling them a moron.

(Laughter)

Michael Dlouhy: So, Don, you know the system as it evolved and it came around, and we made this where you can get the Pro version. We've made the system, and right now we've probably got about 20 different network marketing company groups using the Pro version of Mentoring for Free.

For \$19.95 a month:

They get the ebook, Success in 10 Steps, branded in their name.

They get 5 auto responder messages already written for them. If you get an ebook download, the messages go out automatically and it promotes the *Colors CD*; it promotes the *5 Pillars*; it promotes the *Color to Success*; it promotes *Powerful Networking Secrets* for you. Building the relationship with them for you, and for you to call and follow up with them.

You get a back office.

You know, Don, when we were putting the system together, I was using a tracking software to track our ads, and I was spending \$19.95 a month for an ad tracker program, \$39.95 a month for an autoresponder system. The virtual back office with the Notes Screen and all the

different features in the back office—everything together is about \$100 a month I was spending, we have with the Pro version of Mentoring for Free for \$19.95 a month. That's it.

So that's the person's entire marketing budget.

We don't tell them to buy leads. We tell them to create their own leads. We teach them.

You do an amazing call on Thursday. You and Penny Dude do one of the best training calls in the Industry on how to use the internet and get ebook downloads. Tremendous trainings.

And you know, the people that plug into the system? Here's what is amazing about systems, Don. You know, I talk about my mentor, Tom Big Al Schreiter. Tom is without a doubt the most brilliant marketer in the Industry. Tom is not duplicatable. I'm not duplicatable.

Don Standard: Nope.

Michael Dlouhy: No person is duplicatable. The only thing that duplicates, Don, is systems.

When I'm dead and gone, when I'm long gone, everybody on the team, they can still be using the Mentoring for Free system. They can still be using the ebook.

Don Standard: Mm hm.

Michael Dlouhy: The next step is the calls. It's just that simple.

We've got leaders constantly asking about doing the calls. Can they host some of the calls?

Yeah.

Don Standard: That's what clued me in as to why this thing was actually going to work; because no sooner that I'd gotten on, you went on vacation.

Michael Dlouhy: Yup.

Don Standard: And it worked just fine the whole time you were gone.

Michael Dlouhy: Yeah, I went to Germany and Austria, and then I went on a cruise, and we were in and out and gone; and yeah we weren't on the calls, were we?

Don Standard: No.

Michael Dlouhy: Worked just like a Swiss watch.

Don Standard: People stepped in and took up the slack and everything ran just fine.

Michael Dlouhy: And that's what leaders do. Leaders lead. Leaders step up to the plate. Leaders think differently than non-leaders. Leaders don't blame other people. Leaders don't

talk about other people. Leaders lead, that's what they do. They think totally different. They think totally different than non-leaders; and I'll tell you what, they step up to the plate.

Don Standard: Absolutely. And the system creates leaders.

Michael Dlouhy: Shoot, there it is. There it is.

I'll tell you what, you've got a lady that said hi on the call, Sarah Thompson. You hear her on the leads calls. You hear her on the Mental Cleanse call. This lady came from nowhere from being told she was a loser, to building a huge organization. And I know she said the other day, her organization has tripled literally since she started building using the Mentoring for Free System.

The Mentoring for Free System. That's why systems duplicate. Systems duplicate, my friend, people do not.

Don Standard: Well, this system is different though, Michael, because there are lots of people out there that say they have systems.

Sarah was one of those people. She was in something called a system.

Michael Dlouhy: Yup.

Don Standard: It wasn't working.

Michael Dlouhy: Nope.

And here's the difference, Don, I tell people "proven system". Proven System. In other words, I have people calling me and they are telling me, "How'd you like to add 10 people to your downline every week, blah, blah, blah ...?"

I say, "Whoa, whoa whoa! Hey, slow down!" (They got a script, right, and they're reading it.)

And I say, "Whoa, whoa, whoa, take a breath, man. Wow, so you put 10 people in your business last week? Put me on a phone call; put me on a 3-way with the one you just put in last week and we'll just hook up the next 9; that way I can talk to all 10 of them. I'd like to talk to them and see how they're doing."

"Oh, well, yeah, I've got to get you on this conference call bridge."

"No you don't, hang on. Slow it down. Let's talk. Get to know me a little bit. Let's visit."

Not one time. Don, not one time. That's why when you go to the Mentoring for Free website, on the left-hand side, there are dozens of people using the system that are having success. They're in different companies. They are all having success using the system; that's why their stories are there. That's why their stores are there. They are using the system, having success. Amazing.

Don Standard: Mm hm.

Michael Dlouhy: Systems duplicate; but again, it has to be a duplicatable system.

Let me give you an idea. I have a guy that joined my business, and he used to build the business with a system, and here was the system. He'd spend \$1,200-\$1,500 a month buying leads. He would dial 100-150 dials a day 7 days a week. He did it for 5.5 years. Now he built to some of the top ranks in, I think, 3 companies.

And I said, "Fantastic. That's really great! How many of those businesses are still paying you today, and in your 5.5 years, did you ever find one person that could duplicate what you did?"

What did he tell me? None of the companies were still paying him, and nobody could duplicate what he did.

So, now that's a system, right?

Don Standard: Yeah. Uh huh.

Michael Dlouhy: That's a system. But I'm talking about a proven duplicatable system. That's what people are missing.

Don Standard: Mm hm. I couldn't agree more.

Michael Dlouhy: Yeah. Proven system.

So if somebody has a system, talk to the top people using the system and find out how they are doing.

You know that system that Sarah was using, they got their top income earner over there that's making about \$2,000 a month; and I found out he's spending \$3,500 a month in Google Ad Words.

Don Standard: (Laughter)

Michael Dlouhy: Yeah!

Don Standard: Uh huh.

Michael Dlouhy: Yeah!

But you know what, it keeps those people locked in because they think he's making \$2,000 a month, but they don't know he's spending \$3,500 on Google Ad Words.

Don Standard: Mm hm.

Michael Dlouhy: Well, he's got a couple of other income streams that are making \$400 and \$500 here, and \$200 and \$300 over there. When you put it all together, it's just barely covering his expenses. He's not making a dime.

Don Standard: Mm hm.

Michael Dlouhy: But, boy, it looks good. All that smoke and mirrors looks good.

Hmm? I don't know if that does look good.

(Laughter)

Don Standard: Well, obviously some people think it does. It takes them a while to figure it out sometimes.

Well, we're getting up close to the top of the hour, Michael, and we've got another call that's going to be coming up, The Mastermind Coaches Call, one we haven't talked about yet. So, why don't we spend 5 minutes and talk about that, how that came to be and what we do.

You know the people already think we're crazy that we're doing this call right now at this time of night on a Saturday; and now they are finding out there's another one coming up on a Saturday night.

Michael Dlouhy: Yup. Saturday night at 10:30 p.m. EST is the *Mastermind Coaches Corner Call*. Guys, we are reading a book by Joe Vitale called ***Spiritual Marketing***. People's lives are being changed on that call.

It is a safe place where people can go. They can share. Don, I've been doing that call (I've got to check with Dave sometime, I think it's about 8 years that I've been doing that Mastermind Coaches Corner Call. It's been a long time). And we started out with just a couple of people on it, and now there's well over 100 on it, and they'll be on it from around the world, listening in, learning and taking it to the next level.

It's definitely a place where leadership is grown and cultivated, no question. But the best part is, it is a safe place, Don. It's a safe place. It's where you can go and you can ask any questions, you can share anything from the heart. There is nobody that is being judgmental of you, of any kind. It's a life-changing call.

And people say, "Michael, why the heck do you do those calls?"

Well, I'm going to tell you what, Don. I have literally helped hundreds of people change their live through these mentoring calls. I could not put a dollar sign/price tag on that. It's priceless for me personally.

There's gurus out there that, you know, they've got to be charging for the coaching and the mentoring and all this and that. You know what, Don, if they made their money from their

network marketing company, they wouldn't be so hard up that they had to charge somebody for the mentoring.

Make sense?

Don Standard: Mm hm. Makes perfect sense.

Michael Dlouhy: If they understand network marketing, they would be making their money from their network marketing company, not from selling their people all the stuff that don't work today.

There's a guy out there, you don't know how bad I'd just like to scream this guy's name out there. He's a hammered, flamin' Red.

He built one business about 15 years ago in a front-end load stair-step breakaway plan. Thank God the Federal Government outlawed it and shut the company down. It was nothing more than an illegal pyramid money scheme. But he made a bunch of money.

And his manager called me and wanted me to promote this guy as this great coach and mentor. And I said, "Well, tell me the network marketing company that he's building today or something that he built lately?" I said, "The only thing that I know that he built was about 15 years ago."

"Well, yeah, but he made so much money, he didn't have to do anything else!"

I says, "Well, you mean to tell me I'm going to have somebody teach me something that he did 15 years ago that doesn't work today, so he won't work today, so he's going to teach me what wouldn't work for him; and I'm going to pay the guy?"

Huh?

See, it goes back to, Don, if you want marriage counseling, if you've been married 10 years, go ask somebody that's been married 15. If you've been married 15 years, go to somebody that's been married 25. If you've been married 25, talk to somebody who has been married 40 years. Make sense?

Don Standard: That's good advice.

Michael Dlouhy: I'm telling you, it's priceless right there. It's priceless.

So learn from people that are building it. That's what you'll find on the Coaches Corner Call. Tremendous call, tremendous training.

Again, there's no company's mentioned. There's no products mentioned. It's a safe place where you can go get your questions answered. You grow to the next person, grow to the person you were supposed to be.

Don Standard: So if people come on a little bit early, Michael, can you answer some question for them, as long as they don't mention any companies or products?

Michael Dlouhy: Oh, absolutely, absolutely. Any questions you guys have got, jump on there 5 minutes early there, say hi, and ask me any questions that you've got.

Yeah, we just couldn't open up the call here. We've got a packed out bridge here tonight. But do that, and again guys, please keep Richard and Cheryl and Garth in your prayers if you would. And just know that we love, honor and respect all of you guys, and we just so appreciate going through this process with you guys.

It's exciting Don. I'm so thrilled for you and your success and who've you become, and it's life-changing, Don.

Don Standard: Yup. I spent a lot of years spinning my wheels before I found this.

Michael Dlouhy: Yes sir.

Well, hopefully, you guys have got a nugget or 2 out of the call here. You've definitely inspired Linda and I to keep doing the calls and being on the calls. The thank-you notes, the thank-you emails we get. They are just absolutely priceless. I save them all. I have a special file for those. I keep them and I go back and I read them from time to time.

Don Standard: Well, I appreciate you coming on and letting us know all about Michael Dlouhy, and we covered the system really well tonight, so I think some people learned some things that they didn't already know about it. Hopefully, they do now and they'll start pluggin' in to what we are doing.

And so, whoever brought you on the call, get with them and they'll plug you into all of the calls that we do. If you can't make it during the times they are available, some of these calls will have recordings.

We'll see you on the next call coming at 10:30 p.m. EST. See you there.

MD/DS; jw 0511