

# Direct Sales in the Midst of the Economy

Ed Ludbrook  
Nov 2009

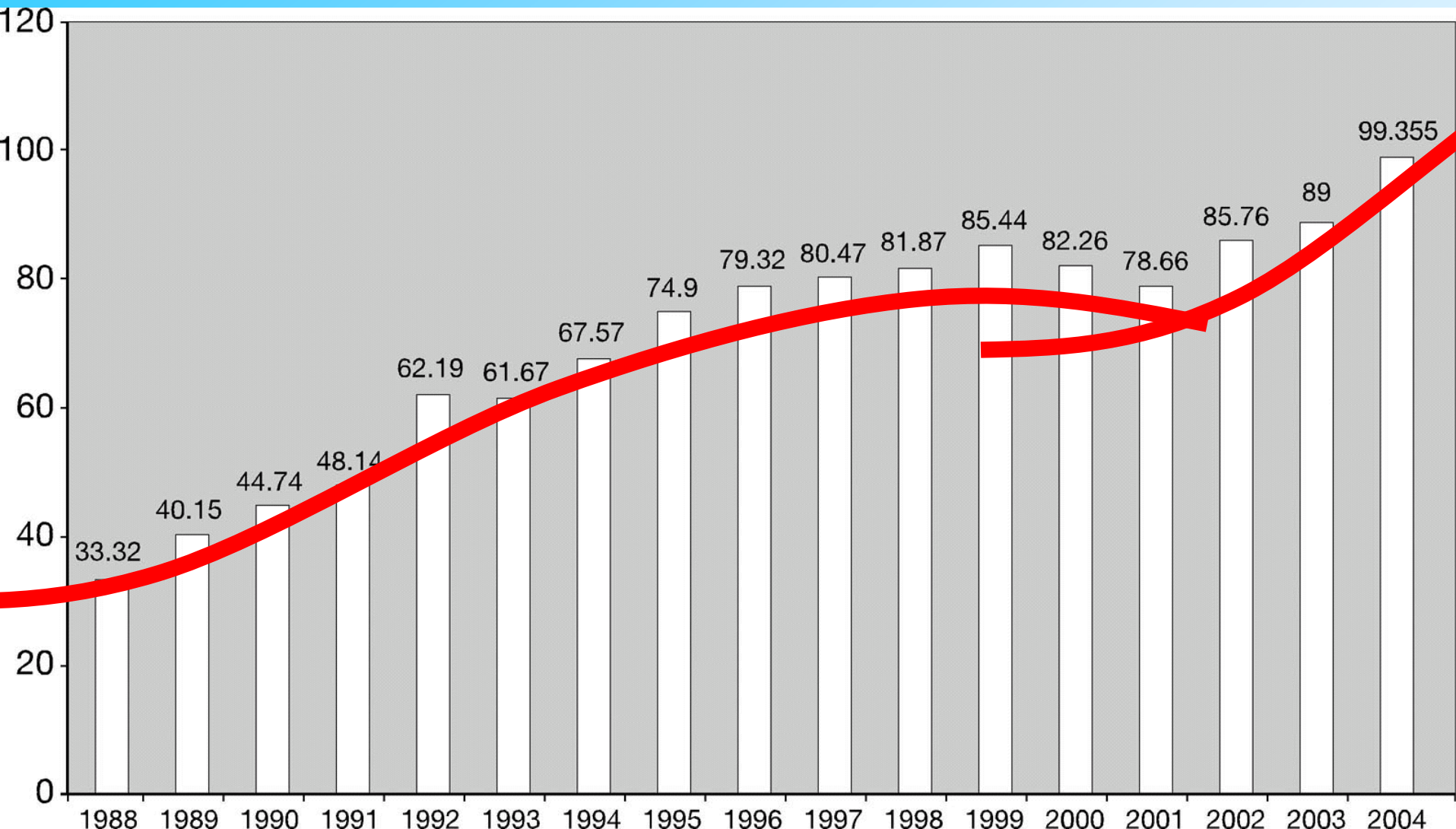
# Turning Doom & Gloom into Boom

# Confidence is king

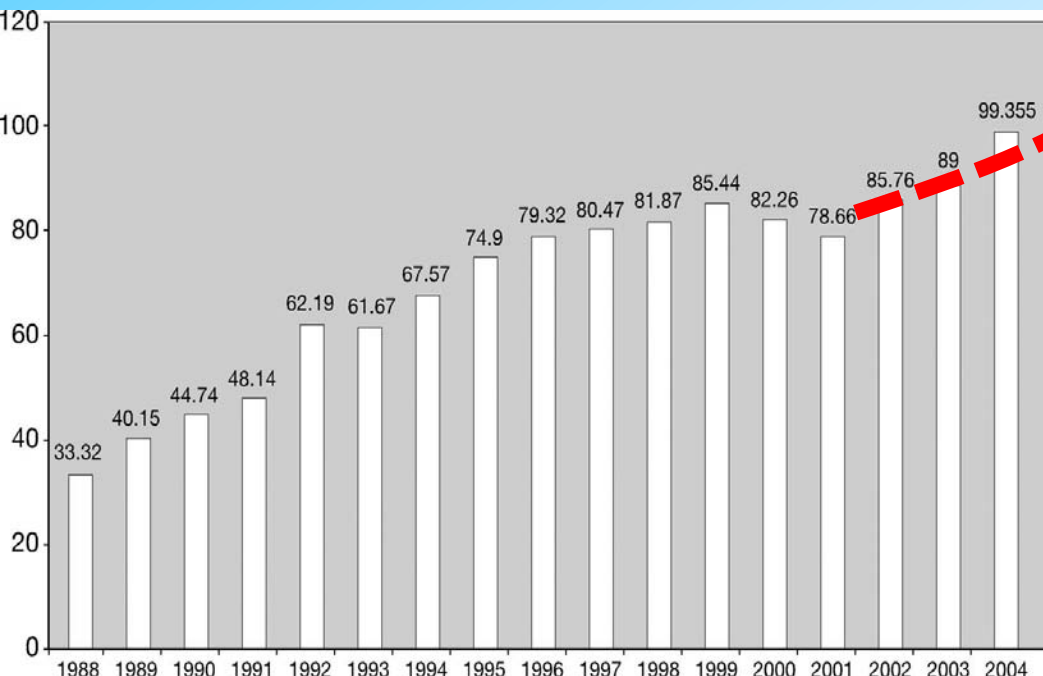
- Releases the **motivation**
- Determines **your action**
- Key element to **marketing**

# Next Generation Direct Sales

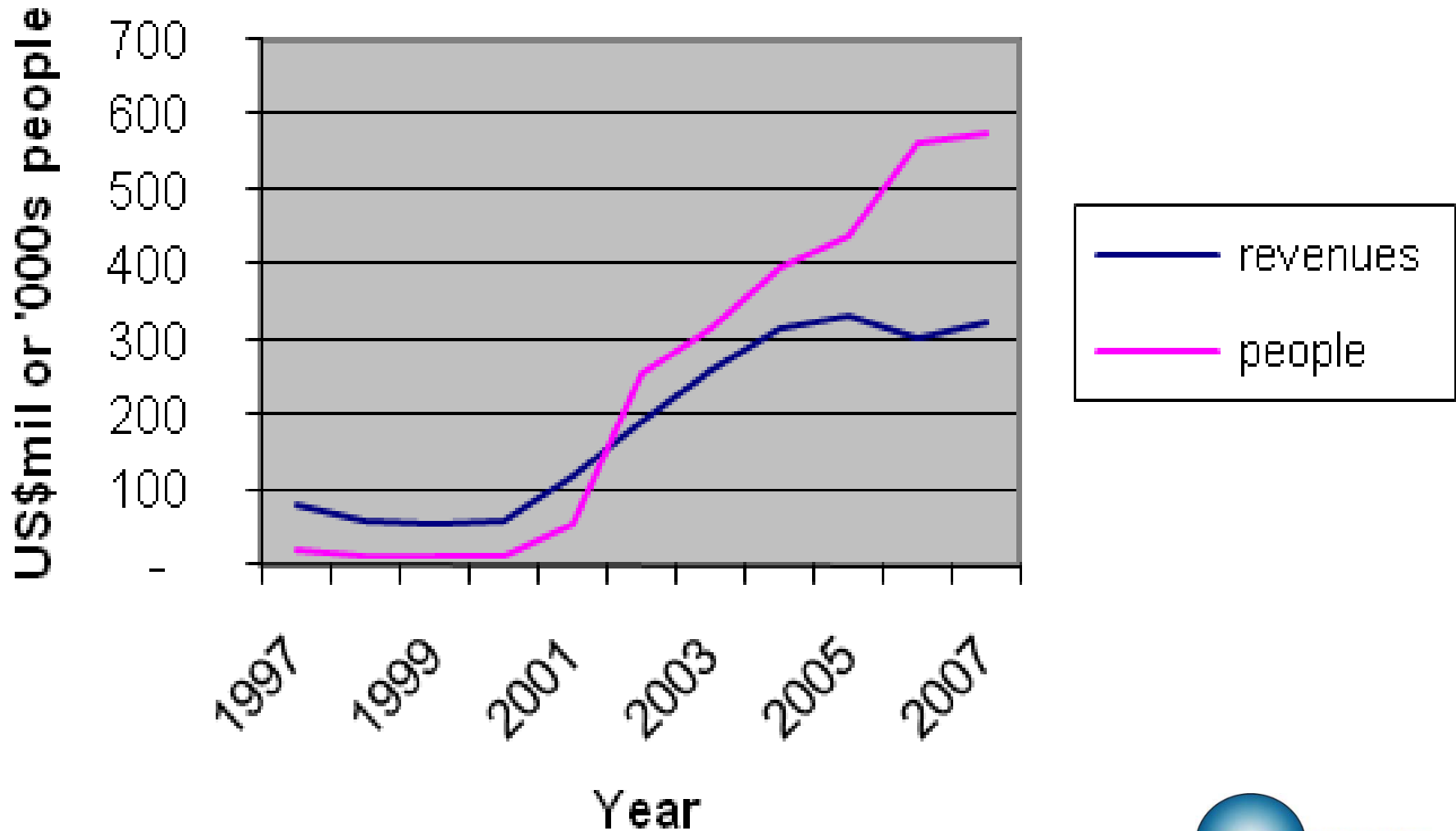
# World Revenues - WFDSA



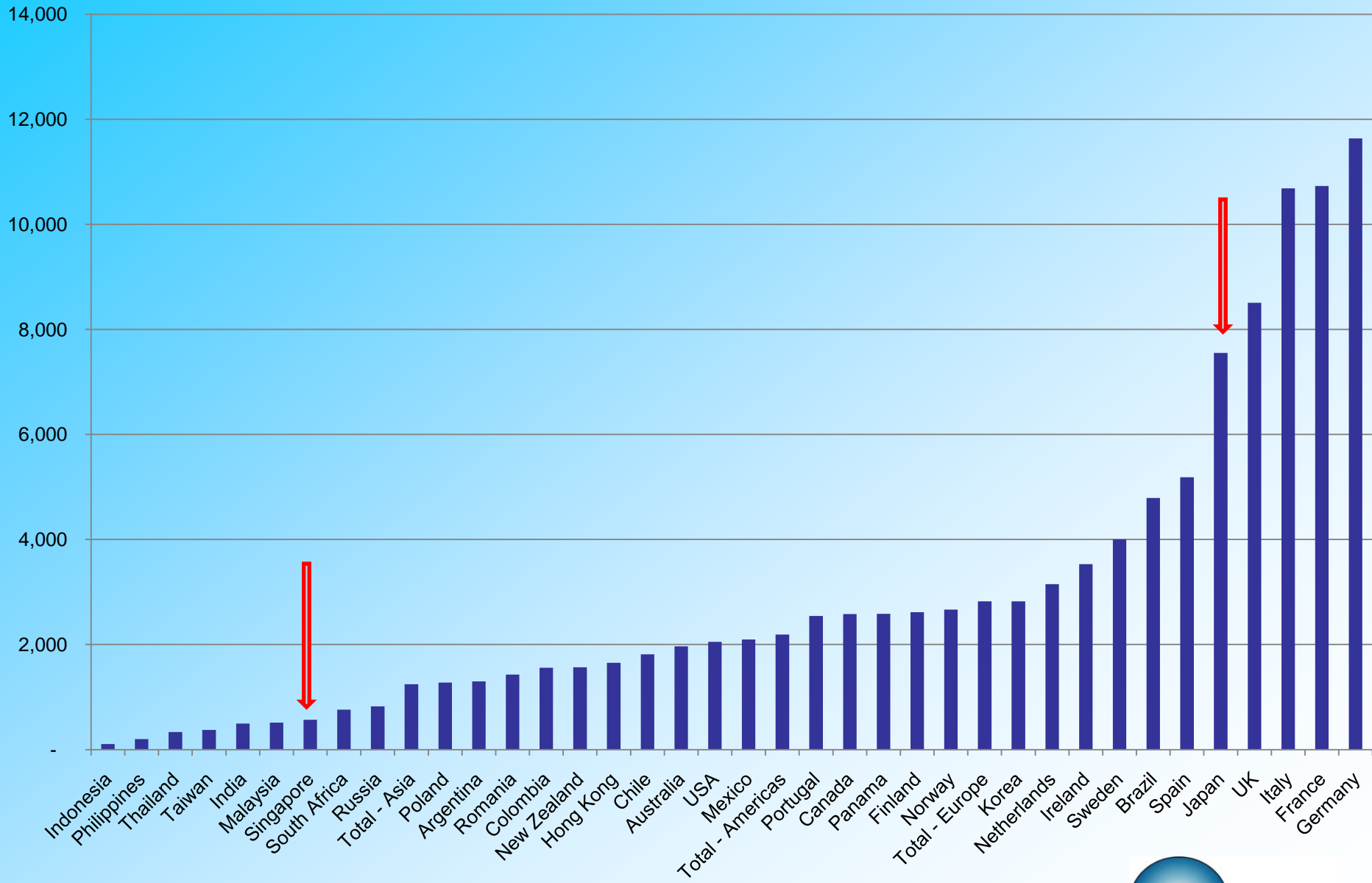
# 2020



# Singapore Direct Sales



# Productivity WFDSA 2007



**You Can't Solve a Problem with  
the Same Thinking that Created It**

**Obama & Biden 2008**

# *SUCCESS* =

1. Right Industry
2. Right Time
3. Right Company
4. Right System
5. Massive Action



# Opportunity Seekers

- **Income Opportunity** – self employed job
- **Business Opportunity**
  - Entrepreneur
  - Intrapreneur

# Intrapreneur

- Take entrepreneurial actions
- Are risk-averse
- Need guaranteed success
- Majority of business opportunity seekers

# Matching Opportunities

Self-  
employed  
Job

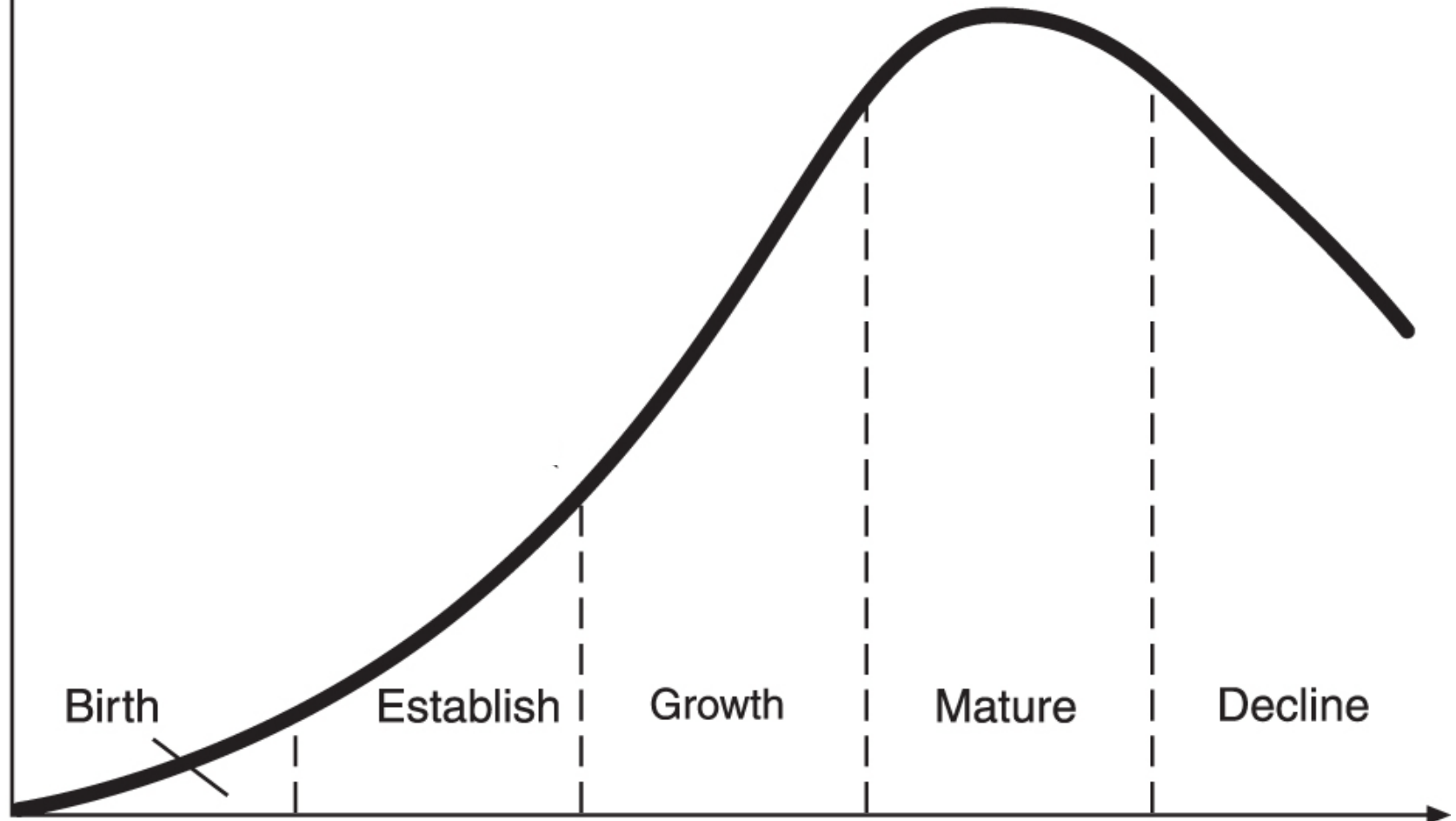
Income  
Opportunity

Intrapreneur

Leadership  
Opportunity

**DEMAND**

# Stages in the industry lifecycle:



Birth

Establish

Growth

Mature

Decline

**TIME**

# Performance First

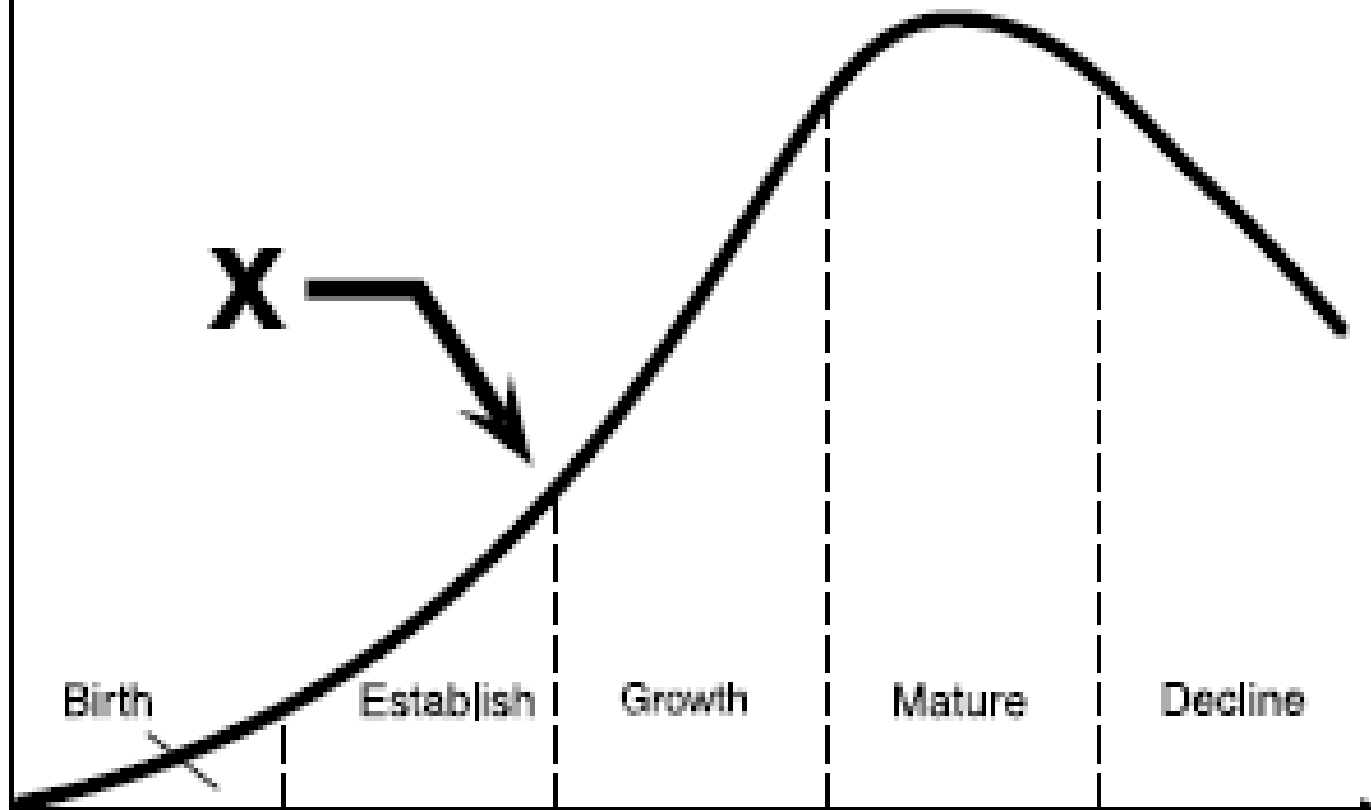


# Learning First



**DEMAND**

# Stages in the industry lifecycle:



Birth

Establish

Growth

Mature

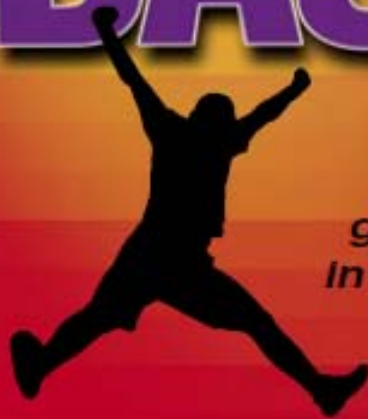
Decline

**TIME**

Entrepreneur  
Recruiting

Intrapreneur  
100% Success

# 100% SUCCESS BASICS



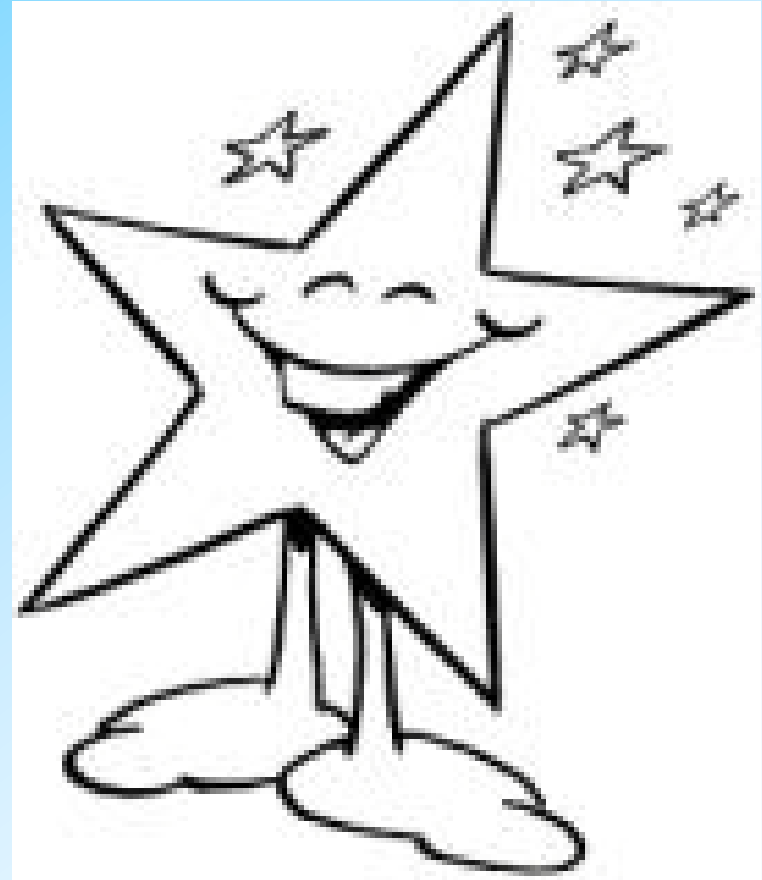
*A quick and  
simple guide to  
guaranteed success  
in Network Marketing*

INTERNATIONAL BEST SELLING AUTHOR  
**Edward Ludbrook**





# Rising Star Coaching Programme





# RisingStar Secrets

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## Success Stories

“ I had yet another great quarter and earned an additional £5,000 quarterly bonus - things are getting hotter since we are using your 100% Success coaching skills... thanks a million ”

Roni Z, Top Leader UK

“ I now understand what was missing after years of struggle :- ) ”

Diana C, Sweden

“ Its amazing! My team has gone from 10% activity to nearly 90% in just 4 weeks using this skill! I have made \$1,400 more. What an AMAZING RETURN. This programme is now compulsory. ”

Fiona R, Sydney Australia

# risingstarsecrets.com

"The day I discovered the secret of the **Rising Star** programme was the day my business exploded!"

Dr B Morrinson, Network Leader

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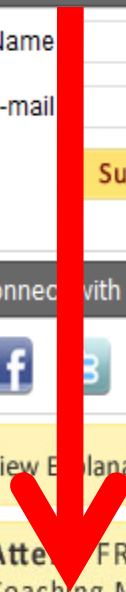
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Direct Sales University



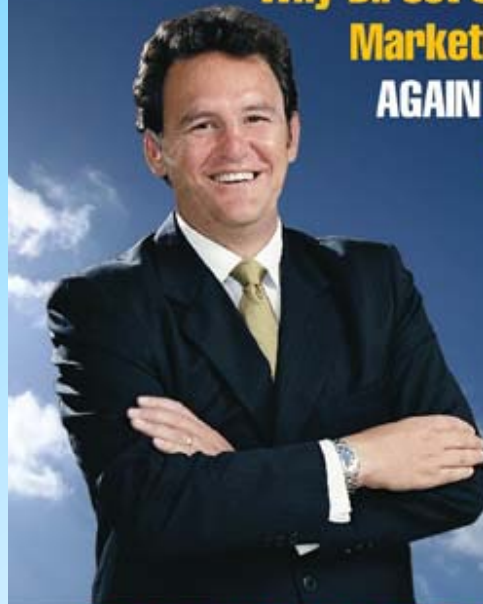


What would you do  
if you knew you  
would not fail?

**INTERNATIONAL BEST-SELLER**

**Ed Ludbrook**  
**100%**  
**Confidence**

**Why Direct Sales/Network  
Marketing is booming  
AGAIN and what this  
means to YOU**



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