

## Experience my "Soup to Nuts" Workshop

~~US\$2,000 Value~~  
for only \$399!



ROBERT PROCTOR  
PRESIDENT  
MULTISOFT CORPORATION

Together we will actually build your new MLM business, from the ground floor up, and launch it right before your eyes.

### We will...

- **Build and deploy your Corporate Website**
- **Add a replicated Distributor Back-Office**
- **Add products and assign commission values**
- **Discuss your momentum building Pre-launch**
- **Discuss your Founding Distributor program**

**You'll learn everything from my team of industry experts ... from "Soup to Nuts".**

My "Soup to Nuts" approach will clearly define each step that you need to take to be successful, the milestones that will measure your progress and how you can avoid the pitfalls that so many others have encountered in the past.

### How do I do it?

Our company MultiSoft Corporation has been servicing the direct sales and MLM industries since 1987. We have experience in the industry from a distributor, a company owner, a vendor and regulatory perspectives.

Our team goal is to make your dream a reality! We will draw on our own 25+ years of experience as the leading industry software vendor, and our products and services will be used to illustrate the concepts covered in this extensive one-of-a-kind workshop.

I will show you hands-on how it is done... and you can expect more than hype laden motivational speaking!

**I'll show you how to "do it right"... the first time!**

My interest is in really helping you succeed and ensuring that you can be the best that you can be. Join me for a walk down the path to success!

My "Soup to Nuts" workshop is available only to a **maximum of 5 participants** per workshop and it will be custom tailored to your needs.

Each of the topics offered can be covered in as much detail as YOU require – you and I will build the curriculum to suit your specific needs.

Your time spent will be hands on and action packed.

My consulting is not about my own self edification, it's about ensuring that you gain the knowledge necessary to be successful in a highly competitive industry.

If you are looking for solid advice from a seasoned industry professional, you are going to love my **"Soup to Nuts" workshop!**

**My Corporate Software book will be included FREE!**



# Your own PRIVATE Workshop!

*Includes FREE use of  
The Modeler...*



[www.mlmsoup2nuts.com](http://www.mlmsoup2nuts.com)

## IMPORTANT

This is a hands-on **PRIVATE** personal, custom Workshop, seating is limited to 5 people!



## Your own PRIVATE Workshop

**At: MultiSoft Corporation**  
1723 S.E. 47th Terrace,  
Cape Coral, FL 33904

**Book Now!**

Call: +1 239 945 6433

Number (seats) attending: \_\_\_\_\_ x \$399 = Total: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Method of Payment:  Check  Visa  Master Card

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

MultiSoft Corporation • 1723 SE 47th Terrace, Cape Coral, FL 33904  
Tel: 239.945.6433 Fax: 239.945.6230

**Robert will call you personally within 72 hours**

# My Full Day "Soup to Nuts" Workshop

## Introduction

1. What business are you really in?
2. The 5 key components of a successful MLM company.
3. The basis of a successful MLM product or service.
4. The importance of a world-class corporate image.
5. Your company logo is important!
6. Website design, the window to your enterprise.
7. Creating print materials for your distributors.
8. Components of a Distributor "kit".
9. Components of a marketing and media kit.

## Corporate Compliance

1. PCI Compliance. What is it? How PCI affects you.
2. Are MLM, Direct sale, Affiliate and Party Plans legal?
3. Assistance with compliance and regulations.
4. Ramifications of NOT being compliant.
5. Do I need to get formal approval for my products?
6. Terms & Conditions, Policies, Rules and regulations.
7. Can I write my legal documents myself?
8. The importance of a High risk, Credit Card Merchant Account.

## Products

1. What is the best product for your MLM company?
2. Physical vs. Virtual products.

3. Consumable purchases vs. one time purchases.
4. Sourcing products.
5. The importance of packaging and presentation.
6. Determining MLM pricing.

## MLM Consultants

1. Do I really need a consultant?
2. What does a consultant do for me?
3. Where do I find trustworthy consultants?
4. How much do consultants cost?
5. Selecting a competent consultant, full or part-time
6. Will they help with my compensation plan design?
7. Can my consultant help me recruit? If the answer is YES, how?

## Compensation Plan Design

1. The importance of designing a profitable opportunity plan, aka "Distributor Compensation Plan".
2. What is considered to be the best distributor compensation plan?
3. Should I copy mine from another successful company?
4. How much % is my compensation plan going to pay out?
5. Designing your compensation plan with or without a consultant.
6. How complex should my compensation plan be?
7. Vision Planning and the critically important "Gantt Chart".
8. How to price and not go broke while realizing a reasonable profit.
9. The Compensation Plan Modeler, [www.themodeler.com](http://www.themodeler.com) (Free software).
10. Creating the vital "Technical System Specifications Document".

## Your Corporate MLM Software

1. Selecting your software vendor... your "Strategic Partner"!
2. The importance of Software Scalability.
3. Replication and the Distributor Back Office.
4. "ASP" or self hosted, what does it really mean to you?
5. What does MLM software do for your company and distributors?
6. What features will I absolutely need for immediate and growth?
7. Will I need custom programmed software?
8. How much does MLM software cost?
9. Who owns the software?
10. Do I need to hire an IT expert in-house?
11. How is shipping handled?
12. How do I collect money?
13. What is a "back office"?
14. What about multiple languages?
15. How do I sell in multiple currencies and countries?
16. What payment methods can be used to pay Distributors?
17. What about hiring my own programmer and building it myself?
18. Can do it cheaper outsourcing to non-MLM programmers?

## Marketing

1. Why a Pre-launch is so important
2. Should I have a Founders Program?
3. Finding top distributors - recruiting the winners.
4. Tips on qualifying for a "High Risk" credit card merchant account.
5. Hiring in-house executives and staff.
6. Funding your new enterprise for success.
7. I have my new company, now what?
8. "No one visits my website" what can I do?

9. Why don't I see my website ranked on Google?
10. Who can help me get traffic to my website?
11. How do I recruit new distributors?
12. What about Newsletter systems?
13. Should I place ads in newspapers and magazines?
14. Where is the best place to find customers?
15. Should I pay to entice leaders (aka Heavy Hitters)?
16. Where do I advertise my product to get the most sales?
17. I signed up a few friends but no one is selling or recruiting, why?
18. Do I need a big fancy office and a swanky car now?
19. I don't know who I should hire.
20. How many employees do I need?
21. Who will handle technical my support needs?
22. Who do I call when I have questions?
23. Can I outsource some of my basic "CSR" support needs?
24. Can you recommend an offshore call center?

## Building a World-class "Distributor Kit"

1. What Distributors "really" need... and want?
2. How to build a Powerful Distributor Kit.
3. Business forms and documentation (samples provided).

## Designing an online distributor training program

1. Do Distributors really know your compensation plan and products?
2. Experience our TrainerWare Program.

Call +1 239 945 6433  
to make your reservation

[www.mlmsoup2nuts.com](http://www.mlmsoup2nuts.com)

Return undeliverables to:

**MultiSoft Corporation**

1723 SE 47th Terrace

Cape Coral Florida 33904

"Soup to Nuts"  
Workshop

Make Your Dreams Happen  
Create a Sample MLM Company in One Day  
Discover the Five Key Considerations for Success  
Learn to Craft Effective Pay Plans and Vision Plans

**SOUP TO NUTS** WORKSHOP  
REGISTER NOW

**Make it Powerful PRO**  
Make it Powerful PRO  
Western Hemisphere +1 239 945 6433  
Eastern Hemisphere +65 9 856 9775



[www.mlmsoup2nuts.com](http://www.mlmsoup2nuts.com)

When 2nd Place Won't Do