KODY BATEMAN

Kody Bateman is the founder and CEO of a successful international network marketing company, which was featured in the 2009 Inc. 500 list as one of the fastest growing companies in the United States. Kody is a visionary leader who is living his dream and travels the world teaching others to do the same.

From the beginning, Kody anchored his network marketing company with an ongoing personal development event. Over the past eight years he has personally conducted that event for sold-out audiences throughout the United States, Canada, and Australia.

He teaches that the activities of your subconscious mind must be in alignment with your conscious desires in order for you to succeed. He is known for saying, “The stories in your mind become the stories of your life.” His seminars teach people how to get rid of unwanted stories in their minds and replace them with stories for success.

Recently, Kody formulated those teachings into a generic network marketing training, MLM Blueprint Workshop™. Inspired by the works of T. Harv Eker on “money blueprints,” Kody believes everyone has MLM blueprints in their subconscious minds, which either propel them to success or hold them in failure. Kody’s second book, MLM Blueprint™, will be released in early 2012.

Kody will help you to discover your own MLM blueprint, and help you learn how to massively strengthen your blueprint for success.

5 Ongoing MLM Exposures

1. What _____________ think and feel about MLM.

2. What _____________ think and feel about MLM.

3. What you _______________ to _______________ yourself to about MLM.

4. The three _________________ - _________________ in MLM.
   a) When your _________________ shuts you down.
   b) When your new team member ________________
   c) When ____________________________ on your team shuts down.

5. The three _________________ - _________________ in MLM.
   a) When people ___________ and _____________ for you.
   b) When _________ rise and cheer for ______________
   c) When your _____________ rises and you _____________.
**Significant Exposures For You to Analyze**

① Your first exposure.

② Exposures where other people affected you—positive or negative.

③ Exposure that sold you on the concept of MLM.

④ Exposure that created a money blueprint for MLM.

⑤ When you first joined an MLM and your experience.

⑥ Shut-down and rise-above exposures.

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**Begin With These Questions**

1. When approaching people with your MLM opportunity, what is your first emotion when you hear the question, “Is this an MLM?”

   _______________________________________________________
   _______________________________________________________
   _______________________________________________________
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2. Would you rather approach people you know or people you don’t know about your MLM? Why?

   _______________________________________________________
   _______________________________________________________
   _______________________________________________________
   _______________________________________________________
   _______________________________________________________
   _______________________________________________________
   _______________________________________________________

3. What are the people around you saying about MLM today? How does it affect you?

   _______________________________________________________
   _______________________________________________________
   _______________________________________________________
   _______________________________________________________
   _______________________________________________________
   _______________________________________________________
   _______________________________________________________

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4. Did your impression of MLM change after the first time you approached your family or friends about an MLM? Why?

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_____________________________________________________

_____________________________________________________

_____________________________________________________

5. If you have sponsored people who have quit the business, did your impression of MLM change after they quit? Why?

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_____________________________________________________

_____________________________________________________

6. If you have experienced a downline that stopped growing or duplicating, did your impression of MLM change, and why?

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_____________________________________________________

_____________________________________________________

7. What is the highest amount of monthly income made by any person who sponsored you in an MLM?

_____________________________________________________

_____________________________________________________

_____________________________________________________

_____________________________________________________

8. What is the highest amount of monthly income ever made in an MLM by someone that you personally know?

_____________________________________________________

_____________________________________________________

_____________________________________________________

_____________________________________________________

9. What is the amount of monthly income you truly believe you can make in an MLM?

Why?

_____________________________________________________

_____________________________________________________

_____________________________________________________

_____________________________________________________
My First Exposure

Fourteen years old, heard about a money pyramid where a new neighbor was making lots of money. I remember getting excited about the possibilities of making lots of money. A few years later, I was working in the family electrical business on a custom home, owned by a young guy who was making lots of money in an MLM. This triggered a “feel good” memory from my first exposure and tapped my imagination once again on the possibilities.

Your First Exposure

☐ What you think and feel about MLM.  

☐ What others think and feel about MLM.  

☐ What you choose to expose yourself to about MLM.  

☐ The three shut-downs in MLM.  

☐ The three rise-above in MLM.
How Others Affected Me

First invitation to join an MLM from my older brother Kris, who was very excited by the possibilities offered by A.L. Williams. This was one of the last memories I had of my brother before I moved away from home. A few months later, he passed away.

② Exposure Where Others Affected You (Positive or Negative)

☐ What you think and feel about MLM.

☐ What others think and feel about MLM.

☐ What you choose to expose yourself to about MLM.

☐ The three shut-downs in MLM.

☐ The three rise-aboves in MLM.
Exposure That Sold Me On MLM
Second invitation to join an MLM, where a high-profile leader taught me about leverage and the power of duplication. He also made reference to the number one income-earner, who was the same guy referred to in my first exposure.

3 Exposure That Sold You On MLM

☐ What you think and feel about MLM. ________________________________

☐ What others think and feel about MLM. ______________________________

☐ What you choose to expose yourself to about MLM. __________________

☐ The three shut-downs in MLM. ____________________________________

☐ The three rise-aboves in MLM. ____________________________________
Exposure That Created My Money Blueprint for MLM

Second invitation to join an MLM, where a high-profile leader taught me about leverage and the power of duplication. He also made reference to the number one income-earner, who was the same guy referred to in my first exposure.

- What you think and feel about MLM.
- What others think and feel about MLM.
- What you choose to expose yourself to about MLM.
- The three shut-downs in MLM.
- The three rise-aboves in MLM.
My Experience When First Joining an MLM

Joined my first MLM and immediately began creating support materials to help myself and others present the products and opportunity. Was able to hang out and work with top-producing distributors of that company.

☐ What you think and feel about MLM.

☐ What others think and feel about MLM.

☐ What you choose to expose yourself to about MLM.

☐ The three shut-downs in MLM.

☐ The three rise-aboves in MLM.
My Shut-Down and Rise-Above Exposures

Made my warm market list and contacted my first prospect, a friend who had previously invited me to the meeting I mentioned in exposure number 3. He joined me in the business. Began contacting others on the warm market list. They were family members and friends of the family. These were people that I highly respected and was excited to sponsor in the business. I started getting the shut downs. I started hearing the negatives of MLM from these people. They questioned my wisdom and made a point to set me straight on what I was getting into.

☐ What you think and feel about MLM. ____________________________

☐ What others think and feel about MLM. ____________________________

☐ What you choose to expose yourself to about MLM. ____________________________

☐ The three shut-downs in MLM. ____________________________

☐ The three rise-aboves in MLM. ____________________________
### 5 Ongoing MLM Exposures

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Strengthening Your Exposures

Strengthening Facts
What others think and feel versus what you think and feel.

Fact #1
Personal success is never determined by what someone else thinks, especially someone who knows little about what excites you.

Fact #2
Personal success is always determined by what you think and how you feel about what excites you.

Fact #3
You attract what you think and feel. You can choose to think and feel for yourself or you can allow others to think and feel for you.

Fact #4
Those who have a strong MLM Blueprint rarely if ever hear negative from others about MLM. Why? They attract what they think and feel. They attract others who are excited to join them in their business.

Fact #5
You can follow a blueprint created from past failures and cynical thinking or you can follow a blueprint created by your excitement, your desires and the examples of successful people around you.

Strengthening Information
What you choose to expose yourself to.

There are four income-generating categories:

1. _____________________: has severe limits to what they can make and little or no control over their time, their freedom or their future. There was a time when security was the positive aspect to being an employee, but those times appear to be over.

2. _____________________: deals with enormous start-up costs, regulations, workers’ compensation, inventories, employee management, cash flow issues, and must plan for recession cycles.

3. _____________________: deals with many moving elements outside of their control. Economic cycles can be highly lucrative and highly devastating and the shifts change rapidly.

4. _____________________: those who actually earn a living as an entertainer are a small and select group. They include musicians, actors, athletes, writers, etc. Royalties, endorsements and contracts can be highly lucrative, and don’t we all wish we were in this category?

The general public is usually under-funded to become an employer, under-educated and under-capitalized to become an investor, and under-talented or under-connected to become an entertainer.

MLM gives me the opportunity to be _____________________, with low start-up costs, no ________________, no ________________ and very little ___________. It gives me _____________ follow and people want me to succeed. There is no limit as to what I can make. It will give me what I put into it. So here is what it does: It moves an individual ______________ employee category. It keeps that individual from dealing with employer or investor issues. And, most importantly, it gives that individual the opportunity to make top-level ______________ money with the _______________ to enjoy it. There is no other opportunity in existence that can do that.
Strengthening Your Exposures

**Strengthening Statements**
What you choose to expose yourself to.

“I am” statements about your MLM business (see example #1, p. 30)

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Dominant MLM statement (see example #2, p. 30)

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MLM Blueprint Statement (see example #3, p. 31)

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Strengthening Your Exposures

Strengthening Plan — Personal Development Plan
What you choose to expose yourself to.

Read it:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Hear it:

____________________________________________________________________________
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____________________________________________________________________________
____________________________________________________________________________

See it:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Experience it:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Teach it:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Being prepared for shut-downs

Shut-down #1: _______________________________________________________________
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____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Shut-down #2: _______________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Shut-down #3: _______________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
**Strengthening Your Exposures**

Staying focused on the rise-above exposure:

1 - When people rise and cheer for you.

2 - When you rise and cheer for your people.

3 - When your check rises and you cheer.

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Addendum
EXAMPLE #1: “I AM” STATEMENTS
“I am” Statements for your MLM Business

I am blessed with $100,000 per month income from my
Network Marketing business.
I am attracting business leaders into my Network Marketing
business.
I am empowering team members to reach new levels of success
in their lives.
I have earned the top rank in my company and enjoy
helping thousands of people live their dreams.
I passionately educate people about the value proposition
of the Network Marketing profession.
I train, teach and motivate people to build wealth.
I consistently recruit new people and mentor them in the
business.
I lead by example.
I continually strengthen my exposures to MLM.
I enjoy the benefits of a strong and healthy MLM blueprint.
I am network marketing at its very best.
I am a millionaire factory.

EXAMPLE #2: DOMINANT MLM “I AM” STATEMENT

I have earned the top rank in my company and enjoy helping
thousands of people live their dreams.

WHY?

I was born to inspire people and to build lasting memories with
my family. My business allows me to do both.

EXAMPLE #3: NETWORK MARKETING (MLM) BLUEPRINT STATEMENT

Network marketing provides me with a unique opportunity
to create a business with LOW START UP COSTS and with
VERY LITTLE RISK. I can work it PART TIME until it takes over
the income I receive from a job. I can build a RECESSION-
PROOF business with NO EMPLOYEES, NO OVERHEAD and
NO INVENTORIES. I am in business for myself but have
MANY OTHERS who have a VESTED INTEREST in my SUC-
CESS. I can do what I want, when I want, where I want and enjoy an adventurous LIFESTYLE. I can
create FINANCIAL SECURITY and show others how to do the
same. I can HELP OTHERS live a better life with a business
that is no respecter of persons meaning they can come
from Yale or they can come from jail. My business plays no
favorites. It treats everyone the SAME but rewards those
who PERFORM.

I am NETWORK MARKETING
EXAMPLE #4: IDEAL NETWORK MARKETING DAY

I get up in the morning when I decide to get up. I threw away the alarm clock a long time ago. However, I naturally get up early because I am excited about my day. I’m excited about every day. I happen to be staying at my beach residence in Ft. Lauderdale, Florida. I wake to the sounds and smells of the ocean. It is very relaxing. I go for a quick jog on the beach and bask in the morning sunlight. I come back and have a light breakfast with my wife on the porch facing the ocean.

I take two hours and work on my next writing project prior to checking any emails or taking any calls. I do a couple of conference calls and I am really excited about the subjects we are discussing. I spend some time with my assistants planning the next leadership retreat. We have some amazing personal development exercises we are going to do. My wife calls the pilot and schedules the private plane for 4 p.m. We fly to Idaho Falls, Idaho, where our daughter and son-in-law pick us up at the airport. They take us to our mountain cabin where the rest of the family is gathered. We have a fun weekend planned, riding snowmobiles and chilling at the cabin.

SUMMARY OF THE BLUEPRINT PHILOSOPHY

The most familiar definition of a blueprint is the plan used in architectural or engineering renderings that are the framework for a construction crew. Blueprints are usually made on paper, with several layers outlining the various processes used to create something, usually a building or structure.

Historically, blueprints were made on chemically coated paper that was exposed to intensely bright light; the chemical was then washed off, leaving the desired imprint of the tracing from the original drawing on the paper. This process was discovered in the mid-1800s and used as the only way to copy drawings for nearly a century.

Today, the actual blueprint process no longer happens, as computer and photocopy technologies have simplified and taken over that process. However, the term “blueprint” is still used to describe a detailed building plan. And, the process still begins with paper being exposed. The modern day process leaves the desired imprint of the tracing from the computer generated drawing on the paper.

The thought process behind creating a building structure always starts with a detailed blueprint, or set of plans. With exposures, the blueprint is imprinted with a foundation plan, a flooring plan and a framing plan. These three imprinted plans are used to create the shell of the structure. When the building is finished you will never see the shell again. All the remaining imprinted plans are designed and used to build onto the shell of the structure. These plans represent things you will always see as the finished interior and exterior of the building.
The following illustration is a highly simplified visual of how these imprinted plans might be layered. You will notice the foundational imprints first. They are layered in the proper order, moving upward until the shell is completed. Remember, this is the critical part of the structure that you do not see. The finish imprinted plans are then layered on top of the foundational imprints. They represent the finished product—the elements of the building you do see.

Once I learned the original process of how a blueprint was created, I was fascinated by the similarities between that imprinting process and how our subconscious and conscious minds work.

What we manifest or create in our life begins with our minds receiving “exposures.” Through our thoughts, those exposures create “imprints” on our subconscious mind. Those imprints are layered on top of each other in the order of imagination, beliefs, and habits. This makes up our inner shell, and you will notice they are things you cannot see. You will also notice they represent the very things that manifest what you do see as reality in your life.

We do not see the imprints of imagination, beliefs and habits. We feel them, we dream them, and we manifest our conscious life by them. In other words, our subconscious shell is what everything you do see in your life is built upon.

The things you do see are represented by the information you receive, the experiences you live, and the lifestyle you create. Ultimately, this is your conscious life.

In the format of a blueprint, this illustration shows how your mind works. Everything that goes in the mind begins with an exposure from the world in which it lives. That exposure creates a thought that imprints the imagination, forms beliefs, and creates habits. The subconscious imprinting that rules your life is powered by the exposures you have and the thoughts you have about those exposures.

If you imprint your subconscious with negative thoughts, that negativity will build a negative foundation. Your imagination magnifies whatever thoughts you send it. If negative is going in, your imagination will blow that negativity up. Then, beliefs begin to be imprinted and habits that support those beliefs are formed. As a result, you attract negative information, manifest negative experiences, and create an undesired lifestyle. It then becomes a vicious cycle because it will attract more negative exposures to your life experience. This is like creating a building structure on a weak foundation. It makes it very difficult for the finished structure to stand.

If you imprint your subconscious with positive thoughts you will build a positive foundation. Your imagination will magnify the positivity. A strong belief system will be imprinted and solid habits that support those beliefs will be formed. As a result, you attract positive information, manifest positive experiences, and create the lifestyle you have been dreaming of. This becomes a positive cycle as you attract more positive exposures to your life experience.