

## As a leader...

**?** Are you getting the production and activity your team deserves?

At Dedicated Media Solutions, we're focused on helping Network Marketing leaders find and create products that build and support their team's growth.



## Here are a few questions you should ask yourself:

- Is a marketing partner what you need to build exponentially?
- What would a marketing partner mean to you?
- Who's your marketing and development partner?
- How would a marketing partner improve your future?
- How many six-figure earners could you help create?

Check out how **Dedicated Media Solutions** is changing leaders' businesses, and their futures, forever!



*Michael Dorsey*

### LegalShield and the \$2 Million Lead

One of the reasons so many business people and entrepreneurs are attracted to network marketing is that it provides scalable income. Done properly, it can free you from the trap of trading hours for dollars.

Michael Dorsey is a serial entrepreneur and network marketer based in Atlanta, Georgia. He partnered with DMS to help him find leads for his LegalShield network marketing business. Michael hustled, worked hard, and invested in his business. He found several creative ways to use DMS leads to build his business. While many of the leads that Michael obtained through DMS continue to pay off years later, his most spectacular DMS lead has generated more than \$2 million in income—and this lead continues to produce income for Michael to this day!

### About LegalShield

LegalShield operates in the United States and Canada selling pre-paid legal services using a network marketing model. Members pay a small monthly fee to have access to legal services when they need them. In some ways it works like insurance, but LegalShield is not an insurance company.

Michael, and others who sell LegalShield products make money by signing up new LegalShield clients and recruiting new associates. Like other network marketing companies, the more associates you recruit the more commissions you can make on the monthly membership plans your network sells.

### How Michael Uses DMS Leads

Michael understood that network marketing was both a numbers game and a long-term play. He worked hard at finding as many high-quality leads as he could. But, he was quickly finding he had exhausted his personal network. DMS gave him a steady stream of high-quality leads that he was able to convert into sales or associates. He leveraged DMS leads to grow his LegalShield business all over North America.

When talking about DMS, Michael said, "You guys provide the best source of leads that I have ever used, and I've tried a lot of different companies."

Michael and his team have found the most success using the Live Premium Leads provided by DMS. They use both local and national leads. "Our business is all about prospecting and talking to new people. You guys take the prospecting part out of it so we are just talking to new people." Michael explains.

Because Michael often travels to speak to different groups about his business, he buys local leads for areas where he will be traveling. He then invites the leads to come attend the training he is conducting. This does several things for Michael. One it helps him build new lines of business or even build new teams in cities all over the country. When Michael shows up at a training event, he can demonstrate how he uses leads. It also impresses all the associates in the room when Michael arrives in someplace like California where he doesn't know anyone, and he has a guest or two that he invited from the leads DMS provided.

Everyone wonders how some guy from Atlanta, Georgia managed to have guests come to his presentation in California. It increases his credibility.

Michael also uses DMS leads as part of training his new associates and in his personal marketing efforts. He starts calling East Coast leads in the evening and as it gets later he shifts to different time zones, working until midnight Eastern Time, when it is 9 pm Pacific.

### \$2 Million Lead and a Priceless Friendship

While DMS leads have allowed Michael to build a large business with several remote teams, one lead really demonstrates the way DMS has helped Michael build his business.

Michael's second largest organization is headed by a man named Larry Smith who Michael first met as lead provided by DMS. Michael and Larry have become close friends and have now worked together for well over a decade.

Michael has made over \$2 million from Smith and his organization. When talking about why he uses DMS leads Michael said, "I've made million of dollars from just one lead—because of what you guys (DMS) do".

### Finding the Right Opportunity

"I've been involved in network marketing for 25 years now. I'm a second generation network marketer." Michael explains.

He watched his dad work with Amway and other companies in the 1970s and 1980s. He grew up around network marketing and saw firsthand the pros and cons of the business model. Like most of his friends, he graduated high school and went to college. However, unlike most of his friends, Michael wasn't hoping to find an employer who he could spend the rest of his life working for.

Having watched his dad hustle all his life, he saw how network marketing gave his dad more control over his streams of income. Michael knew that he wanted more control over his income than any employer could ever give him. He started his own business.

His first venture was a landscaping company. Michael knew he wanted to follow his father into network marketing, but he also wanted to find the right opportunity. He continued to build and work on his landscaping business while he scouted out network marketing opportunities.

Eventually, Michael found the right network marketing company for him. Michael started working with LegalShield. He realized that to grow his business he would need to find a consistent source of high quality leads. It took him two years before he found DMS. But, once he started using DMS leads with his LegalShield business, things began to slowly take off.

### Why Work With DMS?

Even though Michael has "tried a lot of different companies" he continues to use DMS leads.

He says, "Bottom line you guys do the best job out there. You are always on the cutting edge of technology and out in front of everything...Having 25 years of experience looking around, I know that you have to be with the best if you want to grow the right business."

Michael knows what it takes to grow the right business. He understands that you have to be efficient. You cannot afford to waste time with things that don't work.

**The biggest reason Michael continues to use DMS leads is that they work.**

He sums it up best when he says, "Over half of my income is a result of people I have talked to because of DMS leads."

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I've been using leads for over two decades now.

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Over half of my income is a result of people I have talked to because of DMS leads

I've made millions of dollars from one lead. ”

What are you waiting for? If any of what you've read on this page interests you, you owe it to yourself to check us out. To learn more visit us at: [DedicatedMediaSolutions.com](http://DedicatedMediaSolutions.com)