

# Welcome & Congratulations!

Welcome to [The Leaders Role](#) (TLR) **12 class elite training course!** The knowledge you are about to gain from these 12-classes parallel's many courses out there that charge thousands of dollars! It is our goal to over-deliver value, build strong relationships, and help you become the leader you already are!

While we may make commissions as we refer products/ services we will never charge for our 12-class course. We made that promise day 1 and we will stay true to our promise even as TLR expands and grows.

This guide will explain everything about our classes including who we are, what you need before you get started, what you will learn, and how to advance through each of the 3 phases!

Get ready to embark on a journey that will help you grow infinitely! All you need to bring is the willingness and desire to become better, to learn more skills, and to implement the lessons to gain experience!

Allow us to introduce the gentlemen behind *The Leaders Role / TLR*. The compilation of these successful, dynamic individuals is nothing short of amazing! Never before has a group of successful entrepreneurs been assembled with such a passion for truly helping others.

This core group of individuals has such a varied background and wide range of knowledge it would be impossible for us to truly allow you to get to know each one in full here, so we encourage you to engage with each one and get to know them on a personal level.

*Let us begin with the things these gentlemen have in common.*

Each of these gentlemen is a true Entrepreneur, all have excellent skills in customer service, all worked in the service industry prior to going out on their own, all have an insatiable appetite for knowledge, all love to share what they know with others, all are very goal oriented, all are very committed to their journey both separately and collectively, and all are experts in their field.

Mr. Jason Croxford; hails originally from Maine and now calls Fort Myers, Florida his home. This young man, although short in years, is far ahead of his time.

Committed to becoming an expert online marketer, he worked at his J.O.B. in the service industry, constantly having endless nights and days educating himself in the areas he needed to become proficient in.

He joined several companies, learning the ropes prior to locking arms with his current primary business where he is very successful. It was after all of this; he would meet Mr. Mike Erwin and Mr. Kris Hanks and become one of three founders in *The Leaders Role*.

Mr. Kris Hanks; hails originally from Texas and now also calls Fort Myers, Florida his home. This young man has a few more years on his counterpart Mr. Jason Croxford.

He comes to us with 16 years' experience in network marketing and jokingly says he learned in the school of hard knocks. An entrepreneur at heart from a child, he has done many various business models, always being successful but never complete.

Success is something he is comfortable with and loves to help others become successful as well. He would meet Mr. Mike Erwin and Mr. Jason Croxford via the web and find out that they only live within a 15 minute radius from each other. Combining forces, he became one of three founders in *The Leaders Role*.

Mr. Mike Erwin; hails originally from Ohio, he now calls Fort Myers, Florida home as well. This gentleman trumps his partners in age. With that, he comes to us with much real world wisdom and great success in all that he has done.

Starting by playing professional ball, to running a successful bar, this guy has what it takes to weather the storm! After retiring from the rat race, he too turned to the internet to continue his success story. He is often given the credit for the birth of *The Leaders Role*.

You now have an idea of who is behind *The Leaders Role*, come on in and get started on your journey with the guys!

# Complete These Steps First

The following steps Must Be Completed if you wish to have an infinitely powerful business presence Online and Off. So get ready to set yourself up for success and start right away!

You must understand that this is a business and with any business there are certain things that are a must. Just as if you had a brick and mortar business you would need a phone and electricity to run it, you will need an autoresponder and hosting to power your online business. If you are serious then these 2 things are a must.

## Do You Own Your Blog?

Almost all marketers start out with their first blog on Blogger, WordPress.com, LiveJournal, and other remote hosted blog services. That's where we started too. However, what you may not know is that you really do not "own" that website, you do not have full custom options, and it will not be ranked in Google the same as a Self-Hosted site.

Worst case scenario – Your free blog can be shut down AT ANY TIME! All work can be lost for good. Sure, your first month it does not matter but imagine after investing a year into that blog. Suddenly it's all gone, all your work, and all your valuable content, POOF! Don't let that happen and make the only smart move today towards your own hosted blog.

Surprisingly, it's not even that expensive! You can get hosting and a sense of security for about \$5-\$10 a month.

Don't worry – Click the TLR's Top hosting pick below and you will learn...

- [How To Choose The Best Hosting Option For You](#)
- [How To Select The Perfect Hosting Package](#)
- [What Is WordPress\(.org\) & How To Easily Install It](#)
- [How To Easily Install Your First Theme Right Away](#)

We have experienced several hosting services which gives us the unique privilege to offer what we found to be the best for us.

[HostGator \(TLR's Top Pick\)](#)

**P.S.** This is one of those steps you cannot put off. You must start with your hosting right away that way you can start adding content as it comes to you. Your blog builds as you build your business so get started today. Begin with these walk-through videos

### **The Most Important Element On Your Blog Is Your Auto Responder!**

Today the Leaders of TLR want to show you every important aspect of list building with an auto responder and why you need this in your Network Marketing business. This simple piece of technology will open whole new worlds to you when understood and applied correctly.

It is our goal so help you achieve this. After being able to compare several services based on cost, reliability, and the best value – we are happy to share our #1 pick

### [Traffic Wave \(TLR's Top Pick\)](#)

If you are not building a list you are leaving relationships, friendships, and future business on the table! You Absolutely Without A Single Shred Of Doubt NEED To Have A List. Every minute you don't have a Form on your site is a chance to miss a valuable prospect!

We understand that when you are first trying to grasp the idea behind Marketing Funnels, Blogging, Articles, Lists, Traffic, Local Prospecting, etc can be rather overwhelming. But that's why we Created TLR so make sure to get with Kris, Mike, and/or Jason if your lost with any of the above steps!

- [skype: mike.erwin13](#)
- [skype: jasoncroxford](#)
- [skype: kris\\_hanks](#)

You can also shoot us an email [tlr@theleadersrole.com](mailto:tlr@theleadersrole.com)

# Welcome To The Leaders Role 3% Role Call 101

Over the following 12 courses you will be exposed to Copy Writing, Keywords, Article Marketing, Video Marketing, and in depth training on how to REALLY prospect to build long lasting relationships in business!

Everything in this course is offered for free because we believe in over-delivering value. You will hear us refer to the 90-10 rule many times throughout these classes. This is very important to note because we don't just talk-the-talk but we walk-the-walk. We invite you to walk with us!

Here is what you'll get in each of the 3 phases including how you may advance from one phase to the next. Just because we offer this course free of charge to you we still want to have a personal touch. If you think about it this way, if you are truly serious about building your business then you have no option but to become a stronger leader.

This course not only teaches the tangible but it will also teach you unparalleled leadership and relationship building skills that you can use for a life time.

When you become a FREE member today you will gain instant access to the entire first 4 classes in phase 1 including the bonus, *"How To Create A Bullet-Proof Business Plan That Works!"*

## **Phase 1 | How to Use Keywords & Create Killer Articles For FREE!**

- Class 1 | [Why You Need To Understand Keywords, How The Marketing Funnel Works & A Real Life Example](#)
- Class 1 FREE BONUS | [How To Create A Bullet-Proof Business Plan That Works!](#)
- Class 2 | [Article Marketing Basics – How They Work – And Why You Need To Understand Copy Writing](#)
- Class 3 | [More On Copy Writing – How & Why You Create A 'CTA' – Plus How To Use Anchor Text](#)
- Class 4 | [Putting It All Into Action](#)

## **\*Phase 2 | How to Become an Unstoppable Video Marketer**

- Class 5 | [Video Marketing & How To Get Started](#)
- Class 6 | [How To Edit & Make A Killer Video](#)
- Class 7 | [Make It Live & Avoid A Big Ugly Hole In Your Funnel!](#)
- Class 8 | [The Final Plus A Super Powerful Tool](#)

## **\*Phase 3 | How to Talk To Prospects Easily & Without Scaring Them Away With Your Business Opportunity**

- Class 9 | [Prospecting & Relationship Building – How You Start](#)
- Class 10 | [How To Properly Use F.O.R.M](#)
- Class 11 | [The Art Of Baseball](#)
- Class 12 | [How To Create Relationships For A Lifetime](#)

### **\*How To Advance**

During each phase you will be given an assignment to complete. The assignment given will be a “final” comprised of all the lessons you learned during the 4 classes of the phase. We want you to know that this class used to be offered as a closed 90-day ONLY course. We realized after a couple successful runs that this information is invaluable and should be offered more often than just every 90-days.

You are part of the next revolution of TLR but even with the classes being open as they are we still want to connect with you if you take your business serious. We believe 110% in the relationships rather than the sale. Because of our philosophies we decided to allow our serious students to advance by taking the following actions...

**Phase 1** final involves successfully completing Keyword research for your business/ product and completing an article 300-600 words in length and submitting this article to Ezinearticle.com. When you have successfully submitted and had your article approved you must then email the LIVE article link from Ezine to us ([tlr@theleadersrole.com](mailto:tlr@theleadersrole.com)).

The subject line should be “TLR Class Phase 1 Final – YOURNAME”.

**Phase 2** final will involve successfully recording and uploading a video to Youtube using everything you have learned during the 4 class phase. Your video must include a keyword in the title, body, and tag area which you will be familiar with from phase 1. Also you must add at least 1 annotation and have a LIVE clickable link in your video description.

**\*You may post the video on Youtube as “Unlisted” if the video is designed only as an assignment and not directly for your business.**

Once your assignment is complete you must email the video link to us at ([tlr@theleadersrole.com](mailto:tlr@theleadersrole.com))

The subject line should be "TLR Class Phase 2 Final – YOURNAME".

After we receive this email we will schedule a time with you to speak in person. This is how we set ourselves apart from many other marketers (How many people actually take the time to actually speak with you?).

**Phase 3** final involves successfully prospecting either a friend, family member, or even a complete stranger if you decide to take serious action. After completing the 4 classes offered in Phase 3 you will be equipped with the knowledge you need and at this point you must gain experience.

**To successfully complete Phase 3 you must complete 2 actions.**

- 1) You must create a video of you prospecting a friend, family member, or even a complete stranger. You must use the knowledge you gained during the classes to successfully prospect. It doesn't have to be perfect, this phase is designed to help you grow and perhaps move outside your comfort zone a little (or maybe even a lot).
- 2) Good leadership requires great communication. We want to speak to you! After completing step 1 you must follow the same steps from your phase 2 assignment. Post the video on your Youtube channel (You may post as "Unlisted") and email the video link to us at ([tlr@theleadersrole.com](mailto:tlr@theleadersrole.com))

The subject line should read, "TLR Class Phase 3 Final – YOURNAME"

After completing these 2 steps from phase 3 successfully you will be an official graduate of The Leaders Role 3% Role Call 101! You will be eligible to receive a signed certificate of graduation in the mail which you can display proudly as this is no easy accomplishment!

After completing this course you will have the skills necessary to systematically build an empire or even just a part time income. What you do with the knowledge is up to you, but you must gain experience by using what you've learned.

We invite you to join us LIVE every Saturday at 1:00pm EST to get fired up and ready to take on the next week. We can't make your dreams come true, only you can. What we are here to do is to share the energy, the knowledge, and the strategies that work!

*TLR Founders,  
Jason, Kris, & Mike*