

Learn The “Spellbound Method” of Increase and Attraction / Phase 1

Herein Contains The *Personality Discipline* of
Rock-Stars, Presidents and The Filthy Rich

Never forget this social leveling of man.

If you are perceived by others in the tribe as weak or in survival mode, you will be considered weak. People are living within their own survival angst *and do not want to FOLLOW others who share their struggle in life.*

Here is the leadership characteristic TRAIT that has been hidden from virtually every “leadership” book you have ever poked your nose into. Herein lies the secret modus operandi of people who STAND above the herd. Take note.

If you are one who is considered THRIVING and not simply surviving, you will be someone considered to having a secret POWER and others in the village will find you very attractive.

The Alpha Gene

In the context of the Genetic Code, I call this the Alpha Gene. Mans genetic code begins with *better survival* and he *attaches himself to those who are apparently surviving better than he. Never forget that.*

Now, for the *hidden discipline* of the Rich and Famous.

Consider this: What good is learning how to market to the degree of a Master and acquiring the prowess of learning how to ATTRACT thousands of people if when they show up, you turn them off?

What good is learning how to “Network” but fail to own the charismatic SECRET of Presidents and world leaders?

Learning Google ad words and having a bevy of spiffy auto-responder letters are useless, if when you attract a crowd in within your OWN atmosphere of intellect, you appear sheepish, weak and your steps are counted and shaky.

What good is using the GREATEST marketing system in Network Marketing if when the prospect raises their hand and asks you, “what do you have and can I see more?,” your response is anything short of elegant, POWERFUL and ripped with self-esteem, grace and authority.

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What you are about to decode here is the psychological mandate that will frame you as an **ALPHA** authority and someone with an aura of **POWER**.
=====

Jot this down or at least highlight this if you can and it is this, “to ATTRACT the right kinds of people you have to first become the RIGHT kind of person.” I suggest that because often times people are not resisting your opportunity but “ah” and alas, they are resisting the messenger. But no more.

Therefore right now today, call five of your best friends and declare to them, “from THIS DAY FORWARD I am an Alpha authority! I have POWER and everyone who steps within my consciousness will be able to feel my expertise, grace and undying ability to help THEM.”

Lesson up. Because this chapter is very, very important. I wrote this for you, so bring your entire magnificent self to this way of being. Okay, here we go.

In the business that WE are in, at the end of the day, everyone is following you. Not whatever program you are pitching that month. At the end of the day, YOU are in the people business selling people BACK to everyone, *themselves*. Not selling whatever else that you think that you are selling.

Me? I sell leadership. I am a knowledge bank and as such, I sell tickets, literally, for people to sit and watch me as I teach OTHER people how to ATTRACT and lead others.

I have transcended all companies and ultimately it is me who people are joining, not whatever “program” I am using as an excuse to incubate with everyone.

Amen.

If you have been with me for years on end and never quite

knew that I had some sort of secret, oops, the cats out of the bag. Now you know my SECRET inner code. Now you know what “I can’t put my finger on it but JOE is very addictive, and I can’t stop listening to him.”

That is because I possess the ALPHA GENE.

That’s right. I market INTO people. I have used this industry *to sell people*, not products. I have always sold “products” as an extension of the community whereas all along, what I was selling was LEADERSHIP and the ZEN of personal power.

**I Market INTO People:
I Add Increase To Their Self-Image:
That is My Own Attractor Factor:**

- ** I sell people BACK to themselves.
- ** I create systems that gives power BACK to people.
- ** I am an advocate. I BUILD other people.
- ** I am a SOLDIER of prosperity. I FIGHT for people.
- ** My “system” is a MIND-SET.
- ** I set people up for their own INCREASE.

And yes, people can actually feel it. Just as you have.

I possess and actually harness the ATTRACTOR FACTOR just as you do right now. Hence, here in this chapter I will show you and help you to fashion this skill just as a Samurai swordsman----- *would sharpen his blade.*

By the days end, if you are anything short of having a mystical POWER that other people find intoxicating, through a personality that is laced with SILENT POWER, you will just be wasting your time.

Goal: To show you a personality STRATEGY that you can begin using right now that will CHANGE how people *perceive you and consider you as someone with an amazing charismatic charm.*

That is our goal. YOU ARE RIPPED with Charisma.

Goal: To give you a working order of language that is typically reserved for Kings, Presidents and anyone else on top of the old proverbial pyramid.

You posses the ALPHA GENE.
YOU were born to be praised, not jeered.
YOU are Jesus like. You were born to be celebrated.
YOU were born to multiply, not to dilly-dally around!

Goal: When people and prospects DO show up in your sales funnel, they stay. Not only do they stick around but they *find you* alluring, attractive and someone laced with a certain something that they “file” in their brains *as special*.

A True Networker Can be Measured By The SIZE of Their Network. Not Always (Just) By How Much Income They Make

Bill Clinton: What has everyone always heard about the personality trait of Bill Clinton? We can argue the politics and sexual addictions of one of the most charismatic Presidents of all time, or we can agree on one thing about Bill Clinton.

Anyone who has ever met him has said, “when you speak to Bill Clinton HE is convinced that you are the only person in the room.” In other words, Clintons SILENT power was not always in what he did, but in WHO he was.

Clinton is famous for being one of the most charismatic leaders of the past century. Furthermore, his ability to make everyone around him *feel extremely special* has been something legendary about him since he was in high school.

Hint: No one cares HOW much YOU know until they know how much you care. How many times have you heard me on a conference call and/or heard me on one of my famous J.U.I.C.E tele-seminars and subliminally felt that I was speaking just and only---to you.

Tip: When your words are matching what is in your heart, people find you authentic, real and yes, someone with a SECRET power. Why? Because most peoples mouth drool rhetoric and dribble.

STAND I SAY and be heard and let what comes out of your lungs be FROM YOUR HEART----mean what you say and say what you mean. Simple?

No, it takes conscious effort.

You CHOOSE to be an Alpha leader.

It begins by making weakness something you simply loathe.

Make weakness your enemy. Begin to SEE yourself as an ALPHA AUTHORITY.

SILENT POWER is about being able to control yourself physically and psychologically. And once you start to master this skill of not projecting your fears and anxieties onto other people, which breaks your own communion with **SILENT POWER**, you begin to notice just how weakened most other people are. Think about it.

Lose The Appearance of Concern and Struggle

Remember the intangible characteristic of the Alpha Gene.

It is to thrive beyond survival.

It's an aura of absolute dominion and if people can even grab a HINT of your fears, worry or struggle----poof!---You have been exposed as just a commoner and someone NOT worthy to follow.

The Anatomy of a “Thumb Sucker”

When most people are not worrying about dropping dead, they are usually thinking about themselves, telling you about their woes, preening and admonishing their egos in front of you, telling you tales about what they “wish” for in their own futures, trying to impress upon you just how special they are, or even worse, they are giving you a verbal laundry list of everyone who has disappointed them recently and/or telling you about all of the things that have gone wrong in their lives since you last saw them.

The Death Rattle of the Little Guy, “Oh, Poor Me!”

Therefore in the end, what most people do, is they ask you to notice them.

They expect you to acknowledge and observe them and if you can, as they are dying, wrap your emotional arms around them and hug them because they are on the mouse-wheel of life and scared to death like a little rat.

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Admit it, not only are people like that exhausting to listen to, but also admit that *you bump into people like this virtually every day of your life!*

Here's the lesson. Learn this as all costs.

Step 1: All around you is an electromagnetic energy field.

Step 2: It's an invisible "field" that surrounds your body which is attached to the infinite.

Step 3: The ANCIENT Greeks called this the "Etheric"
(see, Websters)

Step 4: The ETHERIC body is where *the real you* resides.

Step 5: Your ETHERIC BODY is speaking to people even when your mouth is shut.

The Genetic Code

The **Genetic Code** says this. In the jungle, all animals have this message embedded into their brains and it is this, "if you see a hurt or dying animal, go eat it and wash the jungle clean of other beasts who can no longer duplicate, thrive and help out keep the natural balance of the forest."

That's what the jungle code is. "If you are dying or hurt, we will help you out of your misery and eat you." That's why Tigers eat and kill their own wounded cubs.

People Who Complain Are Considered People Dying

Tip: Losers talk about what happened TO them and also they talk about what happened to them yesterday. Winners on the other hand, only talk about WHERE they are going and tomorrow. Never forget that.

The Silent Code and Hidden Order Within the Village

Amongst humans, the Generic Code says this, "only weak and dying people complain." Therefore, to amass INSTANT SILENT power, all you have to do is stop complaining.

Besides, if you think about it, most people complain about things which they permit anyway.

The next time one of your Buddies is complaining, just yawn and say, “you can’t complain about that which you permit.”

That’ll shut-em-up! (wink)

Instant and Amazing Silent Power!

You’ve done it before. You’ve met someone new, been to a party and met someone who appeared different; almost on a level that they had some sort of special something.

And you couldn’t quite put your finger on why. You couldn’t quite figure out why you were so drawn to them and what made them so attractive to you. It was almost like a mystical strength that they were exuding. Some sort of radiant light.

It was beguiling, strange and you felt it.

So what is this unseen force? How is it that some people have this FORCE and others do not and how can YOU amass this Silent Power instantly? How can you have this unseen POWER instantly whereby other people would be instantly attracted to you?

#1: You can discipline your own level of charisma. You can.

#2: In the Genetic Code, you DO have an invisible “coat” you are wearing whereby other humans are noticing on a level within their subconscious. Fact, not theory.

It’s called the etheric shield. (*See Webster’s Dictionary.*)

E-theric(i-ther-ik) *Adj.* Physics. An all pervading, infinitely elastic, massless medium formerly postulated as of propagation of electromagnetic waves.

#3: To gain strength and to utilize your SILENT POWER you will have to discipline and CONTROL the destructive side of your ego.

Never forget this. That people can feel you and WHO YOU are speaks louder *than what you say.*

Increased Personality Through the Alpha State

This isn't hard or even complicated. So I won't pretend that it is and I'll ask you to agree with me, now, that what you are about to learn you can INSTANTLY apply, put into practice and use, forever more, in order for you to gain a power and charisma shared by Presidents, celebrities and most, if not all, leaders who sit on top of all Pyramids.

Electromagnet Force Field. Your Own!

Around each of us here on the earth's plane is an electromagnetic FORCE field; a body of energy. Go study quantum physics for a year to prove that to yourself or simply "cut to the chase" and take my word for it.

THAT electromagnetic force field is the "subtle" body and is normally unseen by the naked eye and yet noticed by ALL who come within ten feet of you.

People Can Feel Your Aura

It's a FORCE field of your own inner intellectual thoughts that are cycling as a force field in FRONT of you and everyone who comes within ten feet of you can subconsciously sense HOW YOU THINK without you even saying one peep. True.

As I said, the Ancient Greeks called it your Etheric body and this is the REAL you.

Bad Vibes

Question, have you ever disliked someone instantly? We all have. Next question, have you ever spoken or met someone who was pleasant enough and yet for some unspoken reason, you simply got a bad VIBE about them? We all have.

Maybe dislike is too strong a word. But you certainly felt a discomfort and incongruence flowing out of them.

And guess what? You were sensing their etheric force field in that what they were THINKING was shining off of them into an invisible force field of negative energy.

The incongruence (about that person that you felt) was that the invisible light they were sharing, the negative etheric side of their real selves, was overshadowing what was coming out of their mouths. That is what distracted you about them and why you felt some sort of discomfort around those types of Thumb sucking energy zapping complainers.

People who exude this SILENT POWER are different because they do not complain, they do not forecast their dreams into people and they certainly do not ask other people for anything. That there and in that simplicity, is why and how their power is reflected as STRENGTH in the eyes of everyone who comes in contact with them.

What is the pretense of power *is not really power at all.*

Chasing money, constantly speaking about it, chasing glamour and prestige are really just manifestations of the ego and it's ugly.

All that "money" talk is just a glorified form of showing off and it turns people's stomachs.

It's a sure signal of weakness. Besides, money never makes anyone truly powerful.

All it does is make people's dysfunctions easier to live with. That, plus, many people are actually victims of their own egos. Their need to feel special and their yearning for being recognized are actually signals that they are secretly, and not so secretly, *actually scared little rats*. Worrying themselves to virtual death because they don't think that they will be able to successfully survive.

What gives you *INSTANT power* and a strength that is instantly recognized by others, as true strength, is this:

- (1) **Stop complaining:** If you do, it signals to others a silent death wish and no one feels safe around the hurt or dying.
- (2) **Never tell people about your future:** Those who do are looking for others to validate their dreams and wishes and it's an obvious tip off that you yourself aren't sure about your future yourself.
- (3) **Stop asking people for anything:** Leaders ask very little from other people except of course within their own businesses and their own brain-trust group.

"What you give away you always get to keep."

In the Generic Code, man is programmed to resist other men who psychologically LEAN on him. Why? Because to LEAN on others means you are dying and/or weak and as any tribe will agree with, those who are dying need to be taken *out into the field to die alone*.

LEANING on others is what makes you instantly unattractive. Asking for other people to validate you, expecting them to listen to your “war stories” and to expect other people to support your inner pain is instant social suicide. Don’t do it because when you lack this self discipline, it appears as your “true self” in your etheric FORCE of energy that surrounds you and everyone can pick up on it whether you say anything or not.

You can tell people how great you are. You can paint as grand a picture of yourself as you can imagine. You can even “sell” that to everyone as hard as you want. But in the end, you are fooling no one---except yourself and your TRUE authentic self.

Wait though, because there is much more to those who posses the PERSONALITY TRAIT of an Alpha General.

Hint: Losers speak about what happened to them while winners are speaking about the future. Winners speak INCREASE into other people and it sounds like this:

“How’s the family?”

“How are you feeling?”

“How is your wife Sally?”

“Did you enjoy that vacation last summer at Disney?”

The **HIDDEN ORDER** behind *the most popular people* and to those who seem to have the most charisma, is that they are so darn comfortable with themselves, with their own futures and with exactly who they are, that they do not need anyone, even maybe a little, *to validate their own value back to them*.

Now in contrast, look around you. Even to those amongst you who YOU thought were powerful. Because over time, even the big shots will begin to complain. (me included)

They’ll begin to expose their inner fears to you and basically, they are etherically, begging you to share some of your power with them. Which only WEAKENS you.

It actually STEALS your own power if you allow others to complain and if they ASK you to “buy” into their own miserable life. *It does.*

Have you ever spent half an hour with someone on the phone who was complaining and you got off the call feeling completely exhausted?

How about exhausted ONLY after a few minutes of listening to them *LEAN on you!* See what I mean?

Yes, there is a physical and an actual energy that is transferred back and forth between people and if yours is in anyway NEGATIVE, *people will actually leave you feeling tired and even exhausted. Fun!*

Peoples FEAR of change and their fear of DEATH makes them preoccupied with anxiety and it permeates much of how they act. Furthermore, what they say and HOW they inner mingle and re-act to everyone around them, are clues to their own self-image and SILENT POWER.

So in doing so, they SUCK “oh please save me” energy from everyone around them and they psychologically LEAN on those around them, making others turn and run!

Another SECRET code. Most people are scared to death. They really are. *Sacred to death.* Even your most POPULAR people fear that the power they do (?) have will somehow vanish and they fear they will be found out as to just how average they secretly and really are.

Now that you know this, the SECRET is to try to make everyone you come in contact with more comfortable and REMIND everyone that they will be alright.

This is so subtle, but get this. Remind everyone that they will survive. That the sun WILL come out tomorrow. That food will be provided for them and that “it will be alright.”

You can exercise immediate POWER by being the one to remind all of those around you, that “it will be alright.” You needn’t explain why and you don’t have to act like some Swammi seer of all good.

Just tell people, generally at the end of your conversation with them, “it will all be alright, you are perfect and it’s all safe.” Even if you JUST mumble that at first, because maybe you are new at this SILENT POWER stuff, but just try it. Mumble it at first to people. But do it.

The people you GIVE this relief to will silently see you as POWERFUL So simple. So powerful. It works.

Five Verbal Traits of The Powerful

- (1) **No Gossip:** You’ll never hear a TRUE leader with POWER bash or put down other people. Ever.
- (2) **No Complaining:** The only people who complain are those who are losing at life. If you complain other people will think you are dying.
- (3) **They Speak Increase Into Others:** Leaders, Presidents and the super powerful have little interest in selling you on them. That’s why their entire FOCUS is on you.
- (4) **They listen better than they speak:** GREAT leaders are not quick to speak or waiting for you to finish speaking, so they can get a word in. *SILENT power is about having the discipline to listen more and speak less.*
- (5) **They make everyone feel safe:** They do not psychologically lean on people. *SILENT POWER is about the absence of anxiety, worry and struggle.*

“Never tell anyone outside of the family what you are thinking.”

Marlon Brando, The Godfather Part I

“What you argue for you always get to keep.” Joe Schroeder said that.

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From Joe Schroeder

Here is the tip of the ice-berg. I can't explain my entire business model but I can *remove the mystery.*

While everyone else is selling money I have gone the other direction and I sell people back to themselves. Just like OPRAH WINFREY and Napoleon Hill has.

Here is my biz-model.

- (1) My **Program** is thought.
- (2) I am a human browser. (Think "Google.")
- (3) My **BUSINESS** is people.
- (4) Why? Because if you "build people, they will build each other and multiply themselves naturally."
- (5) My **PRODUCT** is the only 1-2-3 system available today. My **PRODUCT** is a duplicatable system.
- (6) What do I sell? I sell people back to themselves.

While everyone in Networking is defrauding people out of money and suggesting that their program can make people FULL-TIME stay-at-home Millionaires, what we do at Star-Link is say, "Go get rich elsewhere. Use us as the GREATEST Networking MASTER-MIND you will ever see in your lifetime."

Why People Refuse To Leave Our Organization

It is my experience, that if you "sell" money **you give people the reason to quit.** Simply because lets be honest, how many people actually make decent money in our industry?

Therefore, the VERY NOTION that if they trade money with you in exchange for a promised pie-n-the-sky F/T income, you are in fact forecasting **your own doom.**

Why? Because after they spend \$1,000 to \$3,000 to join your "promise of Utopia" and they find out they can't even re-sell the program to TWO (2) people, they decide, good or bad, that what you sold them was a lie.

And they get angry, feel jipped and quit.

Then, as is the case with 97% of all LEADERS who once hit it big, the team crumbles, you start to go minimally insane (depression and fear sets in) and you try like the dickens to rebuild. A second time. But you can't.

In my organization the retention is over 96%.

Why?

Because we sell people back to themselves and when you elevate a persons SELF-IMAGE they feel obligated to you.

Why?

Because the home-delivered products that we HOME DELIVER (books and tapes) are often considered the best doggone ATTRACTION and marketing genius people have ever seen.

Why So Few People Ever Duplicate

The guy asks me, "Joe, I sell the greatest JUICE or whatever in the world, but no one will re-sell the doggone thing and there's no duplication."

Here is **why** "duplication" is so latent in our industry. For those reading this who prayed for ANSWERS, this may even be MORE answers than you even thought existed!

BECAUSE there is no intrinsic PRIDE in "make money quick" deals. NO intrinsic PRIDE.

And if there WAS, people would INSIST that their FRIENDS go on the product as they do in THE STAR-LINK Joe Schroeder "Can Do" Academy of Increase.

BECAUSE people secretly think their product is OVER-PRICED and **void** of true value. Oh sure, they joined and drank the Kool-Aid.

But really only to exercise the promised lottery plan and in fact, they would be **embarrassed** to SHOW their hot-new-make-money-with-no-labor plan to anyone they know.

BECAUSE they themselves do not want the responsibility of **selling destruction** and they secretly don't want to rope in others who will fail as they are.

Even when I was at my "MLM" height and the #1 LEADER and RECRUITER out of 75,000 people and had the MOST duplication.

- ** To receive my audio, "The Alpha Code"
- ** Just ask us to INCLUDE it as a **FREE BONUS!**
- ** The "Save me" Kit is \$37 and has (2) tapes.
- ** To receive this *third audio*, JUST ASK!

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Even there, in my NUTRITION program (ForMor Intl), the last **and least thing** I sold was NUTRITION products.



Mike Dillard
Holding my Book
"Speed Enrollers"

The MYSTERY and secret "something" that made everyone duplicate like "mad" was the **COMMUNITY** and the feeling.

The system was a SYSTEM of MASTER-MIND.

The system was an experience of MIND over matter. It was the ATTRACTION of people and each other that made everyone "pull" others into us, **not** the NUTRITION products.

Which is the "glue" of an Avon, a Mary-Kay and other legendary sales organization.



That's my best friend (see above) in the business, ROBERT "Super Man" BLACKMAN and his four kids who are going to need COLLEGE MONEY! Robert LOOKS like a GIANT only because he is.

Below, is me (left) and my buddy MIKE CHAUT. Mike owns the BIGGEST Magic night club in NEW YORK CITY. www.MondaynightMAGIC.com



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Me?

I never wanted to get rich.

All I wanted was to ADD \$2,000 to \$5,000 to my life.

Do you realize that \$2,000 ADDED into people's live CHANGES THEIR LIVES!

I never wanted to DIVIDE people from their full time "regular" careers. I never teach subtraction. Just addition and how anyone can add a few THOUSAND to their bottom line each month through a Network of Soldiers of Prosperity.

I need this to be here for my family and me in 20-30 years, therefore, I never used a biz model that in ANY WAY could hurt people.

Here Are My Rules

~~Be~~ Be Accountable. GIVE AWAY free samples because if what you "sell" is worth paying for, then just as you would buy a book, let people browse through their purchase, up front and for free.

~~I~~ I teach, "what you give away you always get to keep." Seems to be working.

~~Use~~ Use Money and Love People. Not vice versa.

~~Build~~ Build people BECAUSE if you build people it is the people who will BUILD each other and THAT ENVIRONMENT will be something MOST people will be hard pressed to walk away from. But without LEADERSHIP being taught, you have no foundation or ability to duplicate. At STAR-LINK< we have an actual WAREHOUSE of leadership that we churn out.

☞☞ Show people something they have NEVER seen before and DELIVER a PRODUCT that they simply can NOT get elsewhere. Period.

If you stand back from the THEATRE of PROSPERITY and the "CAN DO" academy of Increase, you must admit, there is NOTHING like what we have anywhere in the world.

It's the NEW STANDARD in MASTER-MIND.

Then as far as our actual achievement and MASTERY books and development courses that sell, that too, is impossible for anyone to replicate, copy or imitate.

☞☞ Make the "Get in" so embarrassingly low cost and value DRIVEN that even people who are uncomfortable selling can sell and get new members BECAUSE **it's** only **\$37 bucks!**

☞☞ Let people enter and RECEIVE product for \$37. Let people experience our shipping, customer service and what we sell for cheap. Then, if what you sell is HONEST value and you actually over deliver, then and only then, let the new customers UPGRADE themselves. Therefore making THE SYSTEM and the PRODUCT upgrade people naturally into the \$200 and \$500 and \$1,000 product levels.

But the responsibility MUST be on the actual PRODUCT and the SYSTEM, not the part-timer who shouldn't be asked to summon the skill and be able to SELL a \$500 and \$1,000 package. (which is where most programs fail people)

☞☞ Offer a SIXTY DAY (2 month) money-back guarantee. No one (no one!) ever asks for a REFUND so maybe we should "show off" and make our product line a FIVE YEAR money back warranty.

"In Order to Get More Get Value All you Have to Do is Give More Give Value!"

I hope this FREE eBook served you well.

Gen 1:11
Thank you Jesus / now expand my territory!

Joe Schroeder / Son of a Capitalist /

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