

TRUTH BOMB MARKETING



The Untold Secrets of Becoming a
Top Earner in Network Marketing,
Direct Sales, & Affiliate Marketing

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From the Desk of Chef Katrina



In the world of online marketing, I'm known as Chef Katrina. Why Chef?

I'm a former Walt Disney World Chef that retired from the kitchen back in 2013 to pursue the life of an entrepreneur.

And boy has it been a whirlwind of an adventure. While working part-time as a chef at Disney I opened my own restaurant and 9 short months later... I closed down that same restaurant.

I learned some valuable business lessons during those short 9 months. What I walked away with was a passion to support entrepreneurs from having to close shop on their dreams.

Over the last decade, I've been driven to support entrepreneurs who want to grow into leaders and successful business owners.

Working with **TOP digital marketers** from around the globe I've had the opportunity to create websites, digital courses, \$20K Mentorship Programs, virtual communities, product launches, run paid media campaigns, funnel creation, email marketing, and connect with incredible entrepreneurs.

During the last few years, I've built out courses to teach blogging, Pinterest advertising, and now, product creation. I'm hell-bent on seeing more entrepreneurs succeed and grow in their businesses.

There is more than enough space for you to bring your idea and passion to life. There is abundance and opportunity all around you, just waiting for you to grab it.

Within these pages are my best tips and suggestions. These are the tools and resources that I'm currently using to grow and scale my business and those of other top network marketing entrepreneurs.

No matter where you are in your journey as an entrepreneur my wish is that you live in abundance and have much success. What I'm about to share with you will absolutely change your life if you put it to use.

Yours in Gratitude,

Chef Katrina

Listen To One Million Dollars

On the stage is a whiteboard on an easel. It reflects back the light from above and seems small on the large stage. There is a dry erase marker and eraser resting on the ledge under the board.

The MC takes the stage and greets the crowd. He takes a few minutes to introduce the next speaker, a humble gentleman whom none of us know and few had heard of before.

With little applause, the young man takes the stage. He is confident, smiles, and walks over to the whiteboard, and writes.

'Buy Now For Only \$1,000,000 Dollars'

There was a shift in seats, a nervous laugh, a few whispers, and a curiosity. What could he possibly say that was worth a million dollars?

Intrigued, I leaned forward in my seat as the man on stage began his presentation.

Have you ever heard of the hero's journey? The journey from 'Suck Town' to 'Awesome Village'?

You might remember it from a feel-good movie you watched about how someone triumphs over a terrible situation, moment, loss, defeat, etc. That is what I'm hearing from the stage, a journey of how he was struggling to build his home business. Then how he stumbled upon a solution that had my jaw dropping open.

(now I'm thinking... Holy crap, that is so stupid simple)

As I sat there listening to this young man about halfway through his presentation he walked over to the board and said...

"This price might be a bit steep for you right now, and I'm determined that you have this training that will make you rich. So I'm gonna drop this to \$500,000. That seems fair.

Now the whiteboard reads, 'Buy Now For Only \$500,000 Dollars'

I swear at that moment I'm thinking, "how can I come up with that money?" It's not like I had it in my bank account. I was a Sous Chef at Disney barely making ends meet. But I felt compelled to listen and learn more.



As the speaker goes on, I'm drawn more and more into his offer, his idea, and what is possible if I purchased his training. Over the course of his presentation, he erased the whiteboard a few more times until the price on the board now reads...

Buy Now For Only \$297 Dollars

And there was a stampede to the stage to be one of the first to buy this incredible training. I'm in the audience, sitting on my hands to prevent myself from diving into my purse and buying this course. The temptation was tremendous especially when you see everyone else pushing and shoving to give their money to the man on stage.

I remember having thought of ... 'Wow, that is how marketing works. That is incredible. How can I do what he just did in my network marketing business?'

The Super Secret Recipe

It's been over a decade since I watched that sales offer from the stage and its profound impact on who I've become over the years. I began investing in studying the selling and buying process. To date, I've invested over \$100,000 in my education and pursuit of this training.

Today within these pages I'm giving you the foundational tools that you need to bring your business to top earner status. I'm giving you the shortcut and simple recipe that wasn't available to me when I got started. You live in a world where you can build faster than I ever could when I first got started. Today you have an unfair advantage. Are you going to use it? Continue to grow yourself and your mind as you build out your business and grow your team. *This is your time and now is when growing your influence is critical.*

This is just the beginning. Everyone sucks in the beginning. I did for years and so did my sponsor, but many of them online forget to mention that to you.

Okay, there are two ways to do this, either follow along or hire someone. Depending on your time and money both options are available.

Who Are You?

As a network marketer, you might find yourself saying that you are a distributor, independent consultant, or independent business owner for 'XYZ' company.

But the truth is that you are waaaaay more than that. You are an incredible human being that has gotten this far in life through your mistakes, adventures, experiences, and living life in general. Stay true to yourself as you continue reading.

Don't let anyone tell you there is a right or wrong way to build your business.

Truth Bomb About Personal Attraction

You can pursue, *or be the pursued*.

They say that 99% of those in the network marketing industry will never achieve the level of full-time income status. They will always have the job mentality and never risk what it really takes to grow a full-time income.

If you are ready to take a risk for yourself, learn the skills to get people to contact and pursue you. Understand the core of human-to-human attraction.

Attraction is not a choice.

You are a social creature by nature. You follow leaders until you gain enough experience and leadership to start your own group.

People, you and I, can not survive on our own. Over time we form trusting groups of family and friends. We form these groups because of the value we offer each other.

In the world of network marketing, we are hard-wired to find other people attractive or unattractive based on the level of value they have to offer. By association, we acquire a portion of their power through the association alone.

Think of a celebrity entourage or influencer.

The people in their group gain social status through association with him or her making them more attractive to others. They are part of the 'In' crowd that many desire to be a part of.

This illustrates two key ingredients:

1. Unconsciously we are attracted to people that convey leadership qualities and have a high level of personal value.
2. To make it big in network marketing, (or anything in your life), you must eventually become a leader with value to offer others.

If your new team members don't have these qualities, they will struggle until they develop them. For some, it might take a few years to learn, implement, and see results from developing these qualities in themselves.

Becoming a top earner is all about developing your leadership skills and providing value to those that choose to follow you. People do not join a business, they join YOU!

Truth Bomb #1 - Your Why

Your **Why** is all about the feeling you had the moment BEFORE you joined a home business. It was the feeling, the thought, the dream you had. Something that showed you the future you truly desired. What did it look like? Have you written it down?



Your belief. After you have written your why, the next question you need to ask yourself is...

“Do you believe you can achieve it?”

You can not fake belief. You can not pretend or act. You have to truly believe you are, or you are not. There is no middle ground here.

Many take about fake it till you make it. But that never resonated with me. I don't want to be seen as a fraud or fake. So I challenge you to 'Faith it'.

Faith it till you make it!

Faith doesn't have you lying... You know that you are going to struggle a bit as you go through the process of being a follower, to an up-and-coming leader, to then be recognized as a leader by those that learn and follow you.

Belief always comes before results. In the beginning, there was no sound and no light. As you begin this journey of becoming a leader, (leaders have teams), trust yourself to keep moving forward even in the silence.

Your belief in what you are doing will lead to certain actions and behaviors. Now those behaviors and actions might be uncomfortable in the beginning, but give yourself time to grow into these habits and behaviors. It's not gonna happen overnight!

Your purpose from this point forward is to grow your value to others and to the world.

The more valuable you become to others, the more they will seek you out.

That is the TRUE secret of attraction marketing, magnetic sponsoring, and building a community that supports you and learns from you. This is the tribe you will attract. This is the vibe you are creating in the world. This is the authentic you in the world.

Truth Bomb #2 - Influence & Attraction

Increase your value!

Your education never stops. Do you want to make 7 figures in the next 3 years? Go invest \$10,000 to \$50,000 on courses and mentorship as quickly as you can during that time period.

In the last 5 months, I've invested over \$20,000 in mentors and courses. I'm always learning and always investing in mentorship so that I can grow my business faster. Money loves speed.

The more money I make, the more money I spend on my education. It's that simple.

I know that as I increase my value, the more I am pursued.

The fact that you are reading this book means that you understand this principle to some degree. Don't stop learning. Increase your pursuit of value-giving education!

Don't be afraid to invest big money in a marketing course or two. If you follow the principles that I've shared with you so far, you always end up making much more in the long run.

Success in this industry comes down to two things...

1. Becoming a leader to others by increasing your value
2. The ability to express your value to your prospects through marketing.

There are no short-cuts to this journey you are on. There are no magic websites or traffic strategies. There are no automated leads without a value exchange. They do not exist.

I could give you free leads all day long, but if you don't see yourself as a leader and have the ability to express those qualities to others, you'll never sponsor any of those 'free' leads.

Right now, you have everything you need inside of you to step into your leadership.

Go For It!

"The greatest benefit this industry provides is not the money, the time, or even the friendships. It's what this industry can make of you – the person you become."

Truth Bomb #3 - Attraction Marketing Components

There are six components to a complete home business franchise.

1. **The value exchange**- This begins with owning your online digital presence. The purpose of this online presence is to create leads for you 24/7 and introduce them to part of the recipe... the marketing funnel.
2. **Marketing Funnel** - Capture the time and attention of your prospect by providing valuable information, training, courses, and lead magnets that benefit them. This can be automated and uses the technology that we will talk about later in this book.

This information that you share should position you as the expert and leader, not the salesperson.

This is a product or service that you offer and points to a checkout cart, (cash register), which takes the order for you.

3. **The checkout cart** is open 24/7 and makes you money that helps offset the cost of building your business or running ads.
4. **The offer or product** - this product or service needs to be intimately connected to your home business opportunity. It should sell the opportunity for you, basically allowing your prospect to sell themselves on joining your opportunity.
5. **Your Home Business** - This is where long-term residual income is created and leadership development takes place.
6. **Community Building** - inside of this entire system your one job is simple, as Disney would say, "provide extraordinary customer service and build relationships".

Truth Bomb #4 - Create the Value Exchange & Funnel

In 2020 and beyond the world of digital marketing and product creation changed for the better. It now requires that you have a digital presence. You can no longer rely on a social media platform to host your business, you need your own digital space.

More and more of us are leaving Facebook and wondering where to go next? Where can I find an abundance of people that I can market to?

Right now there are over 5.6 million Google searches per day.

That is over 220 million searches per hour.

If you want to know where more people are... it's those searching the internet for education, entertainment, or e-commerce (buying).

Your stand-out is going to be owning your own website, also known as a blog.

If you want the step-by-step recipe for creating your own powerful lead-generating legacy I recommend you grab my course called [Blogging Ingredients](#). It will walk you through step by step how to set up a profitable blog and automation machine.

The days of social media marketing and add, tag and message are dead. People are searching for true value and connection.

It's time for the era of attraction marketing to come back into your prospect's world. They want to see the value over fluff. They want knowledge, blueprints, action guides, and community.

They want to go to your website and see your offers, training, opportunities and feel comfortable learning from you.

When you own your own digital media, you are truly seen as the expert in the industry. Stop wasting time on social media prospecting everyone in messenger and learn how to become the pursued leader in your company.

Creating content has never been easier and with your investment into course and mentorship, use your website to reshare what you are learning. Your tribe is waiting and wanting to learn from you and your experiences.

This is part of the process of becoming a leader. It's doing what others won't so you can live the extraordinary life that you are called to. It won't be easy but the time and effort is your long-term strategy to create a legacy.

Truth Bomb #5 - All-In-One Time/Energy Saver

Simple and Easy. Over the last 2 decades, there have been some awesome updates and systems that have been created for you, the network marketer.

I'm gonna share a super-secret tool with you. It provides everything you need to have your cash register, product, and follow-up at your fingertips.

When you lead with value, you should get paid for it also. The tool you need is super simple, it combines lead generation with cash flow and membership. Meaning that you can continue to provide value and get paid for it while building your home-based business.

It's about creating passive income as you build your team. So whether they join you in your opportunity or not... you have the ability to get paid.

You don't have to be a techie to do this. Once you learn the secret recipe to creating [Snackable Products](#) that your prospects can digest easily and make you the go-to expert. You will have learned how to create endless leads for the rest of your life on demand.

I can't wait for you to implement this into your business. Total game changer!

Truth Bomb #6 - The #1 Community App for Home Business Owners

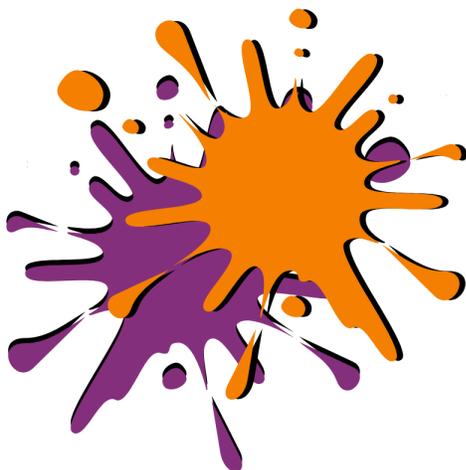
Mentorship is key if you want to ensure that you have everything you need to grow and scale your business over the next 3 years.

Everything that I've shared with you inside this book is the future of home business growth. People are looking for leaders that have value before they join a business.

Over the last 2 decades, I've had the honor of being part of companies that have been training the network marketing, direct sales industry. I've trained and mentored many of the 6-figure earners that are now teaching this industry. It has been an honor and a privilege to be part of their journey and I love watching them continue to grow and lead.

And it's time for a new era of community. Like you, I'm burnt out from having my communities on social media platforms. It is distracting and exhausting if I can be honest with you. I'm tired of the negative noise and distractions.

So I went left while everyone continued to follow the crowd. While things still 'work' for being on social media I wanted my communities away from the noise and distractions.



I've built the first-ever network marketing community and training app called...

[Truth Bomb Marketing](#) - available in Google Play and Apple Store

I'm giving you the behind-the-scenes look at what it takes to build a six to seven-figure income over the next three years in a fun, playful, and truthful community.

My Truth Bomb Marketing Community App allows for you to take training on the go! Plus access a community that wants authentic marketing tools and leadership.

I want you unstuck and moving forward with a clear vision of what it's gonna take to build the business you desire.

So if you want to have fun while building your business, then you want to be part of this amazing Truth Bomb Marketing community!

Discover your marketing truth to support you in creating an authentic and magnetic business.

At the end of the day, my goal is simple. Help you make an extra \$300 - \$1000 a month which will help pay for your product and advertising so that you can continue to invest, learn, and teach others.

Final Thoughts...

What I've shared with you here has been the foundation of my business and allowed me to build huge teams and become sought after in this industry. I don't say this to boast... I say this because it's a marketing truth.

I went from being a Chef at Disney to a sought-after marketer and team builder. I've had my ups and downs over the years. Yet it is because of what I've shared with you that I've stayed retired from the corporate kitchen for the last 8 years.

No matter where you are in life, no matter how far down you've been beaten, or how happy/un-happy you are with your life circumstances, you can absolutely achieve your goals and your dreams – and do it faster than you can imagine.

Truth Bomb – You will have to work your tail off to get it. To win big you have to play big.

“The world will gladly pay you what you expect it to pay you, and never a dime more.”

-Mike Dillard

This is your time, this is your moment. Are you going to continue to sit in the stands and watch the game being played... or are you going to start playing the game and taking your shots!

See you on the court in the business game called life!

Yours in Gratitude,

Chef Katrina

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