

# The SILVER LINING

**Concept Marketing International**

*“A Different Economic Reality”*



AUGUST · 2007

## Founder's Message

In our March 2007 newsletter, I shared with you my excitement for the up-and-coming year as you began to take advantage of our exciting trilogy of opportunities. Now, eight months into the year, the success our families are experiencing nationwide has exceeded my expectations.

This has to be one of the most exciting newsletters published in CMI's history.

The Ultimate Financial Plan, the Ultimate Benefit Plan and the Master Syndication have evolved into a most extraordinary and unmatched opportunity for completing our mission statement of returning control of the family's financial future back to the family.

As we share with you the success of each program individually, just imagine the success of our families that are prospering from the combination of such dynamic programs. An entire company could be created by any one of these programs individually. We have put a new face on the concept of diversification. CMI has truly reached the pinnacle of its program development.

Now the real fun begins! Do not hesitate to share the excitement of this newsletter with all you truly care for so that they too may experience **“A Different Economic Reality!”**

– James E. Aldridge, Jr., Founder

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## The Ultimate Benefit Plan Excitement!

Without having to sell anything or recruit anyone...would you like to Save Money...Make Money or Both?

This has to be a million-dollar question? But, you will find that the UBP has delivered on all its promises and projections in an exciting way. With no selling and no recruiting our UBP family members financial lifestyles have immediately increased.



Just by utilizing the benefits alone, UBP members are receiving as much as \$1500-\$2000 per month in additional income and the benefits in the program continue to grow monthly. We had not truly realized the financial impact of a family's or individual's cost of living expenses on their financial position!

With a program that requires no selling or recruiting to make money, as you can imagine, has proven to be a very profitable program to promote. The UBP Associates are finding that their success comes much easier with a program they do not have to sell or recruit. Kind of unique in its creation...don't you think?

With our no selling or recruiting benefit, combined with "five" sources of income available through the UBP...for the UBP Associates...this makes the UBP income opportunity not only the flagship opportunity of CMI, but it has also created an unmatched business opportunity nation-wide.

Don't forget! The UBP business opportunity is also the only opportunity that comes complete with its own full benefit and consumer savings plan.

Monthly income...with all your benefits...Who Needs a Job?!

CMI is extremely proud of the UBP Associates' success with the UBP as new membership brings new additional and exciting benefits. The larger we grow, the more buying power we have, the greater the benefits, the more outstanding the opportunity. What an innovative domino effect for success!

The UBP stands strong as our flagship program and has filled that position and will continue to hold that position in a most powerful manner.

Thank you and congratulations to the UBP Consumer Members and the UBP Associates.

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### The MASTER SYNDICATION Excitement!

The Master Syndication has indeed "mastered" the investment industry, the retail industry and the network marketing industry. This is the first time the concept of a true "cash flow" program utilizing the very powerful financial tool of syndicating has been introduced to families, individuals and businesses nationwide. Needless to say, the Master Syndication has waived across the country and has created a huge splash in the cash flow industry.

How unheard of to create a "cash flow" program where everyone shares equally in the profit!

No first-in, first-paid challenges.  
No “as my up-line you will always make more money than I will” challenges.  
No massive downline for minimum income challenges.  
No long-term work requirements for minimum income challenges etc.

No matter when you come in, or where you come in... wouldn't you like to share equally in our profits and join the top earners in our organization in only 60 days? Another million-dollar question!

Would you like to prosper from the business we have already created? A business that within two years has paid out almost \$5 million dollars and delivered over 250,000 ounces of metal to an accumulative membership of fewer than 3,000 members.

In revising the original Master Syndication, CMI has already created a minimal 1600% gain on the membership's original \$500 initiated at the beginning of 2007. The revised edition of the Master Syndication has proven to be a Master of design for success. To move from a “graduated pay” system... to an “equal profit sharing pool” system had to be the most significant upgrade of the Master for 2007.

Look at this huge example:  
June pay out to all qualified Masters members was \$2,272.00!  
Every qualified member received the **same** profit-sharing check!  
July pay out to all qualified Masters members was \$3,007.00!  
Every qualified member received the **same** profit-sharing check!  
Every qualified member received a \$735 raise in pay in one month!  
Astounding! When was the last time you received a \$735 raise in pay in one month on your job?

In only 60 days, anyone can join the top earners in the Master Syndication and receive an **equal profit-sharing check** with those members that have been in the program and getting paid for the past eight months.

We can hardly wait to see what our August checks will be and greatly anticipate the size of our checks for the holiday season! The goal of the Master Syndication is to reach the cap of a **\$10,000** monthly profit-sharing check and we are well on our way to accomplishing that goal.

The question is... do you want your equal share?

We warned you that this would be a blazing newsletter!



## The Ultimate Financial Plan Excitement!

Now for the icing on top of the cake!

Just as ice cream and cake naturally go together to create the ultimate celebration combination, Syndicating and Diversifying naturally creates the ultimate wealth creation combination.

### **The Cake:**

As we all know from our initial education in CMI, it's not just about making money. As you advance into the UFP to begin managing your earnings from the UBP and the Masters, members begin to put their proper tax position in place, open private placement funds for college, retirement and pension planning, and establishing family foundations to protect and provide for their families financial future through our exclusive trust systems.

As your success grows in CMI, every member's goal should be to receive a hefty piece of the cake!

### **The Icing:**

With our advanced MOD III software program and generating income from the other three programs... making money becomes just a game! In the UFP, with the ability to have unlimited buying and selling, members are able to double and even triple their monthly incomes at will... which in turn... creates an unlimited income opportunity.

The UFP has been our most long-standing and secure program to date which has withstood the test of time. With the UFP's proud, long term track record of success and as the foundation on which the UBP and the Master was built, know that this phenomenal trilogy of powerful programs will offer an incredible legacy to leave in your family's name.

Can't you already just taste the sweet flavor of success, prosperity and security?

## A Trilogy of Success!

Take just a moment...think about it...breathe it in and enjoy!

The UBP, the Masters and the UFP. Any one of these syndications could support and produce a multimillion dollar opportunity for its membership...completely on its own.

You have all three! Without question... welcome to *“A Different Economic Reality!”*

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## NEW UBP ONLINE SIGN-UP

How fantastic! Have you viewed the new online signup forms for the UBP yet?

As we continue the refinement of our flagship program, it is truly fantastic to see our “tech boys” at work. The new UBP online forms will allow you to quickly and easily enlist new UBP memberships in a new and very cool high-tech format with simplicity as the benefit.

UBP Associates, please download the updated UBP workbook and procedure manual to become familiar with the updated forms and new procedures. Getting signed up has never been easier or more convenient for the new member or existing members in upgrading your memberships. Kudos to the tech team! How would we survive without you?

### **DEADLINE REMINDER:**

The deadline for ALL payments is the 25th. This is for “new” and “reorders.

We need to see an online payment request made by the 25th (before 3pm west coast time) for UBP and Masters. If mailed, it must be received by the Processing Center on or before the 25th. If by virtual money card, it must be successfully debited by the 25th (UBP members only).

If the recurring bank draft payment plan has been requested, the monthly withdrawal will happen on the 25<sup>th</sup> for UBP and Masters. It must clear (complete bank to bank funds transfer) to be considered complete. This can take up to 7 days.

UFP members will still be drafted as before on the 20<sup>th</sup> of each month.

### **Bank Draft Notice - Bank Draft Notice**

The UBP and the Master have now joined with the UFP to offer a Bank Draft Agreement for membership purchases.

With the Bank Draft Agreement members can lock in their monthly commissions by having their client base on Bank draft. Master and UBP members can eliminate their worry over suspension of their profit-sharing checks, loss of benefits and loss of syndication due to a missed purchase.

This is an excellent new convenience to refine and streamline our programs and put your success on automatic pilot.

Please download an updated workbook and procedures manual for the UBP and follow the instructions to submit a Bank draft agreement to replace your Eagle One Agreement if you have been having difficulty funding your card on time to keep your benefits from being suspended.

All Master members should utilize the Bank Draft Agreement with their referrals to lock your qualifications in place. Make sure that your referrals afford themselves the same protection through utilizing the Bank Draft Agreement.

# **MANAGING YOUR SYNDICATION**

The most important step to follow after establishing your syndication of 6, 9, or 12 is the effective management of that syndication. This is not the time to relax and bask in the enjoyment of accomplishing your recruitment goals, you're just getting started with your CMI business!

It now becomes your duty and responsibility to ensure that your new team is "on track" with all of the necessary tools and information for them to duplicate you in your successes and financial achievements. This guarantees that you will continue to receive your monthly commissions and bonuses without interruption.

## **Step I**

Starting with the initial payment process and getting your new member properly installed, here are some important facts to remember.

- 1.) If your new member chooses to mail in their application, be sure to highly recommend one of the features that utilizes a tracking number such as Certified Mail, Delivery Confirmation, Return Receipt, etc. If they just used a stamp, then there is no way to verify it. You cannot call the Data Processing Center to have them search through the mail to see if it arrived.
- 2.) If they choose the online payment method, make sure that they check back with their bank after a couple of days to confirm that the draft cleared their account. An online payment may take up to 2-3 days to appear on their statement. CMI's bank would not see a completed transaction until 7 days have passed. If the member has not seen a withdrawal in 3 days, please call the Data Processing center for more information. The first thing they will ask is: Did you check your bank account? If you have, then the center will look up your transaction and give you the results of your attempted transaction.

### **Payment Challenges**

It may be one of the following:

Insufficient funds — not enough money in your account

Invalid account number, unable to locate — you entered the wrong routing and account numbers

Negative account block – this flag is set when a previous attempt has already been rejected for various reasons

Duplicate transaction – you tried to do more than one transaction from the same bank account within 10 minutes

Any of these results means you need to re-enter your online order all over again from the beginning by the 25<sup>th</sup> of the month. The transaction you attempted never cleared and we have no order to process. There is a \$20 draft reject fee that also needs to be paid to CMI.

There are no automatic emails to confirm that your funds have cleared. You must check the activity in your bank account. Please do not assume any transaction is complete without verifying at your bank.

### **Bank Draft**

If you do a one-time online payment or request the Recurring Draft, there is an automatic email stating that a request for payment has been made. This is **NOT** a confirmation of funds received. You still need to monitor your account. If your online payment results do not clear your bank, an emailed notice will be sent to you.

If you are having difficulty managing the online payments, mail in your order one time to the DP Center (whether new application or a reorder form) and include a Bank Draft Authorization form with a Voided Check. The Processing center will then set up a monthly automatic draft to be made from your account.

**It is company policy that no member may call the Data Processing Center to verify if your new member has made a payment or if it has cleared. It is up to you, the sponsor, to contact your member and discuss their payment activity.**

## Step II

Now that your syndication team is successfully installed, be sure that they have knowledge of all of the tools upon which to conduct business. Every CMI member should be regularly accessing the “members only” website [www.conceptmarketinginternational.com] for all calendar events, constant announcements and updates on all three of our programs along with specific forms and documents.

**UBP** (Ultimate Benefit Plan) members should be utilizing the following...

- 1.) The 5-Minute Power Message : [816-343-0067]
- 2.) The main UBP website for presentations, briefings and benefits descriptions: [www.cmiubp.com]
- 3.) The company sponsored National Teleconference “Opportunity” calls on Thursdays (see the calendar)
- 4.) The company sponsored National Teleconference “Training” calls on 1<sup>st</sup> & 3<sup>rd</sup> Saturdays (see the calendar)
- 5.) The sales associate website for advertising ideas and sales/marketing aids: [www.cmiubp.com/csa]

**Master Syndication Program** members should be utilizing the following...

- 6.) The 5-Minute Power Message : [816-295-0321]
- 7.) The main Master website for presentations and briefings: [www.cmimasters.com]
- 8.) The company sponsored National Teleconference “Opportunity” calls on Wednesdays (see the calendar)
- 9.) The company sponsored National Teleconference “Training” calls on Mondays (see the calendar)
- 10.) The sales associate website for advertising ideas and sales/marketing aids: [www.cmimasters.com/csa]

## **CMI & AFFILIATE WORKSHOP AND ACADEMY SCHEDULES**

Workshops! Workshops! As we go into the 4th quarter of our year, we come into one of our busiest and most exciting times of the year. Reflecting on today’s economic situations, we will do our greatest amount of business because families are coming together seeking and searching a better way and that better way is CMI. We suggest that you make your reservations early, because with the availability of our new presentation formats, our seminars and workshops will quickly become standing room only! Also, as we have family members that will travel from all across the country to get in on the excitement, I am not able to stress how important it will be to pre-register and have as many of your team members at each session as possible.

We know how anxious all our families are for CMI to come to their area and we are as excited as you all are. Our members that have been before can't wait for the next one and you first-timers don't know what you're missing!

### **CMI SEMINAR & WORKSHOP (No. 1)**

Sept. 28-29, 2007: Bay Area, CA

*Check the National Calendar for exact location*

Contact CMI at 816-478-6305

### **CMI/LCG WORKSHOP (No. 2)**

Oct. 13, 2007: Kansas City, MO

### **TSI FOUNDATION ACADEMY:**

November 17, 2007: Kansas City, MO

Contact LCG at 816-478-6305

To receive registration forms for any of the above sessions by E-mail, reply to RayRen98@aol.com, call the CMI headquarters at (816) 478-6305, or go the CMI Calendar at [www.conceptmarketinginternational.com](http://www.conceptmarketinginternational.com).

### Step III

In further managing your syndication, be sure to monitor their active involvement in business building and membership continuation. In addition to regularly staying in contact with them, you can order a syndication report from the Data Processing center. This would be mailed to you monthly after the trilogy of cycles has been processed. You can monitor the payment activity of your members with this report. Visit [<http://tinyurl.com/yp9fum>] or retrieve it from the “members only” website.

Be sure to encourage your syndication team members to attend as many seminars and workshops as feasibly possible. There can be no substitution for the education obtained and the information shared at any of our ‘financial empowerment’ seminars and workshops. After all, *Knowledge Is Power!*

### Step IV

Make sure that your team members duplicate these steps in order exactly like you did and your success, as well as your team’s success, is not only guaranteed, but is set on “auto-pilot” allowing you to do the things that you really wanted in life. It’s your turn, it’s your time!

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## Diversification - Cash Flow Strategies



### CMI TRILOGY

You’ve always heard the expression, “don’t put all of your eggs into one basket” which essentially means...Diversification. Now, let’s look at an example of diversifying your income strategies within the three CMI programs, the Master Syndication Program, the UBP and the UFP.

#### Phase I

From a modest syndication of “just” six members let’s take a financial journey building our families fortune as we help others to do the same. If you are starting with the Master Syndication with your primary 6 team members being qualified and receiving a monthly profit-sharing payout of only \$3,000, this would yield a net positive cash flow of \$2,500 that we can refer to as “house money” from CMI. Now, your team utilizes \$1,295 of the “house money” (money that they don’t have to work for) and diversifies into the UBP at the top level for maximum benefit and cost effectiveness. This will result in an immediate first level UBP payout of \$2,200 in commissions and bonuses. We’ll omit the other three commission levels that will follow to simplify this example.

#### Phase II

You now have a CMI monthly total income of \$5,200 ... \$3,000 from the Master and \$2,200 from the UBP ... without adding any new people to the equation. How’s that for easy money? Now, when your team completes the same strategy 30 days after your instructions, they will also enjoy a \$2,200 raise in pay (first level only) just like you did from the use of “house money” coming from CMI.

#### Phase III

Journeying further still, when you start receiving the \$5,200 which is primarily “house money,” you’ll do another diversification move into the UFP at \$1,000. This gives you yet another strategic position for tax savings, asset accumulation and overall maximum income in the complete CMI Trilogy. Again, your team utilizes \$1,000 of the “house money” and diversifies into the UFP as you did. This will result in an immediate first level UFP payout of \$2,200 in commissions and bonuses. We’ll omit the other three commission levels that will follow to further simplify this example. You will have a diversified strategies payout of \$3,000 from the Master, \$2,200 from the UBP and \$2,200 from the UFP for a grand total of \$7,400 that will grow monthly from there!

### Unlimited Income Potential

For simplification measures, we have omitted the realization of the Master Syndication capping at \$10,000 and the 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> commission pay levels of both the UBP and the UFP. This example is just to demonstrate the base minimum pay of \$7,400 doing the minimum “nut, bolt & washer” requirements of working with only (6) six committed individuals.

Check The National Calendar For Dial-In Numbers  
& Access Codes For Our Various Conference Calls

Master Syndication Every Wed. .... 8 pm Central Time  
 UBP Every Thursday ..... 8 pm Central Time  
 UBP Training 1st & 3rd Sat. .... 12 noon Central Time



**CATCH US  
ON THE WEB!**

www.conceptmarketinginternational.com  
 www.the-learning-center.net  
 www.cmimasters.com - [www.cmimasters.com/csa](http://www.cmimasters.com/csa)  
 www.cmiubp.com - [www.cmiubp.com/csa](http://www.cmiubp.com/csa)

## STATES CONTACT PERSONS

AR	Larry Straw, Little Rock: .....	(501) 568-2565	MO	Headquarters, Lee's Summit: .....	(816) 478-6305
CA	Dorothy Akau, Los Angeles: .....	(626) 720-0665	NC	Raymond Renfrow, Wilson: .....	(252) 236-9989
	Crystal Nix, Los Angeles: .....	(323) 273-6117	NY	Karyl Jones, New York: .....	(347) 489-7422
	Steve Fenske, Walnut Creek: .....	(925) 262-2320		Rodney Chestnut, Middle Island: .....	(631) 463-9613
CO	Rev. Wallace Duke, Denver: .....	(720) 628-4580	PR	Frida Marchosky-Kogan .....	(787) 273-1888
	Mika-El Heru, Denver: .....	(303) 671-2404	TN	Larry Dye, Covington: .....	(901) 476-0096
IL	Ernest Armstrong, Chicago: .....	(773) 978-5771		Littleton Price, Memphis: .....	(901) 896-0331
OH	Marjorie Pitts, Cincinnati: .....	(513) 825-2570	TX	Tom Hernandez, Ft. Worth: .....	(817) 292-3938
	Myrtis Walker, Cincinnati: .....	(513) 742-4537		Carol Battle-Johnson, Houston: .....	(281) 251-4761
MD	Myron Ballard, Accokeek: .....	(202) 251-7335	WI	Marzella Campbell, Milwaukee: .....	(414) 527-3814
	Njideka Olatunde, Mt. Rainier: .....	(301) 779-8005		Vera Johnson, Milwaukee: .....	(414) 354-2936
MI	Barbara Goza, Flint: .....	(810) 743-9169	WA	Askia Heru, Seattle: .....	(425) 254-9748
	Stanley Thompson, Flint: .....	(810) 720-2865			

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 4955 NE Goodview Circle, Suite B  
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