

HOME BUSINESS ADVERTISER

Your Marketplace for Home Based Business & Money Making Opportunities

HOW ENGAGE'S MICRO DAILY IS *TRANSFORMING LIVES AND INCREASING INCOMES*

Don't Miss This One — Page 8



Free Video — Scan the QR Code microdaily.com/Stanley
or TeamServe.co



Discover the Simple Way to Build a Digital Income Stream Using Your Mobile Phone

Tired of complex systems, high startup costs, and overwhelming tech?

So were we—until we found this.

Now you can learn how to trade crypto, forex, and commodities using the **Akashx platform**—a powerful yet simple tool that turns your smartphone into a real income generator.

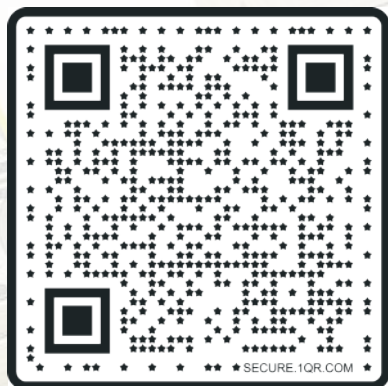
- ✓ **Unique Global Opportunity**
- ✓ **No experience needed**
- ✓ **No chasing friends & family**

Instead, you'll get:

- **Step-by-step video lessons** (on your time, at your level)
- **"Tap to Trade" technology** that lets you mirror expert trades with just one TAP
- **Live daily training sessions** to guide you
- And a supportive **team and community** with 24/7 access.

"It feels like the missing piece I've been looking for. I didn't have to know anything about trading. The app did the heavy lifting—and I finally started seeing results."

— Michelle G., Home Business Advertiser reader



Ready to see it for yourself?

👉 Tap here to watch the 3-minute video

MDCDreamTeam.com

👉 Don't wait—new people around the globe are joining daily. Positioning is important.



FREE VIDEO!

You Don't Have to Do This Alone—Join Stanley & Beth's Winning Team!

***Real products. Real purpose.
Real commissions.***

Your Body Is Under Attack—But There's Hope!

5G radiation is up to **700x more powerful** than the original cell phone technology. You can't see it, but your body feels it—every day.

EMF radiation triggers free radicals that break down healthy cells, disrupt sleep, weaken the immune system, and accelerate aging. Hundreds of studies confirm it.

Common symptoms of EMF overload include:

- Brain fog & fatigue
- Immune issues
- Inflammation
- Poor sleep & mood
- Long-term disease risk



Developed for the Military. Available to You!

A top U.S. military scientist helped develop Micro Daily—a micronutrient formula to

protect soldiers from radiation and oxidative stress.

Now available to the public, **Micro Daily** is backed by 14 clinical studies and uses pharmaceutical-grade micronutrition to:

- Combat inflammation
- Rebuild damaged cells
- Strengthen immune response
- Restore clarity and energy

"The Origin" Video—What They Didn't Want You to Know!

There's a reason we're not spoiling the video here. It's called **"The Origin."**

It's only a few minutes—but it's a game changer.

Once you see it, you'll understand why so many are joining Stanley & Beth's team.

This Is Bigger Than a Product—It's a Purpose!

If you can share a video with someone you love...

We'll show you how to turn that into big affiliate commissions while helping others feel better and live stronger.

Get Instant Access to FREE VIDEO
"The Origin" —

Reach Out to Stanley or Beth Now!

Stanley Shrock

- 717 587 6284
- callstanleytoday@gmail.com
- microdaily.com/Stanley

Beth Sturdivant

- 704.458.1010
- Onenamillionhealth@gmail.com
- TeamServe.co

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HOME BUSINESS ADVERTISER

Your Marketplace for Home Based Business & Money Making Opportunities

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Publisher

Bob Schwartz & Company

National Marketing Director

Jennifer Schwartz

Marketing Coordinators

Hannah Schwartz

Rebecca Schwartz

Ella Schwartz

Creative Director

Maria Hostetter

Display Advertising:

1-717-426-2438

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HOME BUSINESS ADVERTISER

Your Marketplace for Home Based Business & Money Making Opportunities

DON'T MISS OUR SPECIAL JULY ISSUE - AMERICA TURNS 250! Deadline to Advertise: JUNE 9

A Message from Bob Schwartz, Publisher

Thank you to the hundreds of people who helped make this issue happen. I appreciate you.

Our next magazine is a big one. America is turning 250 years old, and we're putting together a special Independence Day issue to celebrate freedom, faith, and small business.

If you want to advertise, share your story, or be featured -- now's the time.

We're looking for:

- Front Cover Stories
- Full & Half Page Ads
- Faith-Based and Freedom-Loving Entrepreneurs

The deadline is June 9. Spots are limited.

Want to be in it?

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Let's make this a powerful issue that lifts up hope and honors God.

Thanks again,



Bob Schwartz
Publisher, Home Business
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↓ This is what it will do for you ↓



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- ▶ Improve eye and heart health

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Authentic Testimonials

"I'm J.D. Mills, Tulsa, OK 74132. Ph 918-370-6653 ADN has The amazing PhytoZon that has done wonders for my health. In just a few months my blind left eye began seeing, my knee pain is gone, even my memory is better and I have more energy to take care of my disabled wife 24/7" ADN also has a liquid product called PureAqua-Mins© that works fast to remove 99.9% of all viruses. Doctor's are excited about this virus killing product.

Dr. Ed Schmidt, PhD. Member of American Dream Nutrition Ph 920-728-7886: "Since I started taking These products, within 6 months my knee pain is entirely gone! My gums feel better. I have an enlarged prostate which has caused horrible problems.. Prostate drugs helped, but since taking these products, I NO LONGER NEED DRUGS! Several other ailments are being helped as well. Best of all I have more energy!"

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★ PLUS, RECEIVE 200 FREE POSTCARDS AND 200 FREE LEADS WHEN YOU ENROLL WITH GREATLIFE PER RAY PRICE ★



Stop Wasting Money on Clicks: Get Traffic That Converts

Every online business owner has heard it before: **"You just need more traffic."**

So, they throw money at ads, buy clicks, and hope for the best. But here's the truth—**more traffic alone won't grow your business.**

The right traffic will.

The Problem with Most Clicks

Most paid traffic is a numbers game. You buy clicks, but if they aren't **targeted and engaged**, you're just burning money. People scroll past your ad, click out of curiosity, or worse—never convert.

That's why smart marketers don't just buy traffic. They invest in **the right traffic**—clicks from real people who are already looking for what they offer.

How HomeBusinessClicks.com Changes the Game

At **HomeBusinessClicks.com**, it's not just about **getting clicks**—it's about getting the right people to your site.

- **Pre-Qualified Visitors** – These aren't random clicks; they're from people interested in **side hustles, remote gigs, and home-based income.**

- **Proven Conversions** – The system filters out time-wasters, sending real prospects to your landing page.

- **No Guesswork** – No more wondering if your ads are being seen by the right audience.

Results That Matter

The difference between **random traffic and high-intent traffic** is the difference between **spinning your wheels and making real money online.**

If you're tired of chasing leads and getting nowhere, **HomeBusinessClicks.com delivers real visitors, real engagement, and real results.**

Get clicks that convert—visit HomeBusinessClicks.com now!



“THE BUSINESS CARD YOU’RE USING IS COSTING YOU MONEY.”

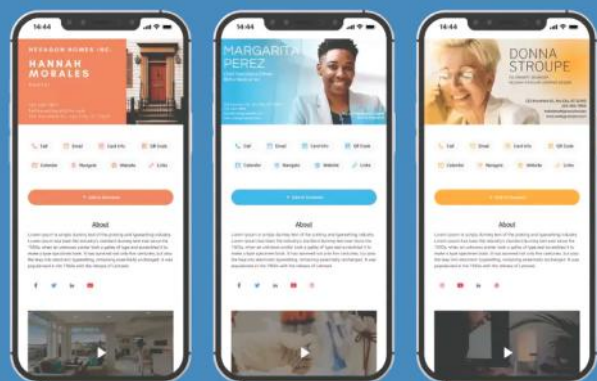
*You meet someone. Hand them a card.
You feel the connection...
But you never hear from them again.*

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*Because paper gets lost. Forgotten. Ignored.
And if you're still using a card that doesn't follow up, track clicks, or share
a simple video...
You're invisible.*

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- Add your calendar, videos, offers, links, even a lead capture form
- Track who views, shares, watches, or clicks—in real time
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**KEVIN HARRINGTON — ORIGINAL SHARK
FROM SHARK TANK — SAYS:**

**“L-Card is a cutting-edge platform that
helps you connect, follow up, and close
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And he’s right.

**IF YOUR CARD CAN’T FOLLOW UP, YOU’RE
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What if...

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- *You could tell exactly who’s watching—
and when?*

That’s not a dream. That’s L-Card.

SCAN. WATCH. DECIDE.

We’re building a team using this
exact tool to share affiliate offers,
land appointments, and grow
income—without chasing, selling,
or sounding like a telemarketer.



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From Pain to Purpose: How Engage's Micro Daily is Transforming Lives and Increasing Incomes

The Journey of Stanley Shrock and Beth Sturdivant with Engage Global

Restoring Hope and Health

STANLEY SHROCK: FROM SLEEPLESS NIGHTS TO STRENGTH AND STABILITY

Stanley Shrock remembers the moment his life began to turn around. After a severe diagnosis of diverticulitis in 2014 and years of managing pain with various nutritional products, a new level of healing came in September 2024 when he started taking Engage's Micro Daily products.

"When I began Micro Daily EMF Hydro, Core4, and Digestive Boost, I felt a big change. My bladder and lower abdomen pain eased, my nighttime wakeups stopped, and my body finally began to reset."

But that was just the beginning.

- **Probiotic Daily with Prebiotics** improved Stanley's colon function and sleep.
- **Collagen Daily with Enzyme Inhibitors** helped relieve long-term neck injury pain—"the first collagen that truly worked for me."
- Even persistent **toenail fungus** began healing after 7 months on the system—three toenails are now back to normal, and others greatly improved.

"Healing takes time—it didn't go bad overnight, and it won't heal overnight. But I'm seeing real change."

In March 2025, Stanley added **GLP-1 Boost**, and within three weeks, he noticed tightened stomach muscles and improved lower-body strength:

"I can do squats now and stand back up—without using my hands for support."

For Stanley, Engage didn't just ease symptoms. "It changed how my body functions."

BETH STURDIVANT: A COMEBACK STORY FROM THE BRINK

Beth's journey reads like a medical mystery. Once a vibrant entrepreneur and **Subway franchise owner for 21 years**, she suddenly became bedridden—unable to handle light, sound, or even the flicker of a candle. Doctors later diagnosed her with radiation poisoning and severe chemical toxicity.

"For years, I couldn't handle light, sound, or even a candle flicker. Now I'm flying on airplanes again. This product is the only thing I added."

Her turnaround began during a 21-day spiritual fast—on Day 8, she was introduced to Micro Daily. That moment of divine timing launched a new chapter of healing and restored not only her health but her ability to help others again.



Military Roots and Product Science

DEVELOPED FOR WARRIORS, NOW AVAILABLE FOR EVERYONE

Engage's products were originally formulated for the U.S. military. Dr. Kedar Prasad, a renowned expert in nutrition and cancer research, was sought out by the Department of Defense to develop a supplement to protect soldiers from EMFs, radiation, and chemical exposure.

With 33 books, over 260 peer-reviewed studies, and global respect, Dr. Prasad's formulation is patented, precise, and unlike anything on the market. Engage's Micro Daily helps the body restore damaged DNA and defend itself at the cellular level.

"This isn't just another supplement. It's life-sustaining science," says Beth.

50% DISCOUNT FOR VETERANS

Engage honors its military roots by offering veterans a 50% lifetime discount with a DD214 form. This is more than a business—it's a mission.

"We don't take this lightly. Our goal is to protect,

serve, and uplift those who have given so much."

THE MICRONUTRIENT DEFICIENCY CRISIS

In today's world, pollution, radiation, pesticides, and processed food have created a major health crisis. Our bodies are overwhelmed—and undernourished. Engage Global steps in with formulas that help rebuild what's been broken by our environment.

"We are what we eat—and what we're eating is hurting us. Engage helps reverse the damage."



**Disclaimer: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. No health claims are made or implied.

Weight, Energy & Business Integrity

GLP-1 BOOST: NATURAL SUPPORT FOR APPETITE AND ENERGY

Engage's GLP-1 Boost helps the body stimulate its own production of GLP-1 and GIP hormones—naturally. These hormones play a major role in metabolism and hunger. The product contains 9 key ingredients designed to balance cravings, boost energy, and support fat loss without injections or prescriptions.

- All-natural ingredients
- Patent-pending formula
- No injections required
- Affordable

REAL PEOPLE, REAL RESULTS

People across the country are reporting increased energy, fewer cravings, and healthier labs. Dr. Jose Lizardi, with 43 years in integrative medicine, saw such positive changes that he replaced seven of his supplement vendors—with just Micro Daily.

"It's the only thing I take now."

BUILT TO BLESS, NOT JUST TO SELL

Beth and Stanley aren't chasing commissions—they're living a calling. Stanley brings real-world

wisdom from years in farming, fabrication, and product development. Beth, a true serial entrepreneur, has owned a diverse range of businesses—including a bail bond company, a hair salon, rental properties, and a health food store; and in addition to her work with Engage, she continues to run her own protein company. Together, they lead with faith and fire.

"We love Jesus. We love people. And we want to help others win."

HOW THE COMP PLAN WORKS:

- 100% commission on first customer orders
- Weekly payouts every Thursday
- 10–30% on subscriptions
- Triple bonuses on rank advancements

"This is affiliate marketing with integrity. Not levels. Not hype. Just honest pay for helping people."



EXPERIENCE THE POWER OF MICRONUTRIENTS FOR A HEALTHIER LIFE

**Disclaimer: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. No health claims are made or implied.

Vision, Faith, and Contact Info

STANLEY'S FARMING FAITH

"Farming taught me how to be patient," Stanley says. "You don't plant a seed and eat the fruit the next day. But you trust the process. And that's what this is—planting seeds of health and hope."

When someone watches a video, samples a product, or starts asking questions, Stanley sees it as a seed. "When they feel better, sleep better, or smile again—that's the harvest."

A TEAM THAT RUNS ON FAITH AND TRUST

"We don't clash," Stanley says. "We complement each other." Beth adds, "We trust God, and we trust each other."

They serve together with one goal: to help others feel better, do better, and believe again.

7 GREAT REASONS WHY ENGAGE MIGHT BE THE AFFILIATE OPPORTUNITY OF THE DECADE

1. Life-Changing Products That Actually Work
2. 100% Commission on First Orders
3. No Levels, No Confusion
4. Veteran Discounts with Meaning

5. Proven, Trusted Leadership
6. Weekly Pay, Triple Bonuses
7. You Can Start Just by Sharing a Free Video

"We're not here to pressure you. We're here to walk with you."



Get your Free Copy of 'The Origin' Video and prepare to be amazed!

Contact Beth & Stanley

Call Stanley: 717-587-6284

Email: CallStanleytoday@gmail.com

Website: microdaily.com/St Stanley

Call Beth: 704-458-1010

Email: Beth2024@icloud.com

Digital Card: TeamServe.co

(Or just request the free video. It could change your life.)



The Micronutrient Company

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"3 FOR 1" SPECIAL PRICING:

Because of our publishers' resources, we will 3x your order on all names purchased. Our special pricing is as follows:



200 Names (you get 600)	\$60.00
500 Names (you get 1,500)	\$125.00
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Over 80% of our buyers are repeat buyers a testimony to the responsiveness of our list.

All names supplied on peel and stick labels. All orders include fast, free priority shipping. Personal checks and money orders welcome. Orders will be processed within 24 hours. If you would like the file emailed in a CSV file, please make a special note of that, and include your e-mail address. We can either e-mail you the file or ship you peel and stick labels. We cannot do both.

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Email address: _____

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VISA



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DISCOVER

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Total Price: _____

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Exp. Date _____ CVV _____

Card Holder Signature _____

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You don't need to be a tech genius, a millionaire, or some social media ninja to build a real business.

All you need... is a tool that works as hard as you do.

Enter the ring:

The \$25 HBA Funnel Builder – no fluff, no hype, just knockout results.

Simple. Affordable. Built to Convert.

Most funnel builders overcharge and underdeliver. They give you 50 buttons, 200 templates, and a headache.

This one?

- ✓ \$25/month
- ✓ Pays you \$20 per referral
- ✓ Fast, clean, beautiful funnels
- ✓ Built by marketers who actually use it

You can build a landing page, bridge page, or even an entire sales funnel in minutes, not weeks.

It's simple enough for beginners, but powerful enough for pros.

Who's It For?

- Affiliate marketers who want a real system
- Side hustlers tired of chasing shiny objects
- Coaches, creators, and entrepreneurs who need pages that actually convert

No confusing upsells. No bloated software. Just a \$25 tool that does its job—and pays you back every month.

Earn While You Build

Here's the kicker: You make \$20/month for every person you refer.

Refer just 2 people? Yours is free. You're in profit.

Refer 10? That's \$200/month in residual income.

Keep going? That's when things get exciting.

This is how real people go from "just starting" to "finally winning."

Ready to Step in the Ring?

If Rocky Balboa built funnels... he'd use this one. No nonsense. Just heart, hustle, and results.



GET THE \$25 FUNNEL BUILDER NOW: [HBALAUNCH.COM](https://hbalaunch.com)

"It ain't about how hard you hit. It's about how hard you can get hit and keep moving forward."
—Rocky Balboa

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Celebrating



2003 - 2025

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Making \$5,000 a month is possible with a site that helps your community. A local city guide, classified website, or membership site gives your audience valuable information while creating a steady income.

With tools from www.FreeDemoWebsites.com, it only takes 15 minutes to set up a site like that! They've helped over 30,000 entrepreneurs build successful sites—no MLM involved.

"Many a small thing has been made large by the right kind of advertising."

— Mark Twain

Here's how:

1. Create a Local City Guide

Start a site that highlights what's happening in your town, like local restaurants, events, or deals. A city guide becomes the go-to place for locals and allows you to earn through ads and paid listings.

"A local city guide is more than just a website; it's a digital heartbeat for a community," says web expert Joe Daniels.

2. Launch a Classifieds Site

Build a local site for buying, selling, or trading items—similar to Craigslist or OfferUp. Listings can include real estate, jobs, and services, allowing locals to connect and find what they need.

3. Build a Membership Site with Monthly Fees

Create a membership site with premium listings or exclusive content. Examples include alumni networks or parent-teacher sites, which bring consistent income through subscriptions.

4. Sell Ad Space and Featured Listings

Earn income by selling banner ads and premium listings. Local businesses will pay for visibility to reach their target audience. This can be especially lucrative for popular city guides or classifieds sites.

"Doing business without advertising is like winking at someone in the dark. You know what you are doing, but nobody else does." — Steuart Henderson Britt

Starting your own local guide or membership site is more than just a business opportunity, it's a way to make a difference in your community while building a steady income. Don't let doubt hold you back!

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Is LeadsLeap Worth It?

An Inside Look.

By Chris Adler

Introduction: What's the Buzz About?

If you're in the market for a low-cost, all-in-one marketing system to generate leads and grow your business, you may have come across LeadsLeap through 27DollarDeal.com. With claims of automation, built-in traffic, and income potential, it's creating quite a stir in the online marketing world.

But is it worth your time and investment? Let's take a deep dive into the pros and cons so you can decide for yourself.

"A good system shortens the road to the goal." – Orison Swett Marden

LeadsLeap is designed to remove guesswork and provide a structured, automated approach to online marketing. Let's break it down.

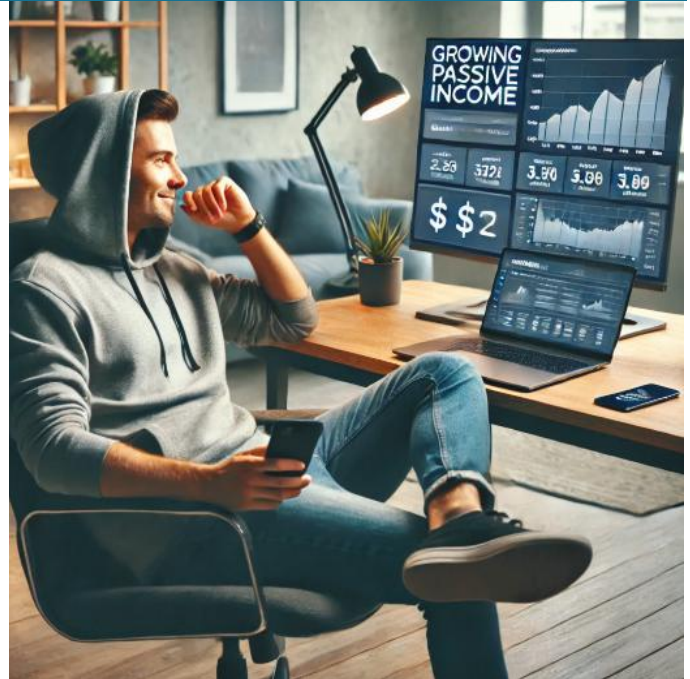
What's to Love About LeadsLeap?

- ✓ **Affordable Entry** – At just \$27, you get access to a full suite of marketing tools without breaking the bank.
- ✓ **Done-for-You Setup** – Ideal for beginners—no tech skills required to get started.
- ✓ **Built-in Leads & Traffic** – Leverage LeadsLeap's traffic exchange, ad system, and lead capture tools.
- ✓ **Marketing Automation** – Comes with an autoresponder, page builder, and ad tracking, so no need for extra tools.
- ✓ **Passive Income Potential** – Earn commissions by referring others, creating a recurring revenue stream.
- ✓ **Versatility** – Promote any business, not just LeadsLeap itself.

Try Before You Buy – Test it for free before committing.

Things to Consider: The Downsides

- ✓ **Limited Customization** – While it's plug-and-play, experienced marketers may want more flexibility.
- ✓ **Traffic Quality Varies** – Some leads come from a traffic exchange, meaning conversion rates may fluctuate.
- ✓ **You Still Need to Promote** – No system works without consistent traffic and action.
- ✓ **Competition Within the System** – Many users promote the same offer, so standing out is key.
- ✓ **Upgrades Recommended** – The Pro-level features unlock the full power of the platform.



Final Verdict: Should You Give It a Shot?

If you're new to online marketing or looking for an affordable lead generation system, LeadsLeap through 27DollarDeal.com is a smart choice. It provides automation, traffic, and income potential at a low cost. However, success depends on your ability to drive traffic and follow through.

The best part? You can try it for free.

Visit www.27DollarDeal.com to get started today.

Want to Make Good Money?

This isn't just about leads—it's about income. People using this system are making consistent commissions because it works. Imagine earning \$100, \$500, or even \$1,000+ per month just by sharing a simple tool that helps others succeed.

If you're tired of small commissions and struggling with online business, this could be the game-changer you've been looking for.

What is a Bridge Page and Why Should I Have One?

This article series is designed to provide a guide for affiliate and network marketers, from defining products and audiences, automating processes, maximizing profits, and effectively managing sales funnels. This month, we will start looking in more detail at some of the parts of this process, starting with the bridge page.

In affiliate and network marketing, capturing leads is essential for building a sustainable business. One effective tool to achieve this is the bridge page. But what exactly is a bridge page, and why should you incorporate one into your strategy?

A bridge page, also known as a landing page or pre-sell page, acts as an intermediary between your traffic source and the product you are promoting.

Why Should You Have a Bridge Page?

1. Capture Leads: One of the primary benefits of a bridge page is the ability to capture leads. By including an opt-in form, you can collect email addresses from visitors before directing them to the offer. This allows you

to build your mailing list, which is crucial for nurturing relationships and promoting future offers.

2. Build Trust and Credibility:

A bridge page helps establish trust with your audience. By providing valuable information, testimonials, or personal experiences related to the product, you position yourself as a credible source. This trust is vital for encouraging visitors to take action.

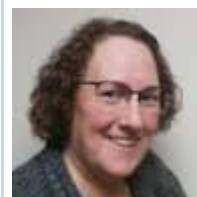
3. Enhance Targeting: A bridge page allows you to tailor your message to specific segments of your audience. By addressing their pain points and needs, you create a more personalized experience that resonates with them, increasing the likelihood of conversion. Just as importantly, and often overlooked, it can filter out those that do not need the product so only interested leads continue to the offer page.

4. Increase Conversion Rates:

Pre-selling the product on your bridge page warms up your audience before they reach the sales page. This can lead to higher conversion rates, as visitors feel more

informed and confident in their purchasing decisions.

In conclusion, a bridge page is an essential component of a successful affiliate or network marketing strategy. By capturing leads, building trust, enhancing targeting, and increasing conversion rates, you can create a more effective marketing funnel that drives results. If you're not already using bridge pages, now is the time to start incorporating them into your marketing efforts.



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Success Story: Coach Marcus Jones – 7FigureEarnings.com

As Thomas Fuller once said, "Great hopes make great men." Coach Marcus embodies this, turning his aspirations into action and his passion into a mission—empowering people to create life-changing income from home.

Delayed doesn't mean denied. Your breakthrough might be right around the corner. Just ask Coach Marcus Jones, the owner of 7FigureEarnings.com and a respected entrepreneur featured as a Home Business Advertiser cover story.

Marcus didn't achieve success overnight. Like many entrepreneurs, he faced setbacks, doubts, and roadblocks along the way. But he never gave up. Instead, he stayed committed to his vision, learned from failures, and refined his strategy until he built a thriving business helping others achieve financial freedom.

Whether you're looking to break free from financial struggles or scale your existing business, Coach Marcus has the blueprint and mentorship to guide you.

Reach out to him at 7FigureEarnings.com and tell him Bob Schwartz from Home Business Advertiser sent you.



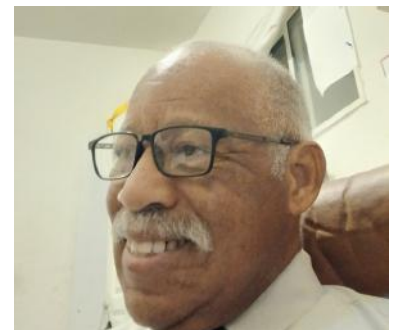
Ray Price Success Story: by Bob Schwartz

How to Thrive in the Booming Anti-Aging Market

Ray Price, from Altadena, California, has been an entrepreneur for as long as he can remember. As a successful affiliate with Great Life Worldwide, Ray is dedicated to helping others achieve success. He offers a unique opportunity to those who join his team: free full-page co-op advertising and he will enroll new members under you, Guaranteed! With tools like a postcard marketing system and self-replicating websites, Ray's team is well-equipped to thrive.

One of the standout features of Ray's business is a compensation plan that can pay up to \$5,300 a month without requiring you to sponsor anyone. Additionally, Ray is excited to share

Authentic Testimonials and other information about Phytozon, a new product in the anti-aging market. As Generation X enters their 50s, the demand for anti-aging products is growing rapidly, and Ray is positioned to help you tap into this booming industry.



Ray firmly believes in the power of leading by example. As he often says, *"The best way to lead is to show others the way by doing it yourself."* This philosophy has helped him build a strong, motivated team that thrives under his guidance.

If you're interested in learning more or joining Ray's team, reach out to him at raypriceray@yahoo.com.

Ray's ad is on page 5 of this issue, so be sure to check it out for more details.

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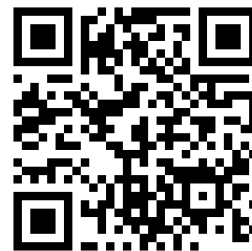
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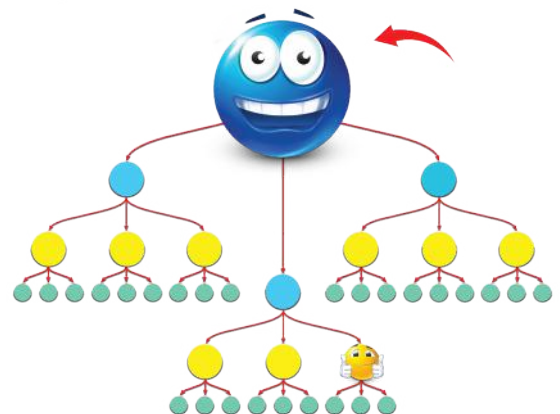
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THE RESILIENCE OF MLM AND INFLUENCER MARKETING: THRIVING POST-TARIFF WARS AND RECESSION

This article will be far different than any I have written for Home Business Advertiser. I aim to ease some Main Street Entrepreneurs' uncertainty about the current Tariff Wars and potential Recession. In the wake of global economic turbulence—marked by tariff wars and biting inflation—many industries faced unprecedented challenges. Supply chains faltered, consumer spending tightened, and businesses scrambled to adapt. Yet, amidst this upheaval, multi-level marketing (MLM) and Influencer Marketing are surviving and demonstrating remarkable resilience, delivering productive results in a transformed economic landscape.

As we know, Multi-Level Marketing (MLM) operates on a business model where independent professionals market products and services directly to consumers, earning commissions from their sales and those of their marketing organization. Conversely, influencer marketing leverages social media personalities' reach and credibility to promote products and services, capitalizing on digital platforms' growth. Notice how these two marketing channels seem very similar? I want to explore these channels' historical rise, current state, and future prospects, drawing on recent data and expert insights as of April 2025 to understand their trajectories and interactions.

Historical Context and Rise of MLM

MLM, also called network marketing, has roots in the mid-20th century, with pioneers like Watkins Products, Shaklee, Fuller Brush, Mary Kay, and Amway. Its appeal lay in low entry barriers and the promise of financial stability through building a "downline" of distributors, known today as non-statutory employees or captive independent contractors. By leveraging personal networks and word-of-mouth, MLM thrived in pre-digital eras, particularly in the late 20th and early 21st century. The model is effective for network marketing, especially in health and wellness, beauty, household goods, and some services. We all know MLM has faced criticism and is often conflated with pyramid and Ponzi schemes due to its focus on recruitment and income claims. Despite this, MLM has adapted to technological advancements, integrating digital tools and auto-subscriptions and replacing the need for distributors to hand deliver customer products by the early 2000s.

Current State and Challenges of MLM

As of 2025, MLM presents a mixed picture. Market data indicates the potential significant growth, with Business Research Insights projecting the global MLM market size at USD 190 billion in 2024.

Yet, the numbers released by the DSA (Direct Selling Association) indicate a decline in sales from a decade-high of \$42.7 billion post-COVID in 2021 down in 2023 to \$36.7 billion in annual sales. During the same period, full and part-time independent representatives amounted to 7.3 million in the USA. These figures suggest that MLM remains on a slow descent as the niche adjusts to heavy debt, sluggish sales, and a changing consumer view toward the marketing channel. Statistics show this decline in consumer trust began around 2008 when America entered what anthropologists call a PTE (Post-Trust-Era.) This decline has also been the catalyst for the rise in Influencer Marketing, which is why I believe, based on my research, we will continue to see these two marketing channels merge.

In expanding on the concern with consumer trust, a 2025 article from Socially Powerful argues that traditional MLM models are losing appeal, stating, "the days of multi-level marketing models are over" in the context of competing with influencer marketing on TikTok Shop. The article highlights that MLM struggles to build genuine connections, with consumers viewing reps as salespeople rather than trusted friends. Yet, we still see the most respected network marketing trainers, still teaching

that MLM is a relationship-building business; people buy from those they Know, Like and Trust – where did the trust go? Yet, this perception argued by the Socially Powerful article is supported by WinSavvy, which shows 85% of network marketers use social media for promotion, not relationship connecting. In other words, only 30% use Influencer Marketing, indicating a lag in adopting effective, trusted ways to win back consumer trust.

Additionally, MLM still lags behind Influencer Marketing, with only 55% using video marketing, suggesting a shift, but not enough to match Influencer Marketing's authenticity. Let me clarify that Influencer Marketing isn't about promoting a product, it is about building Trust within your network of followers and viewers. This is precisely what MLM used to stand for. Today, many MLM reps are seen as brand ambassadors instead of influencers who talk about a product they like or dislike.

Statistics from the FTC (Federal Trade Commission) in September 2024 reveal that the average MLM marketer earns \$1,000.00 or less annually, which may fuel consumer skepticism. However, the DSA statistics also show that 6.8 million marketers are part-time. The DSA also explains that most want a discount on their products or services, not earn any income. The focus on recruitment over product sales, as noted in The Atlantic, has led to growing anti-MLM sentiment on platforms like YouTube and TikTok, with Reddit's antiMLM forum growing from under 1,000 members in 2017 to over 740,000 by 2021, reflecting ongoing controversy.

Adaptation and Future Prospects of MLM

Despite all these challenges, MLM is still evolving as more and more MLMers, as they are known, adopt an Influencer Marketing mindset. Many companies are shifting to affiliate marketing models, focusing more on product sales and less on recruitment, aligning with consumer preferences for transparency.

Despite all these challenges, MLM is still evolving as more and more MLMers, as they are known, adopt an Influencer Marketing mindset.

Global MLM Solution notes the industry's reliance on network marketing statistics for decision-making, with trends like health and wellness products driving growth. The integration of social media MLM influencers, as seen in Business for Home, shows potential, with top influencers building significant followings. The poll, closed on March 5, 2024, categorized influencers into nano (1,000–10,000 followers), micro (10,000–100,000), macro (100,000–1,000,000), and mega (1 million+), with a majority being female, indicating a demographic focus.

However, the evidence suggests that MLM's marketing effectiveness is declining relative to influencer marketing. Socially Powerful notes that MLM ambassadors cannot replicate the trust influencers build. Consumers view influencers as close friends, a connection MLM in the 21st Century seems to struggle to achieve. While market

size grows, its ability to compete in a consumer landscape valuing authenticity may be limited for those MLMers who do not move into Influencer Marketing.

Historical Context and Rise of Influencer Marketing

Influencer Marketing began in the late 90s with the rise of AOL and Yahoo Groups. However, it wasn't until the early social media platforms, such as MySpace, blog platforms like WordPress, and personalized autoresponders like ProSEND, that the channel gained the notice of the CMOs (Chief Marketing Officers.) By the 2010s, brands recognized influencers' power to drive consumer behavior, with Marketing Insider Group noting that by 2019, 86% of companies had Influencer Marketing budgets. The growth was fueled by authenticity, engagement, and platform expansion, with influencers seen as more relatable than traditional celebrities. As I stated above, platforms like MySpace and YouTube led the way to Instagram, TikTok, and even the short-lived rise of Clubhouse, enabling creators to build massive followings and drive sales. Today, communication platforms known as "Dark Social," such as WhatsApp, Telegram, and FB Messenger, are leading Influencer Marketers to thrive.

Current Trends and Challenges of Influencer Marketing

As I showed above in 2025, Influencer Marketing is thriving, with key trends shaping its evolution. Marketing Insider Group highlights the shift to micro (10,000–100,000 followers) and nano (<10,000 followers) influencers for higher

engagement, using AI tools to vet authenticity and avoid fake followers. Authenticity is crucial, with consumers demanding honest opinions, and transparency is increasing, with #ad or #sponsored disclosures seen as status symbols. Brands focus on long-term partnerships over one-off posts for authentic integration.

Socially Powerful emphasizes TikTok Shop's role, where influencers drive quick monetization. Consumers trust recommendations as much as family. The platform offers a seamless shopping experience, reducing friction. However, challenges include market saturation, with major influencers losing appeal, creating opportunities for smaller creators. Socially Powerful advises brands to partner with micro and nano influencers for closer audience relationship-enhancing strategies.

Future Prospects of Influencer Marketing

Influencer Marketing's adaptability ensures its longevity. The shift to smaller creators, AI vetting, and platform innovations like TikTok Shop suggest it will become more targeted and effective. Marketing Insider Group notes tips for reaching new audiences, reinforcing its growth trajectory.

Comparison and Interaction Between MLM and Influencer Marketing

MLM and Influencer Marketing are finally beginning to intersect, with some MLM companies allowing their captive reps to

integrate Influencer Marketing into their marketing strategies. It's been hard for MLM company leadership to understand hotel meetings and personal parties are not as simple to pull off these days. We are also seeing MLM companies expand and bring on Influence Marketers outside the traditional MLM models, testing the lack of control over the process. Business for Home shows active MLM influencers, but WinSavvy reveals only 30% of MLMers using Influencer Marketing, indicating a gap. Socially Powerful notes MLM's struggle to replicate influencers' trust, with consumers preferring genuine connections. While some MLM companies are experiencing revenue growth, the overall channel's marketing effectiveness lags, highlighting a competitive disadvantage.

Conclusion

My conclusion is that while MLM shows market consolidation and a slight continuation on a downward trajectory, I firmly believe if the community continues to merge its strategies to include Influencer marketing, then the rank-and-file MLMers, the part-timers, the smaller creators, will gain back the consumer's trust and dominance. It will take some time, but it will work. However, it will be a new type of MLM leaning toward influencer marketing's superior consumer connection, shaping future marketing landscapes as we grow through the 2025 Tariff Wars and potential economic recession.



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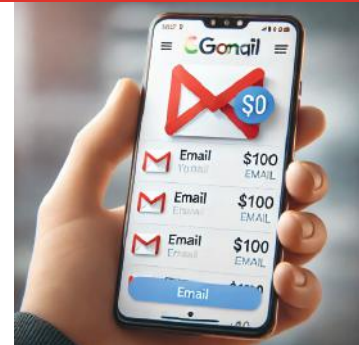
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What 21 Years of Mistakes Taught Me

(And What Some Entrepreneurs Miss)

by Bob Schwartz, Jr.

Running Home Business Advertiser (HBA) for over 21 years has been an incredible journey—not just because of success but because of the struggles.

It's been a rollercoaster of lessons, sleepless nights, and faith-filled breakthroughs. And through it all, I've learned that the difficulties are what 21 make it worthwhile.

What began as a small seed of an idea has grown into something special. Inspired by my years at Cutting Edge Media, where I cut my teeth writing ads and handling sales calls. Over time, I moved up the ladder to become National Marketing Director and part-owner of a team that grew from six to 80 employees.

Those early years taught me that relationships, integrity, and persistence are non-negotiable in life and business. But they also taught me that the path is rarely smooth. It's easy to think the hurdles you face are insurmountable—until you look back and see how they shaped you into who you are today.

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By following the Golden Rule, building truthful connections, and focusing on service, HBA has become a trusted resource for entrepreneurs and affiliate marketers.

Today, nearly 80% of our advertisers, leads customers, and click traffic clients come back—and they refer their friends.

But what you don't see behind those numbers is the hard work, the sacrifices, and the mistakes that led here.

Mistakes That Taught Me the Most

Mistake 1: Thinking I Could Do It All Alone

In the early days, I thought I could handle everything myself. Ads, sales, operations—you name it, I was doing it.

But trying to do it all burned me out and cost me opportunities. Success isn't a solo mission, and the weight of trying to be everything to everyone made me realize I needed help.

Building a great team changed everything.

My wife Jennifer is my partner in life and business. She brings creativity, heart, and energy that makes HBA better every day. She reminds me, "God will work out ALL things for good, Bob". Maria, our designer who started with me at Cutting Edge Media, has been instrumental in the magazine's success with her artistry and dedication. Brian, my printer, is always looking for ways to make HBA better.

Together, we've faced challenges I couldn't have overcome alone.

Mistake 2: Forgetting to Trust God

There were times when I tried to control every aspect of my business—thinking if I just worked harder, planned better, or worried more, I could guarantee success.

But I've learned that no matter how much I plan, there's always an element of the unknown. That's where faith comes in.

My role is to do the work, stay consistent, and trust God with the rest.



As Proverbs 16:3 reminds me, “Commit to the Lord whatever you do, and your plans will succeed.”

This doesn’t mean everything will go perfectly, but it does mean that when I trust God to do His part, the outcomes are far better than I could have ever orchestrated on my own.

Letting go of that need for control has been freeing and has allowed me to focus on what matters: serving others and staying faithful to my calling.

Mistake 3: Working with the Wrong People

Early on, I tried to work with everyone. I thought I had to say yes to every client, even the ones who drained my energy and questioned my integrity.

Now, I work with positive, like-minded entrepreneurs who value the process and understand the risks and rewards of building a business.

It’s not always easy to walk away from a deal, but it’s always worth it to protect your energy and your vision.

HBA is more than a magazine—it’s a family. And like any family, we’ve faced our share of storms.

There have been months when I wasn’t sure we’d make it. Times when I wondered if I was in over my head.

But through faith and persistence, we’ve weathered every challenge.

That foundation—faith and gratitude—keeps us grounded. It’s what drives us to pray for our advertisers, celebrate their wins, and stand by them when they’re struggling.

As Zig Ziglar said, “You can have everything in life you want if you will just help enough other people get what they want.”

The road ahead isn’t without challenges, but it’s filled with promise. More people are seeking control over their lives, starting businesses, and building personal brands.

I believe the future of HBA lies in helping these entrepreneurs succeed—whether it’s through co-op ads, direct mail, or digital marketing enhanced by tools like AI.

As I often say, “One step at a time. Focus on the next right thing.” With the right tools, mindset, and a commitment to the long game, success is inevitable.

Here’s the truth: Building anything meaningful—whether it’s a business, a family, or a legacy—is hard. There will be mistakes, setbacks, and sleepless nights. But those moments of difficulty are where the magic happens.

Every challenge shapes you. Every mistake teaches you. And every success reminds you why you started.

To anyone reading this: Don’t give up.

The path isn’t supposed to be easy, but it is worth it. Take the next right step, learn from your failures, and stay grounded in faith and gratitude.

With time and persistence, you’ll build something extraordinary.

**"For nothing will be impossible with God."
– Luke 1:37**

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Richard Trotter's Legacy:

"How One Ad Turned Into \$200,000"

Why did I sign up with **American Bill Money**? Well, it's a bit of a strange story, but it's true. A good friend of mine, Richard Trotter, was buying advertising space in Home Business Advertiser magazine from me.

Richard, who loved his Mustangs and racing cars, was passionate about network marketing and direct mail. I believe he said his daughter was an MLM millionaire in a company called Monavie.

I knew Richard for years, and we had many mutual friends. Sadly, Richard passed away a few years ago and I pray is now with the Lord, but I remember our conversations vividly. He signed up with a company called **American Bill Money** (ABM) and was excited about it.

Richard wanted to run a full-page ad in the magazine, which cost about \$595 back then. He ran the ad and told me

he had 3 or 4 new distributors sign up under him, so the ad was profitable and worth running again. I like that.

When Home Business Advertiser's clients renew their ads (almost 80% do), that's good for my publishing business. But when it came time for renewal, he didn't call me back. I wasn't sure if it was because he wasn't happy with the ad's performance or if something had happened to him. I called and emailed him and didn't hear anything back.

Possible Opportunity? I knew all Richard had to do was run the full-page ad. He didn't have to talk to anyone because ABM did all the follow-ups and took the calls for him. All he needed was his ID number in the ad. So, long story longer, 17 years ago, I decided to sign up with **American Bill Money** myself, using the same ad Richard ran but with my ID number instead of his.

It's been about 17 years since then, and I can say not a week goes by without receiving \$75, \$150 or \$225 in the mail. Just last week, I got \$515, and I've even received \$1,000 money orders overnight. Over the years, I've made almost \$200,000 part-time, passively, just by advertising **American Bill Money** in Home Business Advertiser.

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God, Family & Business

I have learned the importance of keeping our priorities straight the hard way. Over the last 20 years, from 2003 to 2023, I have used the principle of prioritizing God, family, and business to build my lead generation and publishing company, and to navigate my work and personal life in a meaningful direction.

As we go through life, it's easy to get lost in the hustle and bustle of daily living. We tend to focus on our jobs, businesses, and personal goals, often forgetting the things that truly matter. But as we strive towards success, it's important to keep our priorities straight. In this article, we'll discuss why God, family, and business should be our top three priorities in life.

Priority #1: God First. It's important to put God first in our lives. As we surrender to Him, we become more obedient, and our lives take on a greater purpose. As Abraham Lincoln once said, "I have been driven many times upon my knees by the overwhelming conviction that I had nowhere else to go. My own wisdom and that of all about me seemed insufficient for the day." When we put God first, we gain a sense of direction and clarity that we can't find anywhere else.

Priority #2: Family Second. (Including Yourself) Family is our next top priority. It's important to prioritize spending quality time with our loved ones, including ourselves. As Benjamin Franklin said, "Time is money." We should invest our time wisely in the people who matter most to us. Ronald Reagan once

said, "All great change in America begins at the dinner table." When we focus on our family, we create a strong foundation that will support us through life's challenges.

Priority #3: Business. Work is important, but it should come after God and family. As Mary Kay once said, "God first, family second, career third." When we prioritize our personal relationships and our faith, we create a balance that allows us to pursue our professional goals with more intention and focus. As the saying goes, "If you take care of your business, your business will take care of you."

5 Actionable Steps

Here are some actionable steps to help you prioritize God, family, and business:

1. Set aside time for prayer and Bible reading each day.
2. Schedule regular family time, whether it's a weekly dinner or a monthly outing.
3. Create a plan for your business that aligns with your personal values and priorities.
4. Take breaks and rest when needed to avoid burnout.
5. Allow yourself to have fun and enjoy the simple things in life.

***"Commit to the Lord
whatever you do, and he
will establish your plans."
- Proverbs 16:3***

Renew Your Energy

Finally, it's important to renew your energy by finding hope in God's



promises. As we face challenges and setbacks, we can rest in the knowledge that God is in control. We can find strength in Him to keep pushing forward, even when we feel like giving up.

As we journey through life, let's remember to keep our priorities in order. Let's put God first, family second (including ourselves), and business third. By doing so, we'll create a foundation that will support us through life's ups and downs. Remember to take actionable steps towards your goals, find rest when needed, and renew your energy through faith.

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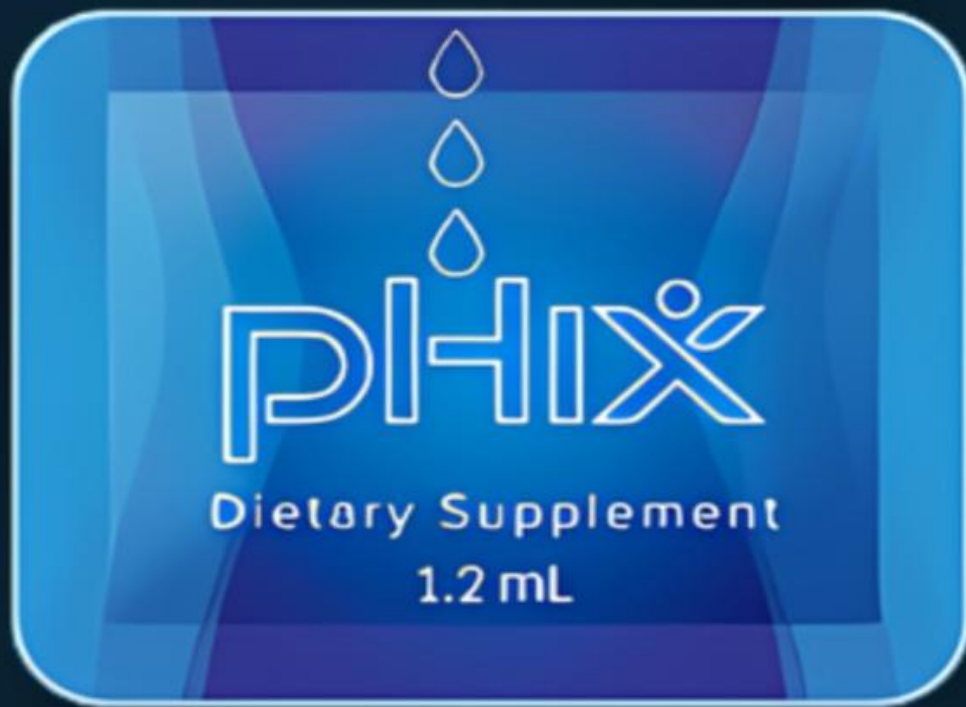
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