



Corey Dan Interview 7-11-25

Dan

All right, there we go, we're recording.

Corey

Hey, Dan, I want to thank you for joining me for MLM That Works Conversations and for giving all of our listeners and future members not only your inspiration of why you created My Connect Pro, but also how you researched different business landscapes on the best way to launch a business and also what made you choose a revenue sharing model versus just a conventional method of private public funding partnerships or issuing stock.

Dan

So Corey, you and I talked about this before and so that's a great question. Most people, and I like to compare it to Kleenex and it's like, what's Kleenex got to do with meetings? And, but if you go back years and years ago, back to even like when I was a kid, my grandpa and grandma would ask me if I needed a tissue. And as Kleenex, which was a brand that came onto the marketplace, everybody was buying Kleenex and pretty soon that brand carried over into such a strong identity that today, that's all people do is ask for Kleenex versus a tissue.

You need a Kleenex and that's actually a brand, they don't say tissue anymore. Well, Zoom is the same way. We've reached the point where Zoom, when people are talking about doing meetings, they just say, are you doing a Zoom meeting tonight? They don't know whether you're using GoToMeeting, whether you're using free conference software, if you're using Google Meet, or if you're doing Zoom or whatever, but that has become such a strong identity with online meetings.

And so to really expound on that a little bit, Zoom is now to the point where they have 84 million users per day, 48 million of those are subscribers. And since COVID, this whole idea of meetings on computer, virtual meetings has just exploded. They're now to the point where over the next five years, they're gonna double.

And so that's opened up a whole idea of everything that is going on here. Everything is going revenue sharing of some sort. So we looked at that, we said, why is that not happening? And so we started consulting with a few different people and to just make this short, we really came to the conclusion that what could be a really massive opportunity because right now nobody is doing a revenue sharing platform.

You can get some affiliate commissions for referral fees, but it's not revenue sharing. And so we wanted to do that. So we started building on that about six months ago, started putting everything together, launched about three months ago into testing.

And then last week, we actually went into beta. So pretty fast moving, pretty exciting. And I think where we're gonna go in the next year to two years is pretty remarkable.

Corey

Well, thanks for answering that question, Dan. And just for people's reference, this is July 11th, 2025, as we have this conversation. So Dan, the biggest question all of our listeners have is where have you been in your life and how did you land on one of the most, what I feel, amazing product revenue sharing marketing ideas I've ever seen in my almost 60 years of life?

Dan

Well, I'll try and keep this short because that's a loaded question. I've been around the block a few times. 1985, I

was rehabbing homes and flipping homes before the word flipping even existed. In fact, the state of Michigan in, let's see, 1990 called me and says, hey, we've noticed on our books that you've sold quite a few homes.

Do you know that you gotta have a real estate license? I said, I didn't know that. And so that launched me into getting a real estate license just so that I could stay legal, so I could continue to buy and sell houses. And today I'm a real estate broker, actually with 25 different agents.

Being in the real estate industry, you have a target on your back with opportunities. This guy is, oh, he's a real estate agent. And so we get hit all the time with different opportunities.

And so I've had a lot of exposure to different types of marketing opportunities, network marketing opportunities. And to be honest, I like it. I like the industry.

I love the idea of network marketing because it gives the consumer an opportunity to possibly be involved in something that could put an extra 500, 600, maybe 1,000 bucks a month into their family budget, which is recurring. I like the idea of recurring income. And so just being the fact that I happen to be in the West Michigan area in Grand Rapids where everybody's heard of Amway.

Well, they're in our backyard. They're really the grandparents of marketing and actually went to court with the federal government and won. And if it wasn't for that lawsuit and Amway fighting it and winning, we may not be discussing network marketing.

So Amway gets a lot of credit for being able to defend the concept of free enterprise network marketing. And so I fell in love with that. And as you can see with technology, I was around in real estate before the internet, right? And so before the internet, which was really 1993 started to really launch, nobody knew what it was, what it could even do.

In fact, I actually thought, what the heck do I need electronic mail for? Because I was doing a lot of business with banks in foreclosures. And they say, yeah, you have to have an electronic account because we're gonna start sending you documents by the computer. So I opened up an account, I got it.

And I rarely checked it because I had no idea what was in there. One day I opened it up and I go, holy mackerel, look at all these inbox, what's in my inbox. I have all these messages.

And now today it's been shortened to email and look at where we are with the internet with this meeting platform, which is just remarkable. When you think about the period of time from the time in 1993 that the internet was launching to where we're at right now doing this meeting and actually being able to record it, I think is just absolutely phenomenal. So I could go on and on about all my entrepreneurial background, but the fact is I like this industry.

I like network marketing. And I think, as I said before, it's a tremendous opportunity to bring this all together and create a new opportunity.

Corey

I agree. When I was in the 80s and 90s, I went to a lot of MLM meetings and joined a few from electricity to motivational satellite dishes to supplements like Melaleuca. And I always enjoy the meetings and things. I think the thing that's really nice about your program is it really doesn't take a lot except even this interview will probably answer all the questions people are going to have

So you don't have to really invest a lot of time or money going to meetings and things. One thing I'd like to have you talk a little bit about is other ways to make residual. So that's one thing I've always kind of looked at is residual income and any opportunity.

My first job out of college, I sold life insurance for that only reason. I had a couple of degrees, but I thought, well, life insurance seems to be where the money's at. And I'm also kind of doing merchant processing, but I really can't think of a lot of other ways to make a residual.

You can make it with US Foods and work a lot of hours and you'll keep it while you're there. But what is your thoughts on, for people that are needing an extra dollar, which is pretty much everybody that I meet, and even the people that are successful that like to have more extra dollars, what other choices are there for people out there to try to make a residual, especially for people that they'll never meet?

Dan

That's a great question. I mean, obviously, you can go, thanks again, back to the internet.

You could go on the internet and you could probably do a search for opportunities if you really wanted to. But you know I kind of agree with you. I think that over a period of time, there's a number of companies that have proven themselves that have been around for a long time.

If I was sitting back going, I need recurring income, I want residual income, because the first thing that I always tell people is first you gotta understand what is it, right? What is recurring income? What is residual income? What does that mean? And it simply means that you have other people that you share this opportunity with that are gonna duplicate your efforts, right? That's number one. Number two is you're gonna get rewarded for sharing. And if you're fortunate enough to be able to build even a small organization that can make you 600 to 1,000 bucks a month, the cool thing about that is if I hurt my back and I can't work, or if I can't go to work, or if I'm sick, or it's COVID, or Lord knows what it might be, you still have this income that you can fall back on that you wouldn't have had if it was just a regular job, a J-O-B, right? So that's one of the powerful things.

Now, and by the way, network marketing has been around for 2,000 years. It's not a new thing. It's this, the idea of residual recurring income has been around for many, many centuries.

There's a lot of people that have made money off from the idea over hundreds and hundreds of years. So it's not a new concept, but I think that the idea has kind of dissipated into the woodwork where it's not some people think about that much anymore. And that's what I like about the idea is that you can go out and build this.

And so I don't know if I answered your question, but I think there's a really a powerful, powerful benefit to people understanding the value of recurring income and taking a sliver of your time every week and putting it into something that's gonna build you a recurring income. And with our company, and I will say, I'll toot our horn just for a little bit, we believe that we have one of the best compensation plans in industry. We pay out 60% of the revenue back to our organization.

So that is really remarkable. I think that if that speaks volumes for people that wanna be able to, if you wanna be associated with a company where you're gonna be able to make money and you're gonna build recurring income, you wanna be with a company that's not greedy, that you're gonna get paid and compensated really fairly for what you're doing. And so if you can refer this to five, 10, 15 other people, and they do the same thing, that can turn into very quickly, a very, very nice recurring income into the thousands of dollars per month.

We have one of the best pay compensation plans out there. And it's not complicated. It's not like one of these that's gotta go to Harvard.

Even the Amway compensation plan, they teach it at Harvard because it's got a lot of complexities built into it and a lot of breakoffs and all that. We don't do that. Very, very simple, a very five level payout.

Here you go, and it's done. And now go make your money.

Corey

Yeah, for our listeners. So the average MLM pays out about 40 to 45%. And what happens is they usually have to add 40 to 45% to their product costs. So most MLMs are pushing a product so if you're going to buy some Miracle product from Melaleuca, they're gonna add 45% to the cost. And you can typically buy that same quality of product at Amazon for 45% less. But the nice thing with what My Connect Pro has, in my opinion, is you only have to build the software once and then just keep making sure it works incredible and keep adding, we'll be adding, I'm sure you'll be adding benefits for until the end of the year, at least.

We'll be adding all sorts of things that maybe you haven't even thought about by now. So that's the cool part. But yeah, most MLMs I've seen, I looked at Amway, but Amway was just, I said, well, if you got the same price as Sam's Club, I might consider doing it, but they weren't because obviously they had to put the commission plan on top of the production costs.

And the production costs are gonna be the same for everybody to produce a bottle of lotion or a supplement. One other thing I wanted to ask that comes up all the time, well, I want to make one more comment on MLM. So everyone's pretty familiar with Amazon or Walmart, and they have an affiliate program.

So you can look at MLM kind of like an affiliate program, but with Amazon and Walmart, they're only gonna pay you one level. So, but it's kind of like a multi-level, but they only have one level. And every Fortune 500 company will pay you typically 10% if you want to set up your own Amazon store or something like that from one of my research shows.

So all we're doing is allowing people to make some income off of the four levels below them. And obviously with that, we can eliminate all the marketing costs that obviously Zoom and Go To Meetings ... The only reason they got big is they had to spend a lot of money on advertising, right? Yeah.

But the next question I think that comes up all the time, as I wanted to kind of talk about, everybody always thinks of, pyramid always comes to the front when you talk about multi-level marketing. And what I like to tell people as well, if you look at Amazon or a bank or any major corporation, it forms a pyramid. There's 10,000 tellers at the bottom and there's a board of directors and a CEO at the top.

So I think every business really, and that's kind of the American dream in my opinion, a pyramid really is one guy at the top or a group of people creating an idea and then hiring people down that pyramid to give them opportunity, which is usually trading time for money. But do you have any comments on pyramid and what people should think when they hear that word? I guess people like Bernie Madoff, which was a Ponzi scheme, but people think it's a pyramid, but do you have any comments on that? And how do you, anyway, I'd love to hear your comments on that, Dan.

Dan

Yeah, absolutely. Corey, you bring up a really good question. And honestly, I think the whole idea of the word pyramid has gotten a bad rep because the truth is, if you're watching this video right now, this recording, I can promise you, if you have a job, you're part of a pyramid, whether you like it or not. If you don't like that idea, the truth is that you have a boss, who has a boss, who has a boss.

Now, the only difference between that pyramid and any other kind of pyramid is that within different types of pyramid structures, you are allowed to advance through the different ranks and levels to get more income based on how that business is structured. So you wanna work for a business, whether it's an auto body repair shop, right? Guess who's doing all the work? The guys at the bottom who are doing the actual, bending the metal and polishing the metal and painting and all that hard work in a body shop. But then guess what? They have a supervisor or a general manager who's watching over, making sure that that work gets done.

And then it goes up and then he's got a boss and then they got the office manager and then you got maybe one or two different owners above that. So no matter where you work, grocery store, same thing. I mean, everybody has a boss, there's a different level and you can progress to that level.

I had an uncle that worked in a huge, huge grocery store chain and he started out at the bottom and by the time he retired, he was one of the vice presidents of the company. Well, above him, they had executive vice president. So he never made it that high.

And then above the executive vice president, they had president and then the CEO. So yeah, no matter what you do and where you go, there's always some sort of pyramid and there's no other way to call it, right? You can't call it anything else because it is truly a pyramid organization. So, but again, to what we do, this is where it really kind of, I always encourage people, whether you like the name or you don't like the name Pyramid.

And I personally, I don't have a thought one way or the other, whether it's really that good or that bad. I just, it is what it is, right? But we are a pyramid organization. We are a network marketing organization.

We're a marketing company, right? We are a revenue sharing company, whatever you want to call it. The only difference is that if you're willing to share this with a few other people that would appreciate this, right? You're going to make some money. And if they go out and do the same thing and you might get lucky to have somebody that's within your organization, it's really a go getter.

And they go out and bring in 200 people and those 200 people bring in 10 and 15. And at some point you're progressing through the different levels at a pretty nice pace. And your income is gonna continue to go up every month.

And for my thought, I always call it it's walkaway money, because that's the beautiful thing. That's what we're working for. So yeah, to your question, everything is a pyramid, no matter what you do.

Even if you're a basketball or football star and you're on the field, you're part of a pyramid organization. So, and we're no different. The only difference is how do you make your money, right? And if you're working in a JOB pyramid, how are you getting paid? Are you happy with your income? Do you feel like you're getting paid fairly for the work that you do? Most people are gonna say no.

Corey

And I appreciate you addressed that question. Not a lot of people would even have the guts to even address that word. And the other thing I would say about a pyramid is there is usually no product.

They're using money from the upper tiers to pay the bottom tiers to get the illusion of a product. But one thing that's really great about My Connect Pro is you can use our product and it's a great value whether you get involved in the business side or not. So that's really the real test.

If you like Melaleuca, you can just buy their products and you don't have to recruit anybody. And if you like their products or what they cost, it's legitimate, just same way with Amway. So that's, but most, a pyramid doesn't have anything attached.

It's people on the top paying the bottom to get the illusion. But the other thing I really wanted to talk about, and first, I really appreciate you taking the time to answer some of these harder questions, is what do you think is really probably the best? One thing I try to tell people is don't get involved into this program because you need the product. If you need the product, that's really great.

But I tell people, I go, this is really the only chance that you need of if you're really struggling financially, there's not a lot of ways that you can make up a \$100 gap a month or a \$500 gap a month, except trading time for money. That's pretty much everybody's solution is to get a second job. So I tell people, whether you can use this magnificent software or not, plug into the plan because you get four people, you're breaking even, but it really gives you a chance to make money on a \$15 investment.

And the other way I look at it, Dan, if I gave my stock broker \$15 a month for a year and I got \$500 back a month next year, I would be pretty excited, right? That would be pretty amazing because Berkshire Hathaway, which is probably one of the best stocks out there, has only returned 20% over 50 years. So this is, a lot of people invest \$15 to cost a lunch. And even if you just made \$50 a month, that'd be a hell of an investment.

What do you think?

Dan

No, 100%. In fact, to piggyback on that, Corey, turn it around and think of it this way, is that if I gave my stock broker \$15 every month, what are the odds that at the end of, you're very first year, you would even actually have a profit on that because we know how the stock market goes. It goes up and then it goes down.

Well, when it goes down, I might've lost \$10, right, last week. And now I have to make that back up. And it might take several weeks for me to get that \$10 back.

In the meantime, I'm still putting 15 in. So at the end of the year, I might be lucky if I make 15 or \$20. And that's the reality of the stock market because of how it goes down and take some big drops.

And then it takes a long time to climb back up to where you break even. So, yeah, that's a good

Corey

I think statistically, I looked up yesterday, 80% of people that are stock market investors lose their money. So they say you have, I think it's maybe better chances at Vegas to make some money than the stock market, but not many people are wildly successful in that arena from what I've read. But- Yeah,

Dan

This is an opportunity. This is really a golden opportunity to own your own business and you own your own meeting platform business. So if somebody were to come to me and say, Dan, what do you do? Say, hey, I just started my own business.

I got my own business. And they go, really, what is it? And if they're willing to ask me what it is, there's an opportunity to talk to them about what we do. They say, just look at, I've got the licensing rights for this new meeting platform that competes with Zoom.

And the reason I invested in putting time into getting this business going is because when I share this with other people, I actually get paid, which is very, very exciting. And so there's nothing like it out there. And people are gonna go, wow, I need to know more about this.

So it's just an easy way to talk to people. And certainly, who doesn't wanna be involved in a business where you can make money and start right away and start making money right away. So, yeah.

Corey

Absolutely. I think the other big point that regular businesses miss out on, like Zoom or GoToMeeting, is client retention is really hard to keep. Because, I mean, Zoom is a month-to-month contract, just like the other ones are.

But if somebody is involved in My Connect Pro or even making 20 bucks a month, I'm guessing the turnover for your business is gonna be very minimal compared to what will happen with Zoom in the coming months or years as My Connect Pro gets more well known on the market.

Dan

Well, we know just from our own research, before we even started to launch My Connect Pro, we did some market research and did quite a few surveys. And we found that 47%, which is, I mean, you're ready for this, 47% of Zoom users are not happy with the product and are looking for a different option.

Corey

Because as it was Zoom, you have to download some of their software on your computer to even go to a meeting. Isn't that how that works?

Dan

Yeah, same thing for Go To Meeting is the same thing. My Free Conference is the same way.

By the way, My Free Conference isn't free. That's just their name. But yeah, you have to download the software.

With ours, it's an instant link. You open it up and you're in the meeting and there you are. So we've really streamlined things to make it easier for people to even use our product.

Corey

And the best part, I'm sure you were gonna even mention, is your price will stay at \$14.95, which I think Zoom is \$15.99 a month for their first tier plan. And for people that don't know much about the conference software, I

believe you have to pay if you wanna just even record, right, and it had more than 40 minutes. That's kind of the big thing that people will pay for.

Dan

Yeah. Yeah, with our software, you're paying one price and you get everything. You get what we call the webinar package.

And in these different competitor meeting platforms, the webinar package can go anywhere from \$30 a month to \$79 per month, just to get the ability to do live streaming to YouTube, Facebook, LinkedIn, things like that. That's all of that is built into our software. So you get one package, one price.

Corey

That's what's so genius about your plan. And it's gonna be, I mean, I can't imagine being an Amway or a Melaleuca and what it takes just to have warehouses and staff and the overhead it takes to continue to produce and ship products. I think, I don't know how that affects the bottom line of a company like that and where they're at, but it's a lot more moving parts than creating one quality software package.

For the compensation, I guess I'll go through it really quick. And it is really simple. On my website, MLMthatWORKS.com, I have a calculator where you can type in how many people you think each person would recruit.

So on the first level, you're making 25% of the sales, second level's 15, third level's 10, and the fourth and fifth level pay out 5%. Where the fifth level really is the level where you start making the really substantial money, about 80% of what you're gonna earn. But if you go to the website, if you put in just five people, people just find five people a piece, which isn't really pie in the sky, you start making about \$3,000 a month.

And that can happen, if it takes five months, it takes by Christmas, that's pretty good money for just talking to five people. But yeah, if you'd like to make some comments on that, but it is a really simple plan. It's just simple math. There is no again....your right, I think I had to take Trig to see some of these comp plans I went to...they really make them complicated and usually make them complicated so the company wins and the members don't.

Dan

Well, real short, I'll be real short on that. But the more complicated a comp plan is, the more difficult it is to enroll people because if they don't get it and they don't understand it, then they certainly don't see the income.

Then they're like, well, we'll think about it. So there's, that can be a real big backfire when you have these complicated. Our whole idea is keep it simple.

We have the Sibkis Theory, see it big, keep it simple. And we're building on it. That's what we're building on.

And so that way everybody gets it. Everybody understands it. And honestly, there's not a whole lot to explain.

Corey

That is really the genius of what you created, Dan. And again, I wanna thank you for your time today is because there isn't much to explain. Everybody listening probably has been part of a Zoom meeting, at least on the receiver end.

There's not many people that probably haven't experienced that or Google Meet or go to a meeting. So that is really the nice part. When I was doing some of these other products, you had to go to class for like a day to learn their miracle product from the forest that they're adding to the lotion or something.

And so this is really fabulous. I really, do you have anything else you'd really like to tell somebody out there? I mean, everybody is always skeptical, maybe even after listening to us for the last 15 or 20 minutes. But I tell people it's \$15.

I go, man, people spend that a day on lottery tickets or DoorDash or lunch. I always tell people just try it for a month or two, focus on just helping people with their money. I mean, obviously we have a great product, but don't let that be the qualifying factor.

If you're gonna talk to somebody, if they would be a good candidate to use the software. Cause I'm gonna, if I had to guess, I think this company is gonna grow on mainly people that are just looking for a way to solve financial challenges to help themselves and their family.

Dan

Yeah, I think it'll grow.

I think it'll grow that way, but we'll also be growing through a lot of different channels. Like think of education. One of the things that we learned from COVID is that students at home, universities, colleges, even your elementary or your lower level education systems are now looking for solutions to do this kind of meeting with students.

Whether you have one teacher with a whole bunch of kids at home, that's an avenue. We've got a lot of governmental agencies now, a lot of court systems are using the meeting platform. So there's a lot of different channels, marketing companies.

Being that I'm a real estate broker and I'll use this as an example. Three months ago, one of my own real estate agents got beat out on a listing. And the reason that that happened is they had an appointment.

They were actually, what they thought was they were gonna be the first person to show up at that listing on an appointment. When they knocked on the door, the owner of the home answered and said, you're a little late. Why? I thought I was the first one to talk to you about listing your house.

And the owner says, well, we did a live meeting with another agent from one of your competitors. And he emailed us the paperwork, we've signed it back. We're live, our listing's going out tomorrow.

And so my agent with nothing left to say, he said, well, thanks. And he drove home and he called me, he says, guess what happened? He told me the story, I'm going, so real estate agents are now doing presentations like this. And I thought, wow, okay.

So now that opens up a whole nother future of channels of uses for the meeting platform. So you start thinking about all the different ways and the applications. I think it's truly where things are going.

I think it's huge. And I think it's the future. I have to jump off and get into another meeting.

Corey, I appreciate that. I appreciate your time being able to give this to me. And I probably have one minute.

If you got a quick question for me, I can do that. And then I got to jump off.

Corey

One last question. Is it okay if people put their children into the system as well? If they wanted to help give their 12 year old some experience in marketing and also help them develop a residual income for college or something?

Dan

Yeah, absolutely. We don't have an age limit. As far as joining and signing, they have to be an adult to create an account just for legal reasons, for money transfers, commissions, things like that but for as far as the usage goes there is not an age limit for the product itself for user so no.

Corey

I appreciate your time Dan and I think that answered a lot of questions people have. I know you are a busy guy and I appreciate you giving me some of your time.

Dan

Your welcome Corey and I appreciate it.

Corey

Awesome, thanks a lot.

