How To Get Rich From Any MLM Program

By James Grandstaff

This e-Book Presented By:

Soren Jordansen

[(VIP List) Gain Access To Unlimited Income!](#)

Legal Stuff

A message from the author...

Let's face it... times are changing... and "Old School" MLM *is* dead!

The good news is... those that take action on the information revealed in this eBook will be *way* ahead of the competition and cashing huge commission checks as a result. I truly hope **you** are one of them.

This eBook is dedicated to those of you that apply this proven passive income system and take massive, life changing action!

Success is Yours - Take it!

James Grandstaff

http://InstantMLMSqueezePages.com

**P.S. Want in on a little secret? **

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Introduction

Welcome to "How To Get Rich in Any MLM Program!"

Allow me to start first by congratulating you for having the courage to go after your dreams and pursue a better life for you and your family. Despite the pitfalls you'll likely face, **don't ever quit... your freedom is worth it!**

Here's a question for you: Do you believe it is possible to "get rich" from MLM, or is it all a bunch of hype?

My assumption is that you believe wealth through MLM is possible, or you wouldn't be reading this eBook.

However, I know there's also a good chance that you are skeptical. Maybe you've been *burned* before, and your curiosity of this eBook is kind of a *last ditch effort?*

Well, I can promise that you will find something of real value in this eBook no matter which side you take, and regardless of how *jaded* (or not) you are towards MLM.

Here's why...

MLM has "grown up" over the past decade, largely due to the influence of the Internet. More and more people are demanding legitimate, home based businesses; especially Internet businesses.

Yes, there are still some *scams* out there, but word spreads really fast on-line and these companies don't last very long.

The second point to consider is that some MLM opportunities, as solid as they may be, are simply too difficult for the average person to succeed in if they are limited to traditional, off-line marketing methods.

In other words, the Internet has opened the door to an entirely new method of MLM - and it's a method which is far easier, and more accessible to the average person.

This method is exactly what you'll learn about in this report.

Here is a brief overview of everything we'll be covering:

- º What's MLM? (for the complete newbies)

- º How MLM works.

- º How people make money from MLM.

- º Why traditional, offline marketing is too hard.

- º Why internet-based (new age) MLM is easiest.

- º An illustration of a successful MLM system.

- º The 7 steps of the complete marketing solution: a marketing system, multiple streams of income, leverage, duplication, replication, automation and retention.

If you've failed at MLM before, then this report will be a real eye-opener for you. This is especially true for those of you who find off-line MLM far too time consuming and difficult.

You're going to learn exactly why the old methods failed you, and why the **"new age"** of Internet-based MLM is the answer you've waited for all this time.

Let's get started...

What is MLM?

MLM (also known as "Multi-level-marketing" or "Network Marketing") represents a unique approach to marketing products and services to consumers.

The core idea behind any MLM company is to implement the use of independent representatives to refer customers to the company. Any purchase made by a customer results in the payment of a commission to the referring representative.

In essence, the representative can create his or her own business without needing to create a product for sale. He or she can also grow and increase their business by recruiting new representatives into the business.

It's important to note that real MLM opportunities are **NOT** pyramid schemes!

Many people confuse the two because of the **recruitment and referral** aspects are common between each. However, in a pyramid scheme, things are set up so that only the person at the top (the originator of the scheme) gets paid. In a MLM opportunity, any and everyone who refers a customer gets paid.

Let's go ahead and look deeper at how MLM really works... I think you'll see why multi-level structures can be fair and profitable for all.

I want to provide you now with a better explanation of what "multi-level" means. It really has to do with the commission structure available to independent reps. In any MLM opportunity, you will find the organization split into two groups: the **upline** and the **downline**.

Your "upline" consists of the people above you in the network. Whoever recruits you into the network is a part of your upline, as are the people above him or her. However, the person who introduced you to the business is typically more accessible and often serves as your mentor who trains you on how to work the program. Essentially, you are a part of your mentor's downline. Furthermore, the people you recruit into the MLM opportunity will be members of your downline.

You might be thinking, "I can just find a program and join it without being referred by anyone, then I'll be at the top!" This, however, is not the case. The absolute, top-tier of any MLM company's upline consists of the owners/founders, along with the first outsiders they brought in to the network. So, while it is possible

to be very high up the chain, you have to get in on the ground floor while the company is still in its infancy.

Now, joining a program late in the game and being further down in the structure does not mean you can't make any money, or any good money. There should be plenty of opportunity for you if the company is selling a legitimate product that people want and need.

That said, one of the things you should look for in any MLM opportunity you're considering, is a product which can be sold to people outside of the network. In other words, you should be able to make some profit simply by retaining non-affiliated customers, as opposed to requiring your downline to buy the products.

Let's quickly go over how people make money from MLM...

People make money from MLM opportunities by selling products and services. The big money comes from the multi-level structure, and from building your downline.

If you are at all familiar with affiliate marketing, then **you can think of MLM as "affiliate marketing on steroids."** Whenever you refer a paying customer, you get paid a commission based on the price of that product. Your commission might be a flat fee, or it might be a certain percentage of the sale.

Now, as you build your downline, they will also be referring new customers. Each time a member of your downline makes a sale, you earn another commission. This commission is smaller than what you'd make from a direct referral, but the impact is cumulative.

To better show you how this works, let's take use the example of a multi-level program with a network going **only five levels deep**.

Your commission structure might look like this:

- Direct Referral: 50% of sale

- 2nd Level: 20% of sale

- 3rd Level: 10% of sale

- 4th Level: 5% of sale

- 5th Level: 2% of sale

Notice that your levels are filled out by your immediate downline building their downline, which builds another downline, and so on until all 5 levels are filled.

You might wonder how the company itself makes any money when there are all these people taking a portion of the sale. The first thing to realize is that a multi-level network (in this example) does not overlap beyond five levels. In other words, your upline will not earn a commission from a sale made by someone in the 5th level of your downline.

Also, notice that if you add up all of those percentages, you don't reach 100%. This holds true no matter which level the sale is made on. The company will earn a minimum 13% profit, even when paying out commissions to all 5 levels.

Now, let's take a look at what an average day's sales could bring you if you were to build your downline all the way to the 5th level. We'll pretend that the product the company is selling has a retail cost of $100.

If you made 1 direct referral ($50), 10 sales on the 2nd level (10x$20=$200), 5 sales on the 3rd level (5x$10=$50), 5 sales on the 4th level (5x$5=$25) and 3 sales on the 5th level (3x$2=$6) then you would earn:

50 + $200 + 50 + 25 + 6 = **$331 total commissions**

Not bad for a day's work, right? The size and depth of your downline has a cumulative effect on your income, and this is why MLM programs can be so profitable when you understand how to work them. The key word here is **how**.

It is not simply a matter of referring as many people as possible. One of THE single, biggest mistakes made by MLM newbies is recruiting un-targeted and unmotivated downline members.

In order to succeed, you must learn how to:

º Target the right market for the product.

º Target the right opportunity-seekers for the business opportunity, and get them into your downline.

º Train and motivate your downline to do these same two things as well as you do! That's how you get the big pay days in MLM.

In the remainder of this eBook, you're going to discover how to accomplish all of this with less effort than you ever imagined.

Let's get moving... *[click here to continue or scroll down]*

Traditional Offline MLM (the hard way)

I would like to put a few things into perspective here before I introduce this new system. The more you understand the limitations of traditional, off-line MLM, the more excited you'll be about Internet-based MLM.

Traditional MLM means doing things **THE HARD WAY**!

No joke. Once you compare and contrast the off-line versus on-line methods, you will _never_ do things the **old school** way again.

So, let's look at these ancient, off-line methods and discuss why they just don't cut it if you want real success from your MLM program.

Old School Method #1 → Selling to Friends, Family and Strangers

It's a funny concept, isn't it? You or your friend, spouse, neighbor, etc... have joined a MLM opportunity, but don't have the first idea how to generate leads or sales.

Soon, people start referring to you as "that crazy MLM guy or gal."

"Crazy MLM gal" goes around trying to sell the product to anyone who will listen - sometimes even alienating friends and others who just don't want to hear about it or deal with the pressure.

The sad part in all of this is that those efforts are largely wasted! All of that gusto, determination and energy gets spent on un-targeted and unresponsive prospects.

Trying to work a MLM business off-line is like casting a huge net into the ocean when all you want is a basket full of catfish. If you're lucky, you might get 1 catfish out of the net while tossing a whole lot of crabs back into the water. In order to fill your basket, what you really need is a fishing pole, some good bait and a lake full of catfish.

The bottom line is this: if you've got an entrepreneurial spirit, then **you must focus that burning desire into targeted lead generation.**

AND... stop trying to generate sales prospects off-line!

I don't care if someone told you to use business cards, newspaper ads, bumper stickers or free seminars to promote your MLM. Even if you get a few truly targeted leads, it is still too much effort!

These methods represent time and money wasted when compared to the results you could be getting on the Internet - in less time, and for way less money.

Old School Method #2 → Attempting to Recruit Friends, Family and Strangers

I could almost repeat everything from above here, but I want to put a finer point on the concept.

Off-line recruitment, just like off-line selling, yields too few returns in comparison to the effort invested. You will never build the large, profit-cranking downline of your dreams if you try to recruit all of your members off-line.

Why?

Again, targeting becomes an immediate issue. However, it is not the only obstacle in your path. You will also face a considerable amount of time and work when it comes to educating, training and motivating each new member of your downline.

Remember: your income from any MLM is directly proportional to the size and performance of your downline. You need more than just a dozen people working under you. In fact, you need more along the lines of several hundred. You need as many as you can get...

How are you going to build this kind of downline in between holding down a regular job, spending time with friends, taking the kids to school, pursuing your hobbies, etc?

There's just no way to pull it off unless you're super-human.

I know what you might think, though: "What about those people who make a living throwing Tupper-Ware parties? What about the Mary Kay cosmetics ladies who drive the big, pink Cadillacs?"

Ok, I'll grant you that. There are certain rare individuals who succeed in MLM and who build their businesses the old-fashioned, off-line way.

BUT, most of them had to work like dogs to get to that level. They scrimped and saved in the beginning. They took huge risks and made even bigger investments.

In other words, they did things the hard way, and that's not what this book is about. Plus, I can promise you that more and more of those people are using the Internet as a part of their overall strategy.

Old School Method #3 → Investing All of Your Time in One MLM

By now, you understand why it's virtually impossible not to spend all of your time building one MLM business when you're working it off-line. The problem with this is that time = money. You're basically putting a cap on how much income you can earn. Yet again, this is because off-line sales and recruitment takes up so much time and effort, you don't have anything left in the day for other ventures.

If you did, though, you could be doubling, tripling, and even quadrupling your income by building your downlines in multiple programs. But getting to that level would require some serious automation of your business. You'd need to hire employees, or find some way to...

   º Make sales in your sleep.

   º Recruit new downline members without having to meet them in person, call them on the phone, etc.

   º Train you entire downline without having to be in the same room with them.

In other words, you'd need a way to put 95% of your business on **cruise control.** *And you **CAN** do it*

... if you're ready to throw away the **old**, and bring in the NEW, *lazy way* of Internet-based MLM.

Here we go... *[click here to continue or scroll down]*

New Age Internet MLM (the lazy way)

What is this "new age" lazy way of Internet MLM? Why is it so much better than marketing off-line?

Quite simply, Internet MLM beats off-line marketing because of this one, easy formula:

$\rightarrow$ **Better Targeting + Automatic (Lead Generation + Follow-Up) = LEVERAGE**

To understand how this equation adds up, let's take a detailed look at each factor. Pay close attention, as every piece of this formula is important!

Factor #1: Better Targeting

Lead generation is easier, and cheaper on-line. No longer do you have to go cold-calling for prospects. Instead, they come to you.

The ability to generate targeted leads is crucial regardless of what type of business you're in. It doesn't matter how good your offer is, nor how persuasive your copy writing, if you don't have it in front of the right people.

One great thing about the Internet is that your leads qualify themselves for you. You just have to know where and how to position your business within the marketplace. This positioning is done by stepping in your prospect's shoes, and imagining the steps they might take to find you on-line.

I know, that sounds easier said than done, so let me give you some examples of how this works...

Example #1: Targeted Search

You already know what you do when you want to find something on-line, you go to your favorite search engine, and type in a few words to describe your search, right?

Maybe you're considering buying a new vacuum cleaner, and you want to read some reviews before you make a decision. You would go to Google or Yahoo and type in something like: "top ten vacuum review" or "Hoover upright vacuum reviews" - whatever fits. Well, your prospects are doing the exact same thing.

Every day people are searching on terms which may indicate an interest in the products you're selling via MLM. Not only that, but every day there are people searching for "MLM opportunities" and "the best MLM programs." These people are potential recruits for your downline.

One of the best ways to reach them is by running advertisements relevant to those searches. You can do this with what's known as "pay-per-click" advertising. Most of the major search engines offer this type of advertising opportunity.

What pay-per-click allows you to do is have an advertisement, similar to a "mini-classified" ad, show up alongside the search results for a specific key word or key phrase.

Let's say the phrase used is "multi-level marketing." Now, if your site is highly relevant to the prospect i.e., your site matches what he had in mind when he searched for multi-level marketing, then he's more than likely to take action on the offer you've placed in front of him. This is what targeting is all about...

Right Offer + Right Person = Desired Action

For your MLM program, the action you want the visitor to take is to join your opt-in mailing list by submitting his name and e-mail address, so you can follow up with him.

The type of web page used for this is called a "squeeze page" or "landing page." Landing pages are dedicated to one purpose: getting the visitor to opt-in to your list, and become a lead.

If you aren't familiar with how landing pages are structured, don't worry. We'll talk about that further on in the eBook, and I'll show you a screen shot from a real, live squeeze page.

Example #2: Targeted Market Hideouts

Another way of finding prospects is to hunt them down at their on-line hideouts. This means finding ways to advertise on highly targeted web sites. Typically, you'll want to search for forums, bulletin boards or groups dedicated to your target market.

For example, if you wanted to target prospects for a music-related MLM opportunity, you could go to several types of forums:

    º A general business opportunity or MLM forum.

    º Most any kind of music-related forum, depending on the nature of the MLM product.

Here's something off the top of my head, but let's say you're in a MLM business that sells guitar strings. The best place to go would be forums centered on the subject of guitars or guitar players.

You'd first join the forum and fill out your **profile**. You'll have a spot in your profile where you can type in what's known as a "signature file". Signature files can include most anything favorite quotes, links to other sites and, yes, even advertising.

These signature files are appended to the bottom of every post you make. This is where you'd put your advertisement. You might have something like this:

"You know you've gotta buy new strings anyways...
so, why not make some money selling them, too?"
www.Your-Squeeze-Page.com

That's it! You don't have to pitch the program directly. In fact, you'll want to avoid doing so. The best way to get people interested in clicking on your advertisement is by participating in the forum as a regular member. Talk about your favorite guitar players, or help someone learn how to play the Blues.

Of course, you aren't limited just to forums. In a strong market, you'll find plenty of content-focused web sites with opportunities for text-link and banner advertising.

The overall point I want you to take away from this is that you have an almost endless supply of leads available to you on-line, and just as many creative ways of luring those leads to your web site, and onto your list.

Factor #2: Automatic Lead Generation + Follow-Up

The most time-consuming part of any business is in the process of collecting leads and following up with them.

In off-line marketing, you are forced to do this manually (e.g., returning phone calls, meeting one-on-one, etc.) It's a lot to manage and you're forced to make your presentation over and over again.

This is all a thing of the past when you set up your own web site and e-mail *opt-in* list. You see, there's this magical tool called an "autoresponder" that can collect leads directly from your web site, and then follow-up with them by e-mail automatically.

If you're already familiar with autoresponders, you can skip ahead a few paragraphs. If this is totally new to you, though, read on...

Have you ever sent an e-mail to someone and, in a few minutes, received back one of those: "I am currently out of the office" type replies? You can tell right away that the recipient didn't type this e-mail to you personally. It's a pre-written message they created before "stepping out of the office" and they set their e-mail account to send this "auto-reply" to every one who sends e-mail to that address.

This is an autoresponder at its most basic.

The type of autoresponder services available today (and these are the kind you'll want to use) are far more advanced and can be used to manage full-fledged mailing lists.

I recommend you check out Aweber.com, as it's a prime example of the type of advanced autoresponder we're talking about here.

What can you do with an autoresponder?

Well, as the name suggests, your autoresponder will play a starring role in automating most of your business. Your autoresponder will handle the subscription requests from visitors who want to opt-in to your e-mail list. It will also manage your follow-up e-mails.

The follow-up e-mails are the most important part in this equation.

Just think for a moment about everything you need to convey to people when marketing an MLM off-line. You've got to tell them about the opportunity, about the company, about the payment structure, about the products... and, you've got to do it persuasively in a short amount of time.

Now, imagine if you had a captive audience? And imagine if you had as much time as you needed to explain the opportunity in detail?

You get to do exactly that when you create an autoresponder series. An autoresponder series is just a collection of pre-written e-mails. You store each of these e-mails as separate messages in your autoresponder.

Now, here's where it gets good: you have the ability to schedule these messages to go out however you want.

Let's say you want to tell your prospects about your MLM program over the course of 7 days. No problem! All you have to do is create 7 messages one for each day and tell your autoresponder to delay each message one day relative to the previous.

A sample series done this way might look like the following:

Day 1: (Send immediately upon subscription):

Subject: Thank You! Here's the information you requested about MLM.

Day 2: Subject: How Much Can You Earn with XYZ MLM?

Day 3: Subject: A Success Story from One of XYZ's members.

And so on, and so forth... until you've covered everything you think you need to cover in order to sell people on the program.

Ideally, you'll be working in a program that allows you to refer people to the company's web site using a unique referral link to credit you with sales and sign-ups of new downline members.

If that's not the case with the program you're in, you can still include the necessary referral information in each message be it a telephone number, a physical address, etc.

It's smooth sailing from there. You only need to write your series one time, and load it into the program. All the work is done upfront, and after that "set it and forget it." All of your carefully crafted sales material will go out like clockwork to each new lead who joins your list, and you don't have to lift a finger.

Meanwhile, you can spend your time on generating additional traffic and leads, or even setting up a second web site for a new program.

Results = Leverage

When you improve the targeting of your leads, you get better conversion rates. When you improve your follow-up with leads, you get better conversion rates.

Better conversion rates = better results = leverage.

And what can you do with leverage?

You can flat out dominate just about any program you're involved in. When you use an automated, internet-based system like we've described so far, you earn more money in less time, and with less effort.

This means you've now got the resources to re-invest into your business, or into setting up another one. It becomes a positive feedback loop. Leverage allows you to generate even more resources, which you can leverage again, to generate still more resources.

You have every reason to implement your own lazy, internet-based MLM marketing system, and not a single excuse for doing otherwise. Your profits can only multiply.

Are you with me so far?

I'm going to show the seven-step method for pulling all of this together in a moment.

First, though, I want to tell you about one successful online MLM system.

I'll use it as an example of internet-based MLM marketing in action. I want you to see what it looks like when all the pieces come together.

This system is entirely internet-based. It's not just marketed on-line. The products offered by the program are also only available on-line. This program is a masterpiece of "automation", as well as a very good specimen for studying MLM as a "souped up" form of affiliate marketing.

I promise this will all make sense soon enough :)

That said, I'll stop beating around the bush now and introduce you to:

My Proven "3 Step" Recruiting Strategy...

It's a simple 3 step system where visitors are invited to join several high quality affiliate programs. Some of the programs are multi-level income programs while others are traffic generators that offer single payout affiliate programs.

After joining the listed programs, you would simply enter your affiliate ID's on the sign-up form and click submit. From there, the custom made software I developed, <u>automatically</u> creates a replicated page populated with your affiliate links. At that time, the software emails you a special URL for the system and **you have a money making website set-up in seconds.**

What makes this system unique is that during step #3 of the process, I allow you to **"plug-in"** any program you want to promote to your personal referrals.

This way you are not restricted <u>ONLY</u> to the programs I have added to the system. (My current members love the idea of being able to advertise their *primary* business.)

Everything is set to run automatically. All you have to do is send targeted traffic to your site.

The core principle behind this concept is that it's better to have multiple streams of income, than to rely on just one or two sources.

This 3 step strategy represents a solution to the "problem" of marketing multiple programs effectively in one place.

The key to the solution is:

⁰ Good products with proven track records, and excellent payout structures.

⁰ Finding the right mix of products/programs. Some pay one-time commissions, while others are residual programs that pay out month after month.

⁰ Putting everything together in an automated promotional system.

There is a special bonus at the end of this eBook that explains this system in more detail.

For now, let's move on...

How To Get Rich From Any MLM Program

Here are the 7 steps...

    1 - **Marketing System**

    2 - **Multiple Streams of Income**

    3 - **Leverage**

    4 - **Duplication**

    5 - **Replication**

    6 - **Automation**

    7 - **Retention**

Let's cover each step in more detail...

Step One: Marketing System

Before you begin with any MLM program, you need to have a marketing system in place. Your system does not have to reflect the model briefly covered above, but you need to have at least the following in place:

- º Lead-generating web site.

- º Autoresponder for collecting leads and following up.

- º Focus in on a niche.

In other words, you need the basics of the above model in place, but you don't have to start off promoting too many programs. The key is just to get going and start getting some results you can leverage into expanding your business.

Your marketing system should also follow a clear, logical path towards conversion. Put another way, you want a step-by-step strategy which:

1 - Drives targeted visitors to your web site...

2 - Converts those visitors into leads...

3 - Converts those leads into customers and/or downline members.

 Reminder: Your first step is always to choose a targeted niche. Everything you do from there on, is focused towards creating the proper Internet marketing strategy for that niche.

Let me elaborate on that a bit...

Your niche determines:

· The type of products you promote...

· The type of customer or downline prospect you're looking for...

· The key words and key phrases you use for targeted advertising to get targeted traffic to your site...

· Other methods beyond pay-per-click that you use for targeted traffic (e.g. Forums, Reprint articles, etc)...

· The tone of your copy writing, and how you position yourself and your offer to the market.

In other words, the niche you go into will determine the best strategy for:

· Driving qualified traffic to your lead capture page...

· Positioning your offer in a way that speaks to that particular market.

Note: Your traffic and positioning strategies do **NOT** represent your whole marketing system. Rather, these are just the variables within the system.

A complete marketing system works without regard to niche. In other words, your system is like a generic template you can use over and over again for any niche.

Does that make sense?

What I'm hoping to get across here is that the path to conversion does not change.

Your marketing system must always include some form of squeeze page, lead capture and e-mail follow-up.

A high converting squeeze page is critical component #1 in your marketing system!

In order to ensure the highest possible opt-in conversion rates, you need to offer something of high perceived value as an incentive to opt-in.

Below is a perfect example of a high converting squeeze page:

Now, let's look at the second critical component: **THE FOLLOW-UP**

The "How To" information delivered in your follow-ups should achieve several objectives at once:

1. Build familiarity and trust - Introduce yourself and give your background on your experience with the program you're involved in.

2. Provide value upfront - You could offer a mini-course filled with great content about the marketing system you're using to build your downline.

3. Reinforce the sales letter - Your "mini-course" will repeat and reinforce the highlights of the sales letter, putting the offer back in front of the prospect again and again.

There's really no limit to how long a course like this can be. Usually, though, you will have initial follow-up information structured in a special format e.g., a mini-course, free special report or a combination of both.

Again, this all goes towards selling people on the program while it's fresh on the prospect's mind.

BUT, your follow-ups don't have to end at this point... **and they shouldn't!**

You see, there are some extra cases you'll want to factor in when designing the follow-up portion of your marketing system, such as:

º Fence-sitters and other types of <u>non-buyers</u> who do not respond to your offer during the initial follow-up series.

º Other programs you want to introduce to your leads.

º Anything else you can think of to squeeze more leverage out of your list.

The most significant case to examine is that of the "fence-sitter" or "non-buyer". When you sit down to write your first follow-up series, you'll want to think about some of the "objections" people will come up with against your offer.

You can address some of these objections up front during the first series, but you should plan for a second series to address even more than that, and in more detail. This second series should take a slightly different tone and approach than what you used in your first follow-ups.

Let me give you an example...

Let's say you've come up with the following list of objections, along with a strategy for responding to each one:

· "I don't believe it actually works" (needs more proof)

· "I tried this before somewhere else and got ripped off" (needs not only proof, but more reasons to trust my recommendation. Credibility issue. Provide more value.)

· "The price is too high." (Re-emphasize return on investment. Show more income proof.)

You'll want to address these objections in-depth, ***but not all at once!***

There's enough material here for you to create at least another 7 e-mails for the next series. You could, for example, devote 2 messages a piece towards each objection - and 1 message towards sending your list an unexpected gift (something free, but of high perceived value).

In this way, you're not only addressing the fence-sitters, you're also building trust and credibility with your entire list.

What Happens Next?

Your starting goal should be to perfect the basic steps of getting your system running and converting for you:

- Choose a niche

- Drive targeted traffic

- Capture leads

- Follow up with leads

- Adjust as necessary to improve conversion

Just get this down with your first program. Once you've got a steady stream of results coming in, you can implement the remaining steps.

Step Two: Multiple Streams of Income (Including Residual Income)

Here's the truth of the matter: You aren't going to get rich on just one stream of income. You might be able to make "decent" money or even something in the low six-figures in exceptional cases - but, that's not what you want. You want to go for the big money, right? There's absolutely no reason why you shouldn't, either, since this system puts the serious income within your reach.

So, rather than sticking to just one MLM program, you need to run your marketing system on multiple programs, for multiple streams of income.

Here's why...

There will always be limitations inherent in any program - in terms of both income and longevity.

A solid company isn't likely to go under out of the blue, but you still don't want to depend on it as your sole source of income. What would you do if it disappeared?

Consider the cap on your earning with one company as well. Sure, maybe it's a great company and your income "ceiling" is something fantastic, like $50,000 per month - but, why stay stuck at fifty-grand a month, if you could just as easily earn one-hundred grand? That's a $600,000 per year difference in income!

Another thing you want to throw into the mix is residual/passive income.

The idea of residual income entered the mainstream primarily through the real estate industry. When you own several homes, for example, you can turn around and rent them out to generate a **guaranteed** monthly income.

In the world of MLM and affiliate marketing, this concept is played out through memberships and subscriptions.

For example, let's say you find a "buyer's club" that's run as an MLM. Members of the *buyer's club* get access to products at wholesale prices as long as they pay their monthly membership fee.

If you earn a commission on this monthly fee, then you're getting a guaranteed amount of income each month from that referral, for as long as that referral remains a paying customer.

Or, let's say you find a subscription-based **book club** MLM program. Maybe there are 3 different levels of subscriptions, each with different price points, and they auto-renew every 6 months. Again, you'd have a residual commission for each subscription level.

It doesn't matter whether you're getting monthly or quarterly or yearly. If its residual/passive income, then it is income you've earned by making the referral just once. You do the work once, and ***get paid for it over and over again.***

If you truly want to get rich in MLM, then you need these multiple-streams of income, and you need to have some passive/residual streams included. Doing so gives you more power and more leverage over the long haul.

Step Three: Leverage

I've mentioned leverage numerous times throughout this report. Obviously, leverage is a crucial part of the total system, but why, and how?

Leverage is all about resources; namely the resources you have available to grow your business faster, and more effectively. The two resources I've mentioned again and again are time and money.

Let's look at leveraging your time first...

One of the reasons people start Internet-based businesses is because they want to control their own schedule. The ultimate goal is to create a sizable income without having to work the same (or more) number of hours as you'd work in a *regular* job.

In essence, part of the allure of an Internet business is having more free time to spend on family, friends, hobbies, vacations, etc. However, in order to do this, you must make the most of the time spent on your business.

This means finding powerful *shortcuts* that return more in the way of results than they take from you in the time spent on executing them. As you've seen so far, one of these shortcuts is in automating your business.

Automation saves you time because it cuts down on many of the repetitive tasks involved in running the business (lead generation, follow-up, etc.)

Logic dictates that the more things you can find to automate, the more time you'll free up. We'll talk a bit more about this in Step Six.

Let's move on for now to leveraging money...

What we're really talking about here is leveraging a portion of your profits by re-investing them into the growth of your business.

Although it's tempting to go on a personal spending-spree when you first start making real money, you should keep this impulse in check. Set aside something for yourself, and set aside something for your business.

What you want to do is increase the amount of money you re-invest each time your profits increase.

For example:

Let's say you make $300 net profit your first month (this is after paying expenses), and that you were able to do this on a budget of $75. Well, what if by doubling your budget, you could actually triple your results?

If your program is converting well, this is a very likely result. So, you double your budget to $150, and take this money from the previous month's profits. You're keeping $150 for yourself, while leveraging $150 back into the business.

Perhaps you decide to devote this extra money to your advertising budget. This allows you to drive more traffic to your site, and collect more leads.

These new leads end up generating a $900 profit. Now, you could leverage $450 into advertising + a consultation with a professional copy writer who helps you improve your follow up e-mails.

This leads to an even better conversion rate, so you make more sales than before. Suddenly, your month's profit jumps up to $2,500.

Do you see where this is heading?

Proper leverage of resources can help you not just double or triple your results, but multiply them by factors of 10 or more.

This is especially true when you devote a good portion of your time or money towards improving your conversion rate.

Why?

Let's say you earn a $50 commission on one product, and you've got 5 out of every 100 of your leads converting to a sale (5% conversion rate). So, your gross profit on those 5 sales is $500.

You spent, say, $20 on traffic to get those leads, so your net profit is $480.

Now, imagine that you are able to increase, through some form of leverage, your conversion rate up to 25%. This is *only* a 20% improvement... but, you're now earning $1,250 per 100 leads... while still spending only $20 on traffic.

Now, your net profit is $1,230

$1,230 - $480 = $750

$750/$480 = 1.56 x 100 = 156% jump in profits from a 20% improvement of conversion rate!

That's definitely worth leverage some of your profits for, right?

Now, imagine that you do this over and over until you have $5,000 per month coming in on autopilot. It's a solid base of income generated with a minimum of time and effort. You can now leverage this extra time and money to start promoting yet another program.

You take that program through the same process, leveraging your resources towards improving your results, and build that business up to, say, $8,000 per month on complete autopilot.

Now, you're making $13,000 per month. This is a 60% jump in overall income. It's more than double what you were making before.

This *is* the **true power of leverage!**

Step Four: Duplication

Duplication, in this context, simply means working to achieve similar results across programs.

In other words, each time you begin marketing a new program, you must make all of the necessary investments of time and money in order to build your income from that program up to a level near that of your existing programs.

Of course, this may not always be possible depending on the program. For instance, you might be getting insanely high commissions from one program, while your new program is just meant to be a modest, residual income stream.

So, maybe you earn between $4,000 - $8,000 per month from one program, due to it being based on one time payouts, downline performance, etc. Meanwhile, you enter into a new program for residual income, and manage to build it up to a solid $3,500 per month.

This is fine. You don't have to try and *force* your results here if you've hit a ceiling. The point is that you are making your investment into each program worthwhile.

You don't want to jump from program to program making $500 here, $200 there, sometimes $1,000 over at this other one... you want to accumulate LARGE amounts, not small ones.

Again, the ultimate goal of duplication is to **re-create** sizable results (and similar) results in each new program, meaning:

· You spend about the same each month on lead generation in each program.

· You spend roughly the same amount of time managing the program once its automated.

· You achieve similar results in the new program - enough to make the investment worthwhile.

Should you find yourself in a program where this is not the case, where you are spending far more money and time to produce those results, then you should quickly drop that program and move on to a better one.

To sum up: You should be able to apply your marketing system to any program and duplicate your results.

Step Five: Replication

Yes, *replication* is basically a synonym for *duplication*, but I am drawing a distinction between the two within this system.

Duplication concerns the creation of "similar results" from "similar investments." Replication, on the other hand, is about copying your marketing system across programs, regardless of niche.

Large parts of your success rests not just on having a marketing system, but on that system being powerful enough to work no matter what type of program you want to promote.

The system you've learned about here IS that powerful. It is a template that you can apply again and again.

Let's recap the elements of this marketing template:

· Targeting leads on the Internet...

· Driving those leads to a squeeze page...

- Collecting those leads onto an "opt-in" list...

- Following up with those leads via e-mail...

These elements make up the core of the marketing system, and they can be replicated easily. It doesn't matter whether the MLM you're working sells vitamins, software, golf clubs or even hot air in a bottle... the point is that the **squeeze page + lead capture + follow-up model works in every case.**

Once you get the hang of it, this is an easy, "rinse and repeat" process that frees you from having to "reinvent the wheel" on every program. You'll never be at a loss as to how to begin promoting a new program, how to build your downline, etc.

You've already got the winning formula...

Therefore, the Fifth Step to getting rich from MLM is to replicate your marketing system in every new MLM you join, so that you can duplicate your results across the board for all of them.

Step Six: Automation

You're probably bored by the subject of *automation* by now ;-) I've got good reasons for hammering on this point so much, even though some haven't learned about yet.

I'm sure you've grasped by now that automation is both a time and a money saver, and that this makes it a critical tool in gaining leverage. What you might not have thought of yet is that you can automate even more of your routine business tasks.

Automation isn't just limited to lead capture and follow-up.

Take a moment to ask yourself this question:

"Based on everything I've learned so far about this marketing system, what are some of the other things I could have automated, so that my business is even more hands-free?"

I'll tell you one of the big ones right now: **content generation**. The initial set up of this Internet-based marketing requires that you generate a fair amount of content.

This content includes, but is not limited to:

· All of the copy for your squeeze page.

· All of the copy for the e-mails in your follow up series.

· All the content for any special eBooks or other types of "freebies" you might use to entice people onto your list.

· All of the copy for your advertisements.

All of these tasks take time. They require you to sit down, to think and to write. This could be especially problematic if any of those three are not your strong suit.

Now, if content creation is taking up too much of your time or if you hate it SO much that it blocks you from moving forward, then you need to find a way to automate it. In other words, you need a way for all this content to just "write itself" for you.

If you have enough monetary resources available to leverage, then you can hire someone else to create content for you. Bingo! Instant automation! Now you don't even have to touch your keyboard.

There are plenty of freelance writers and ghostwriters willing to do this for you, and it's usually not too costly. You can have your content created for you "to spec", and most writers include a reasonable number of "edits" as part of their fee.

This will free up a serious chunk of time. Now, what else can you automate?

How about automating the recruitment and training of your downline? You can set up a special opt-in list, apart from your general leads list, dedicated solely to your downline members.

I hear you asking: "How do I get them onto this special list?"

The trick is in your follow-ups. Any time you send out a message intended to recruit people into the program, you let them know about the other list.

For example, you might say something along these lines:

"Join XYZ MLM today and I'll start your training right away. First, go here to sign up for the program: www.your-MLM-referral-link.com. THEN, go here: www.yoursite.com/link-to-separate-landing-page.html and subscribe to my XYZ MLM Success Newsletter.

Your training will begin right away with a free, seven-part mini-course showing you how to work the program for maximum profit!"

It really is that simple. You get to separate your downline members out from the unconverted leads sitting on your first list, effectively reducing the amount of non-relevant e-mail you send out. This makes everyone happy.

You can use your new "downline only" list to teach your downline how to model your marketing system. You can send them special tools, tips and reports. You can inspire, praise and motivate them.

Again, this will be totally automated and hands-free once you get it all set up.

Let's see, is there anything I've left out?

Ah yes, you can also automate your traffic generation and advertising to a large degree. This can be accomplished with a combination of special software tools and/or paying for professional assistance.

You can automate:

· **Your Pay-per-click campaigns** - These will run on their own once you set them up in the first place, but if you don't want to manage them yourself, there are experts you can hire to manage your entire campaign for you.

· **Your content distribution** - After you get your freelance writer to create a few dozen targeted articles for you, you can use "article submission software" to automate the entire process of submitting your articles to article directories.

· **Viral Traffic** - Create a **"rebrandable"** eBook that drives traffic to your site. This should be a free report that you allow others to download and give away (redistribute)**

** Making this work requires that you build-in some incentive (e.g., allowing people to "rebrand" the eBook with one of their own affiliate links.) Instant MLM Squeeze Pages is a great example of this.

And there are likely even more program-specific details that can be automated as well.

To sum up: think about what can be automated, and try to find a way to do it. The more you automate, the more leverage you create - and you already know how important leverage is to this whole system.

Step Seven: Retention

The final step, retention, deals with **keeping your downline motivated and involved in the program.**

There's nothing that will skyrocket your profits faster than a well-trained downline, and nothing better for maintaining those profits long-term than keeping that downline motivated.

The very first thing that "kills" the motivation of a new member is a sense that the program is "too hard", that he or she has no idea what to do or where to begin.

This is why you encourage all of your leads to join your dedicated "downline training list" as soon as they're done signing up to the program.

This lets you combat the "it's too hard" motivation-killing thoughts, by teaching them how to market the program using your "lazy", Internet-based MLM marketing system.

You've seen the power of targeting, automation, leverage and replication - imagine how motivated your dowline will be when they see it, too?

You've also seen how quickly your income grows and accumulates when you duplicate this system - imagine what can happen when your downline learns how to duplicate your results?

Providing this training should help a significant portion of your downline get off to a great start, but your relationship with them must not end there.

Some members will need additional help in understanding and implementing the system, while others just need a **kick in the pants** now and then to redouble their efforts.

You can address both of these needs by creating additional training resources. You might want to survey your downline in order to find out exactly what it is they need. Maybe a lot of them don't understand how to set up their own web sites, or work with an autoresponder account?

It's relatively easy to get a quick report thrown together that will train them on these subjects. Likewise, you might be able to work out a deal for your downline to get a discount on easy-to-use web page design software.

Your downline will really thank you when you provide these types of solutions to them.

Another factor in retention and motivation is **social proof**. Sometimes people just need to see some real-life success stories from people just like them. This can serve to motivate them through a sense of inspiration (*"I can do this"*), or even competition (*"I can do better than that!"*).

You can actively solicit such success stories directly from your downline. One simple way to do this would be to include a request in the ***signature file*** that's appended to all of your e-mail messages.

Example Signature File:

To Your Success!
Your Name Here

"P.S. - I want to hear how you're doing in XYZ MLM! If you have a success story you'd like to share, write it up and send it to me at:
successstory@yourdomain.com.
If selected, your story will be featured in the newsletter."

Now, you might want to give people some incentive to send in their stories, too. For some, the ego-boost alone is enough. They're just happy to receive public recognition.

For others, though, money will be the biggest motivator. You'd need to check your MLM Company's policies regarding upline members offering cash incentives outside of the program.

If your company does allow it, and if you have enough leverage, you can hold a "member of the month" contest, where the top earner not only gets featured in your newsletter, he also wins a "performance" bonus.

Finally, make sure you keep your members updated on the latest company news, promotions, contests, etc.

They should be getting this information from the company to begin with, but you can pull out the highlights for them - especially the ones YOU want to emphasize - and help them to see how these bits of news fit into the *"lazy"* **marketing system**. Show them how to capitalize on the information.

Follow these tips, and treat your downline like the valued PARTNERS they really are. You should have no problem keeping them in the program and highly motivated to succeed. :-)

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Conclusion

As you've seen in this eBook, real success in MLM is possible when you have a proven marketing system in place.

An Internet-based marketing system is by far the most powerful and most effective type of marketing system.

This is largely due to the fact that you can automate the most important business-building tasks. Automation gives you leverage, and leverage gives you the ability to multiply your profits.

There is one final point I'd you to consider. What do YOU hope to achieve with any MLM program? Do you want to make money as fast as possible, then get out? Or do you want to grow a real business for the long-term?

My recommendation is that you focus on the long-term, on longevity.

Building wealth requires a commitment to a long-range focus. If you just want to get in and get out fast, there's really no value to what you've learned here; not in terms of **"getting rich overnight"** as that's just not possible.

The system does work, and it works at lightning-speed compared to off-line methods. However, you have to commit yourself to building a real business in order to take advantage of the full power of this system.

<u>**Remember**</u>: your income accumulates over the long-term by replicating this system for multiple-streams of income. This requires patience and consistency.

If you're serious about using this system to build a business for yourself, then don't hesitate to take action. You should start today.

Your Bonus Video Tutorials

Squeeze Page Traffic Secrets™

Easy to follow video tutorials reveal the _exact_ system I use to generate 600+ visitors to my squeeze pages...
(per hour!)

Real Value: $97

Click Here To Watch Video #1

"I have a dirty secret confession to make..."

My name is Soren Jordansen and yes, I have something to confess.

I'm the one who invited you to download a copy of: **How To Get Rich From Any MLM Program!**

However, that's not my confession.

This is...

The "squeeze page" you just came from is part of a brilliant system that James Grandstaff created to help people build their MLM businesses using the internet.

It's called Instant MLM Squeeze Pages(tm) and trust me, it works. (the fact you're here is proof.) But don't worry, I'm not going to send you a bunch of emails begging you to join my MLM business.

Instead, James is letting me offer you a 30-day trial to Instant MLM Squeeze Pages(tm) for only $1. The catch is you must subscribe right now from the link below. (You'll save $18.98 off the regular price.)

If you're interested in learning more about this great offer, please click the option that best describes you:

Option 1 .... **I am NOT currently involved in a MLM program**

Option 2 .... I am currently involved in a MLM program

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STEP 1

In order for this system to work, you need a reputable MLM program which offers in-demand products combined with a lucrative compensation plan.

I encourage you to take a minute to discover if my MLM opportunity is right for you: **Click Here To Evaluate (and join)**

Disclaimer: Instant MLM Squeeze Pages(tm) does <u>NOT</u> screen the MLM programs our affiliates promote using our service.We recommend conducting your own due diligence when joining any business opportunity.

STEP 2

Instant MLM Squeeze Pages(tm) helps build your MLM business quickly and easily, without having to rely on outdated "painful" recruiting methods...

Claim Your 30-Day "No-Risk" $1 Trial Here

Instant MLM Squeeze Pages™

A Complete A-to-Z System For Growing Your MLM Business Online!

Click Here To Test Drive Instant MLM Squeeze Pages™ For Only $1!

Note: The $1 trial offer is **only good from the link above.** If you close this page (and visit main site later) the price goes up.

Thank you again and I look forward to hearing good news about your success.

To Your Success!

- Soren Jordansen

P.S. You will also be receiving more helpful information and tips from me, so look out for them in your email... In the meantime, be sure to claim your $1 trial [here](#).