



Tip Sheet Fourteen: The Art of MLM Collaboration

We all know that making money from MLM is based on generating revenue for our chosen Home Office... that is revenue which comes from selling the Company's products and services to others.

Quite simply the more we collectively spend, the more we earn.

That said there is another hurdle we all need to jump over... and that's qualification for commission.

Qualification usually entails buying an amount of product each month and/or signing up to autoship. Qualification is usually a monthly requirement.

Once qualified Network Marketers/Distributors can earn money on either retail sales (i.e. product sold to 3rd Parties who are not Distributors) or Distributors (or both).

Sometimes Home Offices want us to approach our Family and Friends, and tell them about the great new product we're taking; often they advise that we make a recommendation in a similar fashion to watching a great Film at the Cinema such that the people we tell want to buy it themselves.

Trouble is this process doesn't work for many people and so eventually, we start to promote our MLM Business to the online market.

The online market comprises over a billion people Worldwide; however our ideal Market is other Distributors who understand the model. Active Distributors number about 30 million.

Now we're told we need to 'do the numbers?' In other words we should keep presenting our Product, our Business and Ourselves to more and more people.

Can you imagine what the probabilities are here?

Imagine... 30 million people promoting 500 different MLM opportunities using an untold number of online marketing channels with a signup ratio that is likely to be less than 1%?

Of course, experience tells us that this process is both costly and lengthy for the average person, and chances are that Distributor will not want to continue buying product and/or spend time advertising when they don't make any money in return.

That's why people jump from one Biz-Op to another...



So what now?

Do we consign MLM to the History Books?

Or do we look for another option?

Well, as you're here reading this, we're both agreement that looking for other ways to build a profitable downline is our best option.

That option is MLM Collaboration...

Now then... we know why so many people struggle with MLM, namely:

- They select an Opportunity without a full understanding of its merits
- They don't know where to advertise
- They cannot sell
- So they do not Sponsor anyone or make any retail sales
- So they get de-motivated
- Never buy any product
- And never sign up to autoship
- And eventually they will more to another Opportunity where this cycle continues once again

Trouble is, this process is endemic across our Industry. It is a scenario that the large majority of Network Marketers struggle with every day.

Now that one can articulate why there is so much failure, the obvious thing is to change poorly designed processes into better ones.

In other words:

- People select an Opportunity in the full knowledge of its merits
- Interested parties congregate in large numbers within specialist sites
- People do not need to sell because there is a steady stream of interested prospects
- They do Sponsor others because relationships are built
- They get more motivated
- People buy product regularly
- And sign up to autoship
- And they stay with the same Group for many years

At the end of the day, Business is Business... MLM is no different! What's important is the process of business building is fit for purpose. Currently it isn't!



It's extraordinary that in the main Network Marketers do have disposable income available to buy product with.

The key to MLM success for more people is mutual action or collaboration such that they all develop the right Network format in fewer, better opportunities.

It's all a matter of economies of scale...

It's about coming together...

It's not about being first any more...

It's about building teams on the back of real relationships that stand the test of time.

It's in all of our power to put the waste and inefficiency of online Network Marketing behind us and follow a process like this instead...

- People select an Opportunity in the full knowledge of its merits
- Interested parties congregate in large numbers within specialist sites
- People do not need to sell because there is a steady stream of interested prospects
- They do Sponsor others because relationships are built
- They get more motivated
- People buy product regularly
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This isn't rocket science, but it does require an ability to put any differences aside and simply join in.

The process of collaboration doesn't need to take an age either, not with the MLM Friends Platinum Club...

So, if you've been losing money... if you're fed up... if your Sponsor ignores you... there is another option for you.

Are you brave enough to change... to embrace collaboration... to search out better Sponsors and repeat the process?

There's no shortage of candidates for collaboration... if the numbers are correct... 95% of 30 million people are struggling to make MLM work for them.



That's 27 million people who could be ready to embrace MLM Collaboration next month?

Now isn't that exciting?

So!

Are you up for a bit of MLM collaboration?

Are you ready to look at MLM with fresh eyes?

Are you ready to consign the old costly and inefficient ways to the History Books?

Then come and see what the MLM Friends Platinum Club could do for you?

It'll only take you a few minutes to sign up:

<http://www.mlm-friends.com/friends/index.php?mode=join>

Thank you and see you soon!



About the Author



Bob Thompson is the Founder of the MLM Friends Platinum Club - an amazing new Private Members Club for Network Marketers, one that provides a collaborative environment to select and promote MLM, Network Marketing and Matrix type business opportunities with like-minded home based entrepreneurs.

His Network Marketing experience spans over 17 years; and he's been an Online Instructor for a US Marketing Company too.

But that's not all; Bob is also a senior Procurement Executive with a lot of experience transforming Corporate Procurement across EMEA; he has also developed from scratch a Procurement Consultancy which successfully sold into the UK Public Sector. Bob has used a combination of Technology, Processes, Resources and leading edge thinking to create Procurement integration and improvement within the Corporate Environment providing significant multi-million \$ commercial value.

It's from this unique background, that Bob has identified a 'no-nonsense' way to help Network Marketers throughout the World find, invest and collaborate in the best Home Business Opportunities for faster and bigger residual income checks.

Bob understands that MLM today is not just about marketing and advertising. Indeed, he goes on to say that "poor choices when investing in new online MLM opportunities is more likely to kill your business before you've even started marketing it."

His new Private MLM Club, the MLM Friends Platinum Club is jam packed with web tools and advice to get Network Marketers everywhere collaborating together in the best opportunities so that everyone earns more.

Bob is a Full Corporate Member of the Chartered Institute of Purchasing and Supply and Institute of Logistics.

Links:

MLM Friends Platinum Club: <http://www.mlm-friends.com>