



## Tip Sheet Nineteen: **How to make the BIG Money in MLM**

Make no mistake; MLM is a business model for anyone wanting to earn more money.

... and the operative word here is business.

Business is designed to create revenue and profit for its Owners and Stakeholders.

Network Marketers, a.k.a. Distributors are Stakeholders.

Our role as Network Marketers is to drive up revenue and profit by both:

- Selling to Customers
- Sponsoring others who become Distributors ad infinitum

In simple terms, the only way to earn the big money is to develop a large, ongoing revenue stream from a Team of downline Distributors and Customers. For this the Home office you've chosen to promote will pay you a commission.

Now because we live in a competitive World, we Distributors have to trawl through potentially hundreds of thousands or millions of online individuals who are looking for income opportunities.

It's from these people that we create a shortlist, sift, convert and build our first level downline and beyond.

Whether the people we each sponsor stay with us over the long term, whether they sign up to autoship and whether they buy product for more than a month are based on a number of factors such as:

- Our ability to join the right opportunity in the first place
- Our ability to find suitable prospects
- Our ability to sell that opportunity to our prospects
- The price and quality of the product
- The Company's service and backend tools
- The suitable delivery of the product
- The earning ability of our downline

If any of these areas become an area of concern, our prospects will simply fail to join or stay within our business and so our chance of creating any revenue becomes virtually non-existent.



It's because of this that many people join MLM opportunities for 'free' without ever qualifying in the hope of first creating a downline and from which they can mitigate their cost.

However, we know this strategy is flawed because people usually do what their upline does... so if their upline fails to buy any product or sign up to autoship, then guess what... the newly sponsored downline won't buy or sign up either!

It's this inefficiency that's making a mockery of the Industry from the Distributors perspective.

So how can we make MLM more efficient?

The clue is massive action, but not the massive action you think!

Normally you'll associate massive action with massive advertising... however this isn't the case.

Why not?

Because it's totally inefficient!

This is the old way of doing business.

Instead what we need to do is create massive momentum with people who have the desire to buy product and sign up to autoship... and who want to join the business in large numbers...

In addition, this massive momentum doesn't just impact your business. In fact this massive momentum impacts everyone's business.

To visualise the difference between the strategies let's see both in action.

First the old way...

You're looking for ways to make money online, but you've no experience and no close family or friends involved.

You spy a sign locally... or Google for 'MLM Opportunities'... and eventually see one you like. Alternatively you may get an 'Ad' in your email and respond to that.

You check out the site and make a few calls... you may even go to a local Presentation in someone's house or a local hotel.



You believe the stories and make the decision to sign up. Again you may choose to sign up directly online without ever finding or speaking to someone already involved.

You may check out a number of MLM Opportunities or you might just jump straight in with the first one you see.

After signing up; and after any local 'cooling off period' has expired you set about searching for ways to advertise online and search for prospects.

You may have bought a small amount of product along with any Starter Kit; and you may sign up to autoship and you're off!

You may develop your own web site or you may just advertise the links to your 'Affiliate Site'. Interested people might register their interest via a Splash Page and you as their Sponsor would get back to that person. If all stacked up the person and you overcame their objections, they would join your business, buy product etc and then do the same as you.

Bear in mind that it's this process that is being followed by countless millions of Network Marketers who between them promote and compete in over 500 different MLM Opportunities.

Also bear in mind the statistics which show that more than 90% of Network Marketers are not making any money, and then ask yourself why.

Now, we're not saying that MLM doesn't work... that would be wrong... it does work and many billion dollar Home Offices are a testament to that.

But what's clear is that the majority of Distributors are not able to develop a 'significant level of business' quick enough to sustain their business and break even on costs... say by \$1,000 to \$2,000 turnover a month from a downline of 10 to 20 people who take action immediately.

As you can appreciate, in today's World connected just by the Internet, Distributors and their prospects live and work miles apart, sometimes even Continents apart, and yet all need a co-ordinated approach to delivering mutual growth where everyone at least breaks even.

That's the challenge!

To find a more efficient MLM Business Building Process that works!

Now traditionally, we've all looked for faster, cheaper ways to contact more people... that is where the saying goes... 'do the numbers'...



Trouble is, having a robust for many where they can really connect, such that everyone is willing to operate and take action immediately hasn't really been addressed, which is why many are getting frustrated with MLM, believing that it will never deliver their need for additional income.

So what else is there?

And how can we get another 'process' established in our imperfect MLM Market that failing for too many people?

These are the self same questions I asked myself in 2005 – (at the time of writing it's 2010)...

Mmm!

As mentioned the answer lies in 'appropriate massive action.'

However, the appropriate massive action that's needed is not just tactical advertising, rather it's a market wide process that incorporates and supports:

1. The selection of the right MLM Business Opportunity
2. Finding and converting suitable Prospects
3. Ensuring Prospects take action (buy and sign up to autoship)
4. Getting the message across to millions so that they can all do 1, 2 and 3 above

Let's take each in turn:

### **The Selection of the Right MLM Business Opportunity**

If we don't know which is our best MLM Business Opportunity how can we 'sell' the opportunity effectively to others?

You can just imagine this can't you...

...your Prospect says to you something like "why is your Business any better than xxxxx?"

So what's your answer likely to be?

No idea, never heard of it?

Can you offer something more credible than "it's the best product in the World"...

The reason why there are so many MLM Opportunities is this... *they make money*... some fall by the wayside and others take their place...



But that doesn't help us!

You don't know if a Business is good or bad... you don't know if their Service is superior or downright abysmal!

Then isn't what's needed a way to segment MLM Opportunities by Industry Vertical and Performance?

Now, what if you could review each by how good or bad it is across these areas:

Cost, Quality, Service, Downline, Upline, its Management, your Income and the way you feel?

Wouldn't that go a long way to bring people together in the best opportunities?

You bet it would!

And wouldn't it be easier to 'sell' your opportunity in a very busy market if you knew how good it was against the others?

Most definitely!

And do you think you would stand you out as a Sponsor to do business with?

Absolutely!

Now imagine what would happen if all the active Network Marketers... all 30 million of them base-lined their Opportunity?

Which Opportunity would really be top... and who would be ditched?

Having a process like this is no different to any other benchmarking activity undertaken by Corporate Bodies. Do you think they'll continue to buy from poorly performing suppliers?

No way!

Do you think they'll continue to sell to Customers who don't pay their invoices for months on end?

Of course they won't!

So why do MLM Distributors sign up to and continue with any Opportunity without ever really understanding how good or bad they are?



Of course not!

So what now?

If you're going to sign up to any MLM Opportunity, not only do you need to do due diligence before you join, you need to continue to benchmark every month.

(After all you're not a charity... you're in business to make money not subsidise a poorly performing business and keep it in business).

Having this type of information available privately to discerning Distributors is vital for ongoing management of the Business and aids in decision making.

For example, you and 4 of your downline regularly assess your MLM Business. You all do this religiously every month and now have a ready reference. One of your Team is not so lucky and is struggling.

So instead of wondering why things are going wrong, you simply ask this person to spend 10 minutes assessing where they are, and compare those results against everyone else's.

In a moment, you quickly spot the issues and set your Team Member on a different path.

So that takes care of 'selecting the right opportunity...'

### **Finding and converting suitable Prospects**

You probably wouldn't know it immediately, but there are over 30 million active Network Marketers and at least 80 million people looking for money making opportunities online every day.

Where are they all?

Hidden away... behind countless Affiliate Web Sites and personal Web Sites, sitting behind their computers...

Some will be in Facebook, others in Myspace... countless others spread across the Internet in small groups. Many sit at home, totally alone.

Others have joined specialist Member Sites that talk of Attraction Marketing... or house specialist Internet Marketing Tools.

With this in mind, the key now is to 'unearth' as many Network Marketers as possible and give them all a home.



Why do this?

There's no money in hiding.

What's more useful?

Finding prospects or converting them?

We seem to spend an age, and a disproportionate amount of time and money finding prospects than we do converting those people into profitable partnerships.

But...

If as many of the 30 million active Network Marketers and 80 million people looking for online money making opportunities were to come together into one massive golden 'online space'...

And once there, they all had the chance to baseline their Business... what you'd find is that overnight many people would ditch their poorly performing opportunity and instead look for better ones...

Now if all of those staring to drip feed under those Networkers who were eminently more able to help and support others within this 'online space'... as they chose to join together in fewer, better MLM opportunities... then, a trickle would lead to a landslide of massive appropriate action.

### **Ensuring Prospects take action (buy and sign up to autoship)**

The problem with MLM today is that there is a complete lack of trust and credibility around.

Ask most Family and friends and they'll chose not to join you because of their fear.

Massive action by hundreds of thousands, if not millions of people who are confident in their actions... who sign up to autoship... and who buy product on a regular basis... people who stay together and grow together... that's what MLM is all about.

Together we're contributing revenue and profits to our Home Office and in return we're each earning a growing income stream that is poised to be long term.

Fundamentally, we're not doing anything differently... we're just doing things better... more efficiently.

MLM is a business process that has to start and build from a solid foundation.



## Getting the message across to millions so that they can all do the above

Our version of massive action isn't about pushing your Family and Friends into joining your MLM Business.

Nor is it another advertising program whereby everyone continues to promote any of the 500 or more different MLM Business Opportunities.

Instead, we offer a carefully considered path of collaboration following a robust step that includes the right selection of opportunity... of coming together... and of taking appropriate action on a regular basis.

Now we know MLM isn't perfect, but it can be enhanced and made more efficient.

This Tip Sheet highlights a process that isn't myth....

We have a Private MLM Club that has the tools, thinking and process to help everyone come together in the right way.

That's our choice!

We can continue as we are... or we can adopt a more considered approach to MLM using the advanced thinking set out here.

No doubt you're highly sceptical, wondering if this is all hot air... we think not... and we're willing to prove it to you.

You can join our Private MLM Club for the next 60 days...

You can check out our MLM Directory... see how the market is fragmented...

You can use our Assurance Software and compare your MLM Performance over 2 consecutive months...

You can participate in our Knowledge Share and you can use our Splash Pages to show others our MLM thinking...

All it will cost you is \$1... just one little dollar.

Have a think about it for the next 2 months and if you like what you see join us for as long as you are interested in making money from MLM. For that all we ask is a small contribution of just \$7 a month.

Be one of the first and help us get the word out to the millions of Network Marketers that we can work smarter together?



Everything is ready to go and waiting for you now...

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

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

Thank you for reading, we hope it's been a positive experience 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>