



Tip Sheet Two: Top 25 Ideas for MLM Collaboration

Here are 25 ideas that you can translate into actionable collaborative strategies!

Idea Number One - Benchmark Performance

Two people promote two different opportunities; both operate within the same 'Club' and both receive ads from the other. Now instead of just ignoring the other, both start a business relationship and through proactive benchmarking of their own Business mutually understand which their best options are. After discovering and discussing their options they choose to 'work together in one business opportunity.

Why do this?

There is an over supply of home business opportunities which fragment available Network Marketers. Having an understanding of where best to employ ones time and effort can only be done through an effective benchmarking process. This brings out the strengths and weaknesses of MLM Business, helps people make informed decisions, increases credibility and foster discussion which in turn speed up the signup process.

Idea Number Two – Paid Downline spillover

Your Compensation Plan requires you to personally sponsor two people. You are lucky enough to be able to sponsor eight others. Now instead of assigning these fully to 'spillover' where each remains personally sponsored by you, you choose to give up four of them and gift them to two of your downline. This now qualifies the two people in your downline.

Why do this?

If the two people you help consistently fail to sponsor anyone then they will not qualify or be eligible to make money and ultimately they will leave. Losing them is wasteful and you will not benefit from their volume. By helping them in this fashion you develop a strong personal bond, you develop credibility and you reduce downline attrition. Further, your downline will operate in a similar fashion thus helping more people succeed. This has the potential to fast-track everyone up the Compensation Plan. This can be highly effective if used with Idea One above.

Idea Number Three - Group transition away from/to

Imagine you're fed up with your chosen MLM Opportunity and decide it's best to leave. You tell no one - neither your upline nor downline. Instead you just cancel your auto-ship and disappear without anyone knowing. However, collaborative Network



Marketers are more astute and through Idea One start to talk amongst themselves. Collectively, they realise that they're not in a good position and collectively they choose another option.

Why do this?

Gaining signups costs time and money. Yet it's easy to just 'run away' when you've lost interest or hope. However, should you use this idea, you'll find out that others feel the same as you and are willing to go with you.

Idea Number Four - Advertising Coops + Measurement

When we start to advertise online we're introduced to a plethora of options: such as email, SEO, Articles, Banner Exchanges, Guaranteed Visitors, Guaranteed Signups, Leads, SafeLists, Newsgroups, Blogs, Video, Audio, Black Box technology, Press Releases and so on... Trouble is the options are so many; it's easy to get sucked into different tactics such that everyone is advertising in a different way. Therefore, it makes sense for everyone to use the best solutions rather than re-invent the wheel.

Why do this?

How about better results, conditioning and save money.

Idea Number Five - Group profiling including video

In today's frantic marketplace, who should you sign up under and who should sign up under you? Should it be random or should there be some science behind it? Surely, MLM shouldn't be about blindly signing up people without any interaction? Creating a 'sponsor' profile can help to position you as a caring individual able to help others achieve their desired goals and this can be even more powerful if you use video.

Why do this?

The MLM Friends Platinum Club has a profiling ability such that you can present yourself in your best light, which only dedicated niche profiling can do.

Idea Number Six - Testimonials and Guestbook

Everyone involved in a venture should want to sign a Guestbook or give a Testimonial.

Why do this?

We tend to think that Guest-books are less important than other forms of advertising;



and testimonials can often appear crafted and 'too good to be true'. That said, if everyone was to follow a collaborative approach and sign the same Guestbook and write testimonials about the same process, how powerful would that be?

Idea Number Seven - Common business process - Workbook

There's no doubt that online MLM is a jungle, where everyone is making it up as they go along. All good business follows a robust business process. The MLM Friends Platinum Club has made available to you a 63 page Workbook to help you think about and manage your MLM Business.

Why do this?

Save time, have clarity of thinking, create credibility, and make things easy for others.
Idea Number Eight - Use Video Conferencing

Idea Number Nine - Joint Prospect targeting

We all need support, but it doesn't have to be a direct upline that gives it. Why not share the workload and let your prospect talk to someone else in your downline? Moreover it doesn't need to be with the same person each time. What if the whole Team gets involved?

Why do this?

Gain different view points, create more credibility, and share the work.

Idea Number Ten - Act in unison

How often have you watched your backend reporting to see how many of your downline or free members have acted in a particular way. For example, imagine you have a downline of say seventeen people, and each of them is given the opportunity to sign up to auto-ship. What if only one person signed up? What kind of message would that give out? How about no one was confident about the product?

Just because you have your own small home business doesn't mean you should act alone, or be on your own or even re-invent the wheel. Today, given the economic climate we should all consider acting in unison.

Why do this?

If all Network Marketers followed the same process, a lot more people would be comfortable doing it too! Whether it's as simple as Signing a Guestbook or writing a Testimonial to writing a Profile, everyone should consider working together for the greater good.



Idea Number Eleven - Look to align yourself with 'power sponsors' - i.e. People who understand the true value of collaboration

There are many people involved in Network Marketing today; so which one do you align yourself with? The one that tells you how much you'll make? The one who'll ignore you the moment you sign up? Maybe it's the one who promises to build your downline for you? Sometimes you just go with gut feel, or the circumstances feel right? Collaboration ultimately means joining a higher purpose where all people have the chance of achieving something worthwhile. That's what the MLM Friends Platinum Club is really all about - everyone achieving something worthwhile.

Why do this?

The MLM Friends Platinum Club has been created by one person to help all people. It's the ultimate collaborative framework for Network Marketers everywhere.

Idea Number Twelve - Don't think you're on your own

It's easy to get sucked into a whole host of activities which your Sponsor or Downline fail to get involved in. However, it doesn't need to be like this. Collaboration means working together, offering advice and support where needed either directly or via posting information. That's why it's important to change all Network Marketers view points such that Opportunity Selection and Benchmarking, Advertising, Lead Generation and Prospect Closing is undertaken more effectively, more efficiently and for less cost operating together.

Why do this?

There are over 30 million people actively engaged in MLM today. Now that's a lot of experience both in terms of what works and what doesn't. Isn't it time we put all of this to good use?

Idea Number Thirteen - Don't re-invent the wheel

When we don't collaborate or trust others the only option is to go it alone. When we're shy or don't know anyone it's often difficult to reach out to others. And when there is no information available then it's difficult to make decisions. In this chaos, it's difficult to know who to follow, so re-inventing the wheel is often the only option.

Why do this?

When people collaborate in Opportunity Selection and Benchmarking; when people collaborate in Advertising and Lead Generation; and when people collaborate in closing Prospects the effectiveness of everyone improves as there is clarity in thought



and deed. This builds up the levels of trust and credibility as everyone is working to a common aim.

Idea Number Fourteen - Meet regularly in one place

Most Network Marketers focus on the Internet to build their business as it's perceived to be the most cost effective and fast way to grow. Yet for many, the Internet has become yet another rat race where everyone is scrabbling around searching for places to advertise. There is though, one other option, and that is for Network Marketers to congregate in one place.

Why do this?

If people know where other people can be found, then the focus shifts from advertising to Business Development. However, bringing this many people together into one 'online environment' relies on a sophisticated methodology for people to ascertain their best options rather than get sucked into scams or other non value added activities. The MLM Friends Platinum Club has been designed to provide a framework which everyone can follow regardless of which opportunity they promote today.

Idea Number Fifteen - Give away your time and resources for free

Look online and everyone is trying to sell you something. For real collaboration to work, the barriers have to come down - barriers such as the \$30 a month Membership Fee! After all, it's better for Network Marketers to spend their available cash on Auto-ship Products rather than other things which make no material change to their business. That's why all of the tools and methodology inherent within the MLM Friends Platinum Club are free as this supports the original ideas of the web which is to provide free content and information to others.

Why do this?

In today's economic climate times are tough and cash is a premium that shouldn't be wasted. When we have a collective aim and higher purpose making a quick buck shouldn't come into it.

Idea Number Sixteen - Be open and honest at all times

At the end of the day, when all else is stripped bare, we only have our human attributes to fail back on. For our Society to work, for Network Marketing to work properly we need to be open and honest with each other. And sponsoring others in non performing business opportunities or other resources is damaging to everyone. Everything we do should be beyond reproach.



Why do this?

All of us, as Network Marketers are 'playing' with our financial future and well-being. When people leave the Industry de-motivated, frustrated and angry then we've all failed. Although Network Marketing is often shown in poor light; it has a noble ideal; and that ideal of helping the ordinary person achieve real wealth and success needs to be upheld by us all. Collaboration is the beneficiary of openness and honesty - and being open and honest underpins collaboration.

Idea Number Seventeen - Focus on one thing at a time, don't join multiple opportunities

At the end of the day, all of us only need to be successful in one home business. This sums up collaboration quite nicely, in that we only need to work together in one business. Of course, that'll never happen, the Market is too rich and varied; but fewer better opportunities would make the World of difference especially if everyone operated within a collaborative methodology.

Why do this?

There's no point wasting valuable time, effort and money promoting more than one opportunity. Isn't it best to focus on just really good one that will deliver the results you want? After all, it's impossible for everyone to really collaborate in more than one opportunity.

Idea Number Eighteen - Don't expect others to do what you won't do

There's a saying, don't expect others to do something you won't do and clearly this doesn't fit a collaborative model. Of course if you're willing to collaborate then there's no reason why we can't all collaborate.

Why do this?

Collaboration is a key principle in MLM! Whether we ultimately choose to collaborate more effectively, efficiently and for less cost in one, twenty or fifty different MLM Opportunities is right now immaterial. What is important is that we improve our collective results through collaboration.

Idea Number Nineteen - Keep things simple

We can all collaborate at many different levels and with different activities; but the key to successful MLM Opportunity Selection and Benchmarking, Advertising, Lead Generation and Prospect Conversion is making the process easy to understand and quick for all concerned.



Why do this?

We have to recognise that MLM today is a complex environment that's highly competitive and running on the ideas of millions upon millions of people. However for MLM to become more mainstream and acceptable to the remainder of the global population we all need to work smarter together. If we cannot, then we'll never appeal to a wider audience or enable more people to achieve the kinds of income levels they aspire to.

Idea Number Twenty - Always remember we achieve more together than we do alone

All of the great achievements made by Man over the Centuries have come from collaboration between people. The Internet and our collective desire to succeed in MLM doesn't mean we have to act alone or re-invent the wheel. Nor does it mean we have to operate inefficiently or ineffectively.

Why do this?

Life is tough enough today without making things tougher. Just look at your own MLM experiences to date. If you're struggling or not achieving the results you desire then maybe collaboration is the answer?

Idea Number Twenty One - Build a strong relationship with your upline and downline

Every thing we do as people and Network Marketers is dependent on others. The relationships we have and develop are vital to our success tomorrow. If we struggle with relationships then hiding behind a computer screen to build your business is not the answer. The key is daily input throughout your organisation to build trust, credibility and simply be supportive.

Why do this?

It's easy to walk away if the relationship with your upline and downline isn't there. However, it becomes very difficult to break if the bond is strong, and this is exactly what's needed to create a future sustainable MLM Business for years to come.

Idea Number Twenty Two - Don't ignore the ordinary person

For example, not everyone can afford autoship, and not everyone will be able to go onto the maximum level of the compensation plan



Many people struggle with MLM because they're looking for that elusive quick win; either via a Big Hitter signing up under them or by using black hat technology to take short cuts, (by black hat technology we mean for example ways to get to the top of search engines with underhand or unorthodox means). And yet there are countless numbers of people struggling with MLM today who are just waiting to find better, more efficient and less costly ways to make money online; we suggest that a collaborative MLM methodology can boost all of our efforts and substantially increase our earnings.

Why do this?

The Internet is great for bringing many people together quickly. Imagine what it could do to your business if you decided to support collaboration and be one of the first to utilise this thinking.

Idea Number Twenty Three - Compare results regularly and continue to discuss, find ways to optimise every ones business

Everything we do is results based and yet the majority of Network Marketers will benchmark and compare their primary opportunity as well as services to support their business. Best practise organisations continually understand where their business is and what they need to improve.

Why do this?

It's highly likely that 30% to 50% of all Network Marketers fail to sponsor anyone or make money. Now that's a huge number when you consider there are over 30 million people actively engaged in the Industry. Imagine, that's at least 10 to 15 million people losing money or just about breaking even. Now imagine if just some of them supported you in collaboration and joined your downline?

Idea Number Twenty Four - Listen to everyone's ideas and let everyone participate

The MLM World is full of people at all levels of comprehension, skill and experience; and it's a Business Model for everyone where everyone should be able to progress. A collaborative approach provides everyone with the ability to contribute as much or as little as they want as well as help each succeed and prosper. Who cares if someone struggles to sponsor anyone? Isn't it better that we all support each other rather than ignore someone who's struggling?

Why do this?

We succeed together and we fail together... isn't it better to succeed?



Idea Number Twenty Five - Build on the strengths of the Team and every individual

Collaboration simply means that we ALL work together, using our collective strengths as well as our collective time and money. Ultimately, we can all choose to make MLM difficult or easy, costly or inexpensive...

Why do this?

There is a lot of waste in MLM, and failure... but together we can minimise this and improve!

Consider joining our exclusive Private MLM Club?

Just \$1 secures a 60 day Trial!

<http://www.mlm-friends.com/friends>

Thanks for reading.



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>