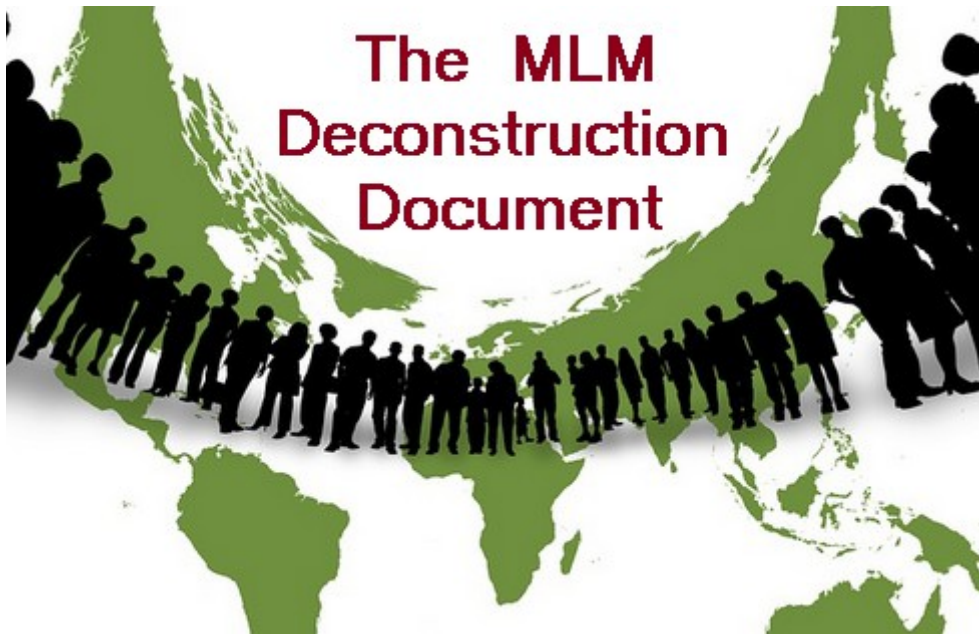


The MLM Deconstruction Document



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(*My apologies to those of you reading this book in the UK – A few American/English spellings – OOPS!)*

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Foreword:

I grew up in a little village in England, UK – (*Wargrave in Berkshire*) in the 1950's – early 60's when there was a huge divide between the remarkably rich and the remarkably poor. (No points for guessing which side I was on).

From as young as eight or nine years old I was aware that some of the other 'poor kids' parents weren't too happy with me when I went knocking to ask their son/daughter out to play. Why was this? I didn't really know at the time until one of those friends told me it was because I was considered 'Trouble' with a capital 'T'. This rather shocked me at the time because I knew for a fact that I was 'not' trouble, with or without the capital 'T'. I guess it was because I was a scruffy little bugger who used to swear and spit a bit :-)
Or was it because some of the other friends I had 'were' Trouble with a capital 'T'? I think it was a bit of both, but probably more the latter.

Now on the other hand, I had many 'posh' friends from down the rich end and my welcome was 'always' much different. I would be smiled at, invited in, and spoken to as an equal. I would be taken on trips with their children and often invited to 'dinner' with them. (*something the 'rich' people seemed to get Sooo wrong, as they had Lunch at dinner time, tea in the afternoon and dinner at tea time - Hmmmmmm??*)

But nevertheless, I was always made to feel very welcome and never judged.

When I started secondary school at eleven years old, I didn't like it too much. I would bunk off, get a bus into Reading or Henley and just while away the time however I liked. Or, I wouldn't even go to school at all, and instead, I would go to work. I had several jobs which paid me 'more' than my old Dad earned each day as a gardener for the 'rich' end.

I had a car-cleaning round, I worked at Colonel Blaber's Chicken Farm down the Loddon, and I worked at the Pig Farm down Willow Lane. On top of that, I'd do odd jobs for anyone and everyone at any time – I was extremely industrious. (*Albeit illegally industrious*).

Eventually that behaviour caught up with me and I was placed into 'care' for my own benefit (apparently). It changed me for sure, as I became very good at school and very good at sport. I also developed a disciplined mind which became invaluable to me later on.

Skip forward a few years and I'm now a FREE chap again.

I renew old friendships but find they've chosen wrong paths which they would always try to get me to follow them down. (Drugs, Drink, Crime etc)
I never did because of the disciplined mindset, but I still used to hang out with them – much to my 'social' detriment :-)

You see, while I was keeping myself clean, sober and really hard working, my other friends who chose the 'right' paths from the off were having nothing to do with me. Again, I was feeling singled out, discriminated against even, simply because of 'who' I was hanging around with.
(It was a feeling of De` Ja` Vue all over again).

At work, no problems at all because I was judged simply on 'who' I was and 'how' I behaved. I made some really good lasting friends through work and it taught me a lesson which is very relevant to this book. That lesson being "Never Judge A Book By It's Cover". Orrrrr "Don't Judge 'My' Story By The Chapter 'You' Walked In On".

MLM / Network Marketing has certainly come of age as a 'profession' and is as good, if not BETTER than most out there. If you are 'rich' and unbiased, or 'poor' and unbiased you will know that there is an awful lot of Honour and Respectability in the ranks and that it is a business concept that quite simply has no equal in the way that literally 'anyone' from any walk of life can become involved and rise to the top of the industry in a very short time indeed. (*Hence the draw for the con-man or criminal minds*).

No age barriers. No sex barriers. No education barriers. No Rich – Poor Barriers. There is only ONE qualification you need to succeed in MLM / Network Marketing - and that is Integrity. Now of course you do need to have Focus and you do need to Work Hard, but at the end of the day, without 'integrity' you WILL fail.

Of course, it's that 'integrity', or lack of it, that has brought the MLM / Network Marketing industry into disrepute at times. But just think for a moment Can you honestly say that there is ONE single industry out there that doesn't have it's rogue operators bringing that industry into disrepute? From Politicians, Policemen, Clergy, Bankers, Construction workers, Services of every kind? The list is infinite and MLM / Network Marketing is just another, but because So many 'ordinary' people are getting seriously wealthy because of it, the powers-that-be DO NOT like it and they will spin every negative story for all it's worth to try and destroy the industry. Thankfully, they FAIL every time. So Pleeeeeease, carry on reading with an open, unbiased mind like the 'rich kids' parents did in my small village :-)

What Does MLM Stand For?

MLM is the acronym for 'multi level marketing'. It's a way to deliver products by utilizing the power of people. These products and services are usually not sold through regular stores, but from individual homes of the sellers.

Those who get involved with this type of marketing can typically make a lot of money based on two factors. The first being their ability to work hard, and the second being their ability to stay connected, nurture and motivate their downline or distributors.

The way income is earned is like this example: John joins a company offering people a great product. He gets involved with them, starts earning commissions and begins to enjoy a better financial outlook for his life.

His neighbour Bob sees how well John is doing and he wants in on the action, too. John takes Bob under his umbrella of mentorship, teaching him how to be successful selling the product. Because of John's tutelage, Bob also begins to earn money. A certain percentage of what he sells is then given to John in the form of a commission.

Bob then shares his story of making money with his family and friends. Three of them sign up. Now Bob is making commission based on what they sell. Meanwhile, John is still making commission on what Bob sells but now, he's also earning on what Bob's downline sells.

So each tier or level will grow - depending on the amount of distributors who also desire to sell the product. The more levels you have working below you, the more commissions you'll earn.

In MLM, the income level has the potential to reach great heights - but only if it's properly worked. Those who sit around and do nothing to promote the product or the opportunity usually don't fare well.

There's no lazy way to success in any business and this one is no different. How much money you 'can earn' through this type of selling structure will also depend on how the company has set up their commission scale - plus the percentage of commission made from your downline.

Since the rate of potential commission can vary from opportunity to opportunity, you'll want to check out the company and the success of others

who are already promoting the products to make sure it's the right MLM company for you. Any company that promises you'll get rich overnight or that you'll get rich without having to lift a finger is a company you should avoid getting involved with.

The Best Way to Find New MLM Opportunities Online:

To find the best new MLM opportunities online, obviously, you're going to have to do a search. But where you conduct your search can determine the results you get. If you search just through a search engine, you're going to get thousands of hits on the phrase 'MLM' or 'MLM opportunities.'

Some of the better ways to check out how to get into one of the better businesses is by joining a forum. Nothing can build (or break) a company's reputation like social proof. If the company is a bad one, people are going to be talking about that on the forum.

*(But it's vitally **'Important!'** to remember that there are **Neggie-Norah's'** In every industry who simply 'have' to slag off every opportunity they come across).*

If it's good, they're going to be praising it. Check out how many people are for or against the company (or its product) and make your decision based on what you read. And be on the lookout for chatter when a new company is on the horizon.

Another way to find an opportunity is through advertisement. Many MLM businesses list their company through an MLM directory. These sites charge a fee to list the business for a period of time.

You can scroll through the site to check out what's being offered and what was listed recently. Some of these marketing directories will even have the MLM companies broken down by niche. So if you're looking for something specifically in health or beauty, you could just go to that category.

You can also find some pretty good MLM businesses listed on some websites that promote these companies. What you do is visit the site and sign up requesting more information about the company.

Some of these websites will break down the MLM according to the industry. You might see subheadings such as weight loss, skin care, etc. If you already know what you're passionate about, this would make it easy to find the perfect fit for yourself.

MLM newsletters are offered by some websites, so if you're not sure which opportunity is right for you, then you can sign up for the newsletter and stay tuned to what new companies are coming up and that might be the one for you. Blogs are another way you can find new MLM opportunities just by using your keyboard.

Marketers will often talk about how they got into the business, what it's doing for them and how you can get involved too. There will often be a link directly to the MLM company website for you to follow.

Unfortunately, there's no green arrow to point you to the perfect one - just as there's no skull and crossbones sign to warn you if the new MLM opportunities are scams. So do your research, get more information about the company you are interested in, and make an informed decision.

Probably some of the best newsletters for the industry can be found at;

<http://networkmarketingpro.com>

<http://www.businessforhome.org/mlmposts/>

<http://randygage.com>

They each have sign-up forms on their websites so 'Go For It'.

Signs of a Trustworthy MLM Program:

It's sad that we live in a world where honesty is sometimes a rare commodity, but that's just the way it is and you **can't** afford to **not be diligent** in checking out business opportunities before you get involved in them. The bad companies can be pretty easy to spot because they come across as over hyped with pretty brash statements, but how can you tell if you're dealing with a trustworthy MLM program?

The first way you can tell is to discover what the company is saying about themselves. Do a search online. Is the focus of their advertising the solidity of the company and the strength of their product?

A trustworthy company with a good product won't hesitate to brag about what they have to offer. An MLM company that may not be all it's cracked up to be will hide behind exaggerated promises.

How good is the product? Is there an audience for it? If there's no need for the product or it's too unusual, there won't be a demand for it. Without a demand, you won't be able to make the kind of income you're hoping for no matter how good you are at the art of persuasion.

People won't spend money on a product they see no need for. Plus, if the product is something that doesn't generate the need to buy it again, you're not going to see as much success because it's a one time purchase and you'll have to continually hustle for new sales. A trustworthy MLM program is one that has created a product that will keep on selling and keep people coming back to buy it again and again.

A trustworthy company won't ask you to show them the money up-front in an exorbitant amount. Companies that are on the level won't require you to pay any kind of enormous up front fee (*except for a distributor pack or kit*) just to be associated with their company, and even then, it shouldn't be outside of the reach of 'Every-Day-Joe'.

The right kind of MLM company will build their business on their product and not on how many people they can get to sell it. (*This is vitally important*)

If the product is good, it will sell. If it's not – it won't, and in order for the company to stay in business, they will then start to 'concentrate' on recruiting people to keep the business expanding. (*Not a good MLM tactic*).

A trustworthy program will be one that teaches you what you need to know to promote the values of the product to make sales and gives you support at every level of advancement you make within the company. You'll be taught how to grow a downline of satisfied customers and you should receive instruction on how to manage that downline the right way. Remember to always trust your gut. If you feel like the company might be a risk, then listen to your instincts and walk away.

A Good MLM Company Will Provide This to Members:

Because it's not difficult for anyone to set up business on the Internet, it's easy for scams to take root and take advantage of people. You can avoid getting taken by such scammers by educating yourself on what a good MLM company would provide for those who join their ranks.

A good company is very interested in your success and wants to help you reach whatever financial goals you set for yourself. A good company will show you how to give others the chance to join you, creating a healthy and solid functioning downline.

Before you get started, make sure you understand all of the benefits of the product. Is it something you can believe in? A good MLM company won't offer shifty information about what they're offering.

Their brochures will proudly proclaim what they're offering and won't be filled with hype about 'make millions' or 'retire in 30 days.' Pie in the sky promises are a warning sign and if your instincts question whether it's a scam, it probably is.

Look for a company that's proud of their track record. Beware of the company that doesn't seem interested in getting the word out about their business. Remember, if there's nothing to hide, the business will be very open to questions. If you ask questions and are spoken down to, it's not a company you want to be a part of.

Watch your wallet. A company worth its salt won't require you to put up

great sums of money for worthless kits mainly filled with information and little else. They won't get defensive if you ask to talk to others they say have made good money selling their product. In fact, most great companies are only too happy to have their distributors share the promise of their company.

What you will be given to work with by a good company will vary among the companies, but all good companies should offer advertising tools. They know the best way to move a product is through advertising.

That advertising may take on different forms - such as online or offline variations. Online would be through websites or other online business tools. But, they'll also provide you with offline tools too, because as hard as it might seem to imagine, not everyone will stumble on the opportunity online, and you're bound to find interested parties everywhere you go.

Some of the most promising good MLM companies will provide mailers and others will go the extra mile and offer a campaign to go along with it - even right down to providing a prospect mailing list. Most will offer you literature on how to successfully prospect, whether online or offline.

But most importantly of all, if you're a subscriber to the saying - "If it seems too good to be true – it probably is" Then I suggest you ditch that mindset immediately because 'that' will stop you being successful 'every' time. Many Network Marketing programmes are 'so' successful, with associates earning life-changing amounts of income in relatively short amounts of time, and 'they' are absolutely no different to You! Except the fact that they didn't believe - "If it seems too good to be true – it probably is".

Network Marketing is the social leveller that humanity has been craving for a very long time. The sooner you become a part of the phenomenon the better.

The Best MLM Company in the World:

Discovering the best MLM company can be tough. Bragging rights should be earned and based on truth - and yet some companies will make exaggerated claims just to get people to join them. Once you've forked over the fee for a kit, you find out that the claims were all hype and the promises were empty.

You can either grit your teeth and try to make a go of it even though making a profit will be all uphill or you can cut your losses and find out 'which' MLM company really 'is' who they say they are and will deliver on what they promise.

Ask yourself the following questions when you want to join an MLM company:
How well can the product stand up?

Is it a fad product or does it offer something consumers will consider valuable?

Is the company a new one or an older one?

What's their reputation both online and off?

Is the company realistic about how well I can do or are they offering 'millions overnight'?

How will I get paid and what is that commission based on?

If the company is considered a niche company, is there room within the niche for more growth or does it appear tapped out?

Who is going to teach me what I need to know to succeed?

You want to do a search for MLM companies and check to see if they're reputable by typing in the name of the MLM company and adding the word 'complaints' after the name. Any adverse information about the business will pop up for you to read.

(But be aware of this form of research as there are 'professional complainers' out there who just love to instigate controversy just to get more hits to their forum post/website/blog etc).

Many people would say that Amway is the number one MLM company in the world. However, this company has been around for so long that most people bypass it looking for newer opportunities which are certainly plentiful with a much simpler and easier to understand marketing plan.

For those who enjoy cooking, Pampered Chef is apparently one of the better MLM companies you can join. Not only do they offer home shows, easy selling and training, but the compensation plan is well structured and friendly for newcomers. They also have a solid reputation in direct selling from home business circles.

Photo album buffs will love Creative Memories - you can make profit from the sale of merchandise as well as collect small teaching fees when giving home parties instructing others how to preserve photo memories.

Everyone wants to know what the best MLM company in the world is. The truth is that there are many companies that would qualify for the title of best. Best it really depends on what you're genuinely passionate about and can talk enthusiastically about the product itself to literally anybody.

If you hate travel, then a travel MLM company certainly wouldn't be considered the best for you. Same deal if you hate cooking or can't use other certain products. Always match the company to fit your interests, and don't try to force yourself to fit into a mould.

Find an MLM Home Based Business That Has a Desperate Audience:

When someone is desperate it means they're looking for a way to fix something - could be a problem with their relationship, their health or their income. A 'desperate audience' to an MLM marketer is one that strongly desires what 'you' have to offer.

The marketer's key to success is tapping into that desperate audience. You've heard by now that any MLM home based business that does the best, is one that gives the solution to a problem. That's still correct.

How can you define a desperate audience?

Let's look at a scene that takes place all over America on any given day. Picture a Mum with young children. She's worked hard all day long dealing with one issue after another that drained her of all her energy. When she finally gets to leave the office, she picks up the kids from daycare, they're cranky because they're hungry.

Mum is tired, she's worked hard and just wants a little peace and quiet. She can feel the tension headache mounting. So she pulls into the nearest fast food restaurant and orders a couple of those meals in a box.

The kids get fed, peace reigns and Mum is happy. This is one reason that fast food restaurants make so much money. They fill a need for a fast meal. They're not offering just food for empty stomachs. They're offering the ability to restore calm and quietness for a harried parent.

You want an MLM home based business that 'solves a problem' in such a way that your audience can't live without your solution. You're searching for people who are already eager to get what it is you're bringing to the table.

Those people aren't going to be your co-workers, your best friends or your family. The desperate audience is looking for **answers** or they're looking for a **way to bring in an income**.

You don't want to spend your time talking to the wrong people – and that means anyone who - **hasn't expressed an interest** - in what you're doing - and those - **who see all MLM as scams**.

Stop wasting your time. Those are prospects who will get onboard later when

they see 'how well' you're doing.

But from the beginning, focus on the people who 'have' expressed interest.

These are the people who fill out the 'more information' card or sign up through an opt-in on a website. These are the people who contact the home office and ask to be put in touch with someone in the field. Though their reasons may vary, they're desperate to get involved.

One of the answers to finding the right MLM home based business could be simply to ask yourself 'what it was' that drew 'You' to the company.

That same pull is why others are looking, too.

That's the audience 'You' need to target.

Finding Your Passion in a Network Marketing / MLM Home Business:

You have but 'one' life to live.

How sad would it be to 'live it' stuck in a job you dread heading to every morning?

How tragic it would be to stick with that job until retirement age.

Life was never meant to be endured, but to be lived and lived passionately and that goes for people who want to get involved in a network marketing MLM home business, but aren't sure which one to pursue.

Life was never meant to be a *'work thirty years until you can retire and you're too worn out to do the things you'd like to do'* existence. If you're not jumping out of bed every morning eager to get going, then you're not doing what you're passionate about.

When you get into network marketing, you have a chance to pursue the things that you're most passionate about. How can you tell the difference between something that you 'like' doing, something that's fun or something that stirs you deep within your heart?

Easy. - What is it that you love?

Is it gardening? Writing? Sharing information?

Helping others find their life's passion? Solving problems?

Whatever it is that you're passionate about, you can bet there's room for that passion as a potential money making venture.

Another way you can tell if something is your passion is by how much time you devote to it without it seeming like a chore. Even if you search out information about flowers or cookware every now and then and you enjoy both flower gardening and cooking, that might not necessarily be your passion.

But if you find yourself constantly searching for information about health and fitness, constantly drawn to information about the topic, then that's probably one of your passions and you'd do well to find a network marketing MLM home business that sells health and fitness products or information.

Ask yourself what is it that gives you a sense of satisfaction. What do you get lost in when you do it? What makes you lose track of time?

You start out enjoying it, planning to spend only a couple of minutes, but discover almost the entire day has slipped by and you're still involved in the activity or hobby.

You can tell when something's your passion if you feel that you're good at it, that you know a lot about it, and that you 'need' to learn more.

There are so many areas or niches in a network marketing MLM home business that you can get involved with that can take that passion and show you just 'how to make money' doing what you love.

Look at it this way - in five years, you'll be five years older whether you're passionate about your life or not. Wouldn't it be better to live it to the fullest doing something that is fulfilling to you?

Finding People Who Are Seeking MLM Opportunities:

If someone offered you the chance to work from home owning your own business and make money doing it, would you jump at the chance?

There are many others looking for just such a business. They're seeking, but they may not always recognize how to get connected with the right MLM opportunities.

These are people who already know what they want - they only need someone to guide them. That's where you come in. You 'are' that someone.

People who are genuinely seeking MLM opportunities are considered to be 'hot prospects'. You don't have to understand anything about the art of persuasion to convince them to join you.

They've already made up their minds that they're going to get involved with an MLM company. You don't want to miss your shot to be the person who helps them get what they want.

You find people who are searching for you by checking out websites that sell lists of people who have shown an interest in 'work at home jobs' or opportunities. These are people who already know they want to work at home - they just might not know exactly who to trust, what they want to do, or how to get started. While these aren't as hot as an opt-in prospect, they do have an 'elevated' level of interest.

You also find people by getting leads from websites that produce lists. These reputable sites have usually double-checked the list for accuracy (*making sure the people didn't give any bogus information*) before passing it on to you.

The majority of these lists are created from people who have shown interest by signing up for more information. These are part of the 'hot prospects' list and you need a way to be well organized once you contact them.

You should always know 'who' you contacted, 'when' you made contact and 'how' to follow up. Too many marketers lose prospects between the first contact and the follow up.

Seekers are also found through the use of work at home forums or by having

your own website set up with an opt-in box.

You should aggressively advertise your MLM business through the use of online media such as free press releases and the use of social media marketing.

This is one of the sharpest tools you can use to help you grow your business. When you engage in social media marketing for your MLM opportunities, you're not just connecting with one person - you're also connecting with the people in their '[sphere of influence](#)'.

How Do I Get MLM Leads?

Lead generating is not a new term - and it's not exclusive to multi level marketing (MLM). From the meeting rooms of large corporations to schmoozing at events, leads are created by scores of people every single day.

But what if you're a work at home marketer who's just getting started in the business and don't know how to begin getting MLM leads? How can you get the leads you 'have to have' in order to see growth?

One way some marketers get leads is through using the services of a lead generation company.

What are the pros to this approach?

A reputable lead generator will provide the buyer with good leads - meaning they'll connect you with people who are 'really' interested in what you're selling.

These companies find these potential customers through a variety of means. They go through their list of potentials and make sure the leads are 'real people' with a working email address.

They are usually more expensive than the more 'general' lead generation companies, but that extra money at the start of your campaign could return very healthy results over the long term.

Some companies will break down leads according to your exact niche` or

industry, which helps you target the right audience from the start.

These leads are people who've been searching for the **product or information** that 'You' have , so they're considered a hot or fresh lead if they're very recent and not stale.

What are some of the cons for buying MLM leads?

A few of the less than stellar companies will oversell the leads, which results in customers being contacted numerous times by marketers. You can imagine how happy that makes those who are contacted.

Many of these leads could be what's known as 'stagnant' or 'cold leads' rather than fresh ones. Another con is that buying leads can be expensive and might not be an option if you're a newbie to multi level marketing unless you have an upline mentor who already has a 'sales-funnel' in place that they could give you permission to use. Otherwise it can be a 'very' hit and miss exercise that could cost an awful lot of money.

There are three major tools that can help you generate leads (*and without cost too!*). One of them is social media. If you're not using social media for your business or to help sell the product you want to sell, get involved with sites such as Twitter, LinkedIn, Pinterest, Instagram or Facebook. Make a personal connection to those who you see are interested in the same products/services as You. The key to generating leads this way is in connecting with people who are obviously open to hearing about the relevant information you have to offer, and today, more people than ever use social media.

The second best tool is to use list building. Create a website to share information about your product and offer visitors something in return for filling out your opt-in form. (usually a report or interesting Audio/Video. You can use a free Auto-Responder tool like Mail Chimp, or a paid one, like Aweber or GetResponse.

Finally, the most overlooked way to generate leads is by using search engine optimization. When you post on social media sites, when you write on your blog (*if you don't have a business blog, you should*) and when you write content, always use the advantage that SEO can give you. Sometimes MLM leads will fall right into your lap, but most of the time, you have to go out and get them.

How Does MLM Marketing Compare to Internet Marketing?

In many ways, MLM marketing is both the **same as** and **different** from Internet marketing (IM). One way that they're the same is that - the more people who are promoting and selling the marketer's products in IM, the more the marketer will earn.

The Internet marketer can make more in income by getting involved in joint ventures with a partner or two and by selling affiliate products. The avenues to make money as an Internet Marketer are many.

MLM has the same ability to create wealth based on the same principle as Internet marketing. The leverage is even the same and is found in the people you serve, either in a joint venture, or as a distributor.

Don't look at either form of marketing as a stepping stone for your success but as a means of helping people achieve their desire for financial gain. Because when you help others, you're ultimately helping yourself.

You don't want to become known as the marketer who 'uses' people and once the money is in your pocket you ditch them. Those kind of marketers always have to find new blood to take advantage of, whereas the marketer who 'helps people' has no trouble building either a downline or a following.

There's also another common thread between the two. That common thread is what's known as **passive income** and works this way: in Internet marketing, a marketer creates a product.

He sells it numerous times. He lets others sell his product and pays them a commission, but he still earns too. He's now continually making money on something he spent time to create just once.

In multi level marketing, the person who creates a solid downline begins to earn money or commission based on sales, and what those people do with their own sales. Because he's making money from the actions of his downline, this is passive income - a great tool for success in either field.

How effective is MLM marketing versus IM?

It's very effective depending on how much you're willing to commit to

working on achieving your goals.

Which way of doing business is better? Neither.

Both are what the people who decide to do it will make of it. You can get involved with Internet marketing or MLM marketing, but you have to learn the art of making it a success.

Study the top gurus in both areas.

What are they doing right?

What did the ones who failed do wrong?

You'll notice the ones who succeeded and went to the top in 'either' business are the ones who hung in there and didn't quit.

How to Develop Your Own MLM Recruiting System:

Bringing on more people to your downline through a savvy MLM recruiting system is a way to ensure that your business lasts beyond a 'here today, gone tomorrow' headlines. Without recruiting, you're not going anywhere but growing stagnant. Now you can purchase a system by shopping around online for one or you can create one that's more suited to the way you like to do business.

If you've never developed a plan for recruiting before, don't worry - it's only a matter of following a few steps. Before you start, make sure you've got the knowledge you need to have about the business. Be prepared to answer any question that arises from your prospects.

Step one - write out a day by day goal sheet. Plan what you're going to do every single day to accomplish your MLM goals.

If your goal is to get five new recruits in a week, then you know you're going to have to present your business to a certain number of people based on your conversion percentages. Work at your business daily. If you treat it like a hobby, you'll earn hobby income and not real income.

Step two - project the right beliefs about the business. If you have an Eeyore mentality about recruiting, that doesn't draw people to you or MLM. If you're

not pumped up and excited about the opportunity, why would people want any part of a business that doesn't even fire up the person already in it?

Step three – know when to be quiet. You might be nervous when you speak to new people and you might be eager about your business, but combining the two can make you sound like an over the top eager beaver.

Rather than push how great things are going and what a chance they have to get onboard, find out what they need and want from life and what they hope to accomplish. Find out what pulls them to want to change their lives. Listen!

Step four - don't see the prospect as a dollar sign. Once you know how they want to change their lives, be able to explain to them how MLM can do that. If you've been in the business awhile, you should have examples you can show them.

Talk is cheap. Be able to back up your statements with proof. Show them a commission check stub. Have a plan ready to show recruits where you list the steps it'll take to get involved with the business and then list your part in helping them reach their maximum potential. Talk about the helpful training you'll give them, how you've overcome problems, and how you persisted and are successful today because of it.

Consider Social Networks for MLM Lead Generation:

Any marketer who's been in the business awhile will tell you that #MLM lead generation is the bread and butter your company has to have in order to thrive. Without leads, your company stagnates and then withers.

Thankfully, with all of the social media sites available today, getting those leads is easier than ever before. But like any tool, you have to know how to use it to make it work for you.

If you don't know what Twitter is or how to use it, now is the best time to start. First, if you don't have a Twitter account, get one. It's easy to set up and easy to get started. Once you've set up your profile and your account is activated, you start writing – known as Tweeting.

(OK, I know most of you reading this book probably got it from a #Tweet :-)

What to write will vary depending on the information you want to impart. You're not there to chase after people. You're there to be personable, to share some small details about yourself and to talk about your business. The beauty of Twitter is that you get 140 characters (including punctuation) to say what you need to. So it won't take much time at all.

Talk about what you did today (took the dog for a walk so I could brainstorm ideas for a meeting, product presentation, etc.) or mention what someone said they enjoyed about your product or service. Join in with other people's conversations, it's what Twitter has built its reputation on.

Build a following. Twitter is now huge on the Internet and many sites will offer visitors the chance to follow them on Twitter. Just hit the follow button and you're linked!

You can use Twitter to talk about what's going on in your business, how the product is moving, conferences you attend, and more. The conversation is what's the tool - Twitter is just a platform to use that tool to engage with people. You can send traffic back to your business site by talking about your business. Make sure you put your social media links wherever you comment - blogs, forums, etc.

Facebook can be a little trickier. You don't want to mix a business Facebook account with a personal one. Make sure you have a great profile. Once you set up your account, create a fan page. But before you do anything, if you've set up a Twitter account you need to start following [@MariSmith](#) for literally everything to do with Facebook.

Don't just talk about your business, but share insights about MLM. Share the do's and don'ts of the business. Offer some helpful hints for what worked for you and what didn't work.

When others become a fan of your page, that's social media advertising and the word is spread. Plus, because of Facebook's high search engine ranking, your name or business will rank higher just by being part of it.

With any of these, you don't want to come across as being on there just to sell. Be informative - share with others how to solve a problem, or how to manage their time, as long as it's something of value.

Pinterest, Instagram, LinkedIn and many others are out there, they are free to sign up to, but can produce massive results.

How to Explain Multilevel Marketing to Friends and Family:

When you're excited about an opportunity like multilevel marketing, it can be easy sometimes to get carried away and be over exuberant with others when you try to talk about it.

You don't want to come across like one of those pushy info-commercials with a 'you gotta get it now!' type of speech. There are several ways you can explain to people what it is you do and you need to change your approach based on how the chance to share is given to you.

For the person who sees you working from home and asks you what you're doing, that's a wide open chance at a short presentation. You don't want to give them a spiel worthy of an Oscar though. Keep it short and simple. Working from home is the American dream for most people and when they see someone who's doing it, they might be wondering if it's possible for them, too.

The best way to explain multilevel marketing is to explain the different avenues they use to get goods into their own homes. They go out and buy it from a store. They get a postcard or letter in the mail, like the product and order it. They get called by a company, hear a speech about the service or product and buy it. They do online shopping. Or they hear about great products from someone like you, a distributor.

Probably 99% of conversions in MLM are presentations taking place by conversation alone. It's based on how you present the opportunity to work from home and make money doing it.

If you're unsure how to share the opportunity, if you're trying to hem and haw and come up with solid selling points, then you're not going to be able to accurately explain why it's a good idea for them to join in the business too. Be genuine, but practice what to say until you feel comfortable. You never know when someone will ask you.

Because the term "MLM" can be confusing to some people, don't try to

explain everything that goes into the process. You can simplify it into one sentence by saying, "Multilevel marketing is about selling products at a great price, getting paid to do so and giving others the chance to make money at home, too." Don't stray from that, but if they do want to know more, offer to let them review some of the official company literature - in 'your' presence though – don't just assume that they'll read/watch/listen to the information you've provided them with Most WILL NOT! Fact!

You can also liken it to shopping at a store that offers incentive programs. Point out that any store that offers a discount for shopping with them is basically the same concept as network marketing.

If you shop somewhere and save money - plus you earn points that can be applied toward grocery purchases, you're going to want to tell your friends and family about that store. There are other businesses that also use a similar method like 'tell a friend' discounts. You may have seen some of them like 'get \$25 for every friend you refer.'
Apple did the "Take The Survey - Claim A MacBook Air".

These are all legitimate marketing methods, so is Network Marketing/MLM.

This is Your Gift-Horse – Don't Look It In The Mouth.

OK - That's it Folks.

Important!

If You're Juices Are Now Flowing
And 'MLM/Networking Marketing'
Could Suit You!

Check Out '**The Quiet Revolution**'
[Here!](#)

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(And recommend others do the same maybe? :-)