

Building Your Organization On Autopilot

**“Secrets Revealed On How To Get People To
Build Your Network For You!”**

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Introduction



Welcome to The “Building Your Organization On Autopilot”!

Some people say that you have to build your own home business or network marketing organization... I believe otherwise because although you can't fully get people to build your downline for you, you can still outsource 'enough' aspects of your business building to the point that you can almost automate your prospecting funnel!

It has also been said that you should focus on your strengths and not your weakness!

This is true in many ways because you only have 24 hours a day and you cannot be a jack of all trades. You can't do everything and neither do you have the time to work on everything – it simply makes sense to outsource our work (after all, we do outsource the daily tasks to

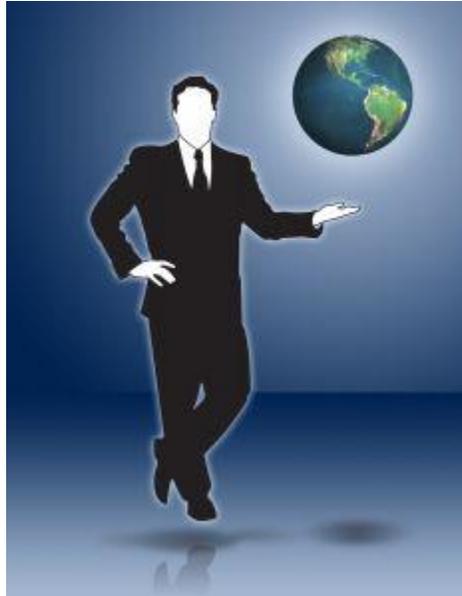
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gardeners, housekeepers, maids, chauffeurs and we even outsource stress removals to masseurs!)

That is why this book will offer a very fresh, new perspective on how **Make sure you apply the techniques in this book and take advantage of the free tools** that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!

So without further ado, let's jump into it right away!

You Are A CEO, Not Just An MLM Leader!



What most people in multilevel marketing leadership think is that they are part of a 'downline'. Though this is true and this is definitely the terminology used, the very word 'downline' has a bit of derogatory ring to it. When it is a network of people where people attract people, why should there be a 'down' or 'up'? Is MLM also a business model that has feudal orders designated to it?

However, here we are not trying to change a terminology that has been in use ever since the network marketing concept began. Actually, that does not matter at all. What really matters is the kind of attitude you take toward it. This is a classic case of the 'glass half empty or glass half full'. Where you see yourself is where you are. You may choose to think of yourself as someone's downline, or you may choose to think of yourself as an upline for someone who is below you.

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If thinking in the latter terms builds the confidence in you to progress further and implement your leadership skills to the hilt, then so be it.

In fact, if you think about it, an MLM leader is no different from the CEO of a company. Forget for the time being that there are people above you. These people won't really matter a few weeks down the line when you have built your network and it has started breathing. At that time, you will be responsible only to the people who have joined the network after you or, to use the common term, your downline. These are the people who are even looking up to you for guidance and inspiration because they have come into the fray later and they are still quite raw. As such, you can take them to greater glory, just as the CEO of a company does.

You must nurture a sense of belongingness toward your network. After all, it is your baby. You have brought in these people and they look up to you. In some MLM compensation plans, such as the breakaway plan, MLM leaders can actually move out of the network and set up their own firm with the downline they have created, provided it is sizeable enough. If that happens, you will really be the CEO of this downline.

Every MLM leader has the potential to grow. With MLM models, there is no limit to the growth that can take place. Hence, you should stop thinking lowly of yourself. You have the capacity to grow with the network, even to the position of CEO of your own network.

So How Far Can Your MLM Network Go?



If you pay close attention to the model of any multilevel marketing business opportunity – anyone at random – you will see that the model depends on continuous expansion of the network. The main onus of the success of the MLM depends on bringing more and more people to the network; even if there are direct sales, they do not really influence the success of the MLM on overall terms as much as the network does. As more and more people come into the network, there is a chance of the MLM business moving toward greater successes.

The story of Dexter Yager, one of the key persons in the success of Amway is quite significant here. Yager was a truck driver before he joined Amway. He looked at the potential of this opportunity and took it on. Of course, he worked with complete devotion to the business and he saw his network building. Today, Yager has spent 31 years with Amway and these have been years well spent. His network rakes in \$2 billion each year, from more than 35 countries. Today, this person is one of the main reasons why Amway is a success.

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There are many stories like the one of Dexter Yager. Each one of them tells just one thing – there is no limit to the success with MLM. It depends on how you work. You begin as a normal rep, then go on to become silver, then gold, then platinum and maybe even diamond. As you prospect more, and inspire your downline to prospect and bring in more people into the network, you will see your own fortunes increasing.

The business model of MLM is such. You get commissions for the direct sales that your downline does, and you also get commissions when a new member joins in your downline. This is not to mention the bonuses that will be given out by the company for meeting certain targets. All these things are definitely going to reflect positively on the fortunes you get.

But it is important to work hard. You have to have confidence in the business idea and you have to also inspire the same confidence and motivation in the people in your downline. Only then will you see more people joining your network and your network as well as the sales growing. This is the only way to succeed in MLM – bringing more people. As that keeps on happening, there are no boundaries or ceilings for the progress of a network marketing leader.

Why Go For Outsourcing?

Until a few years ago, outsourcing was thought to be something very down-market. Companies that indulged in these practices were accused of shoddy services because of their outsourcing team who are not 'insiders' and hence were thought of not knowing what the company was actually about. There were also allegations that companies outsourced jobs to developing countries only so that they could get some cheap work and also that outsourcing led to unemployment.

However, today, the tide has definitely changed. Today, a company that outsources is on par with any other corporate and the fact is that almost every company outsources some or the other of its needs. Outsourcing need not always mean hiring someone from the overseas; it could be some other firm or even a home-based employee from the same company but who does not enjoy a fulltime employee status.

Multinational corporations have huge call center operations in various countries over the world and it is helping them a great deal. They can focus on more important tasks, such as improving their production value and inventing new ideas, and it is helping them to make things more efficient by creating efficient distribution of labor. Today, since the world has become a global market, it really does not matter where some of the tasks of a company are handled.

The same applies to the smalltime entrepreneur working from home. Home-based businesses have flourished in a big way since the 90s and

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this would not have been possible without the concept of online outsourcing. No person can be expected to have all talents required to run a business. These people then outsource things that they are not good in and keep their strengths to themselves. Among other things, it helps businesses move, because the best people of each portfolio are handling the task.

It is not surprising to know that some of the biggest businesses of the world today have a bigger outsourced staff than an in-house staff. It is helping them improve their productivity and by choosing people from across the world, they are able to understand the pulse of the global market better. Since businesses are no longer country-bound, this is also a very important thing to be done for overall progress.

The reach of the Internet is immense. It can not only create a big market, but it can also house a complete enterprise for a marketer. This age is definitely the age of business outsourcing, whether it is local or international.

Outsourcing Helps Run Your MLM On Autopilot



There are various things you will want to do as a multilevel marketer but probably you will not be able to invest time in all those activities. It happens as your network grows and you get into more prospecting. You will be hard-pressed for time to do all the things that you would like to. At such times, outsourcing the jobs that you can get done by someone else can be highly advantageous. In fact, if you have a team of freelance workers providing you various necessities of your MLM business, your business could just as well run on autopilot.

So what are the things that you can outsource in MLM? There are an amazingly lot of things that you do give to other professionals to handle, especially those that pertain to your online marketing endeavors. Here is a list.

The Website – Designing, SEO and Content

Your website is your identity. However, it is not necessary that you handle everything about your website yourself. You may not be technically capable of

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doing that and you may not have the time also. You could outsource the designing of the website, the content writing needs for it and the search engine optimization that is needed for bringing it on top of the search engine requirements.

The Email Marketing Campaign

Since your email marketing campaign is a constant effort, it takes a lot of time and you may not be able to dole that out each time. However, it is possible to hire someone to craft professional emails and newsletters periodically and you could even give them or someone else the list of your leads so that they could send the emails to the recipients. Among other things, outsourcing this requirement ensures that the work is done punctually, provided you have hired the right people.

The Promotional Campaign

You may decide to promote your blog and article marketing campaigns to give more visibility to your business. However, it is not quite easy to keep up with this, because of the regularity involved in it. Freelance workers can handle this job quite easily and effectively that too. You can hire them and contract them for your entire marketing needs. They could even update your blogs, participate in discussions on your behalf and be your representative on the Internet.

The best part with outsourcing over the Internet is that it is done very discreetly so that the prospects would never know if it is really you or someone else handling your tasks.

How Does Online Outsourcing Work?

When you are outsourcing jobs online, you are essentially finding people to do the job for you and then paying them over the Internet. There is no physical communication. This works for most marketers because physical communication in some cases might only be a waste of time for them. Online outsourcing also makes it able to find the right professional for a particular task and also plan things on an economical footing.

So, how does the system work? The Internet has various websites where providers and employers network with each other. These websites are very much like conventional jobsites, but with the only difference that they handle the job and the payment itself and not just post classifieds for people to contact with the employers.

People who are looking at getting jobs done will post their requirements on these websites. These requirements will be concise – they will say in a few words what the nature of the job is, what its budget will be, what qualifications are needed for a worker to take up this job and what the timeframe for completion and delivery of the job is.

Looking at these details, service providers on these websites will post their bids. They will state how much they will be ready to work for, what time they can complete the job in and even give brief résumés and samples of their work. The project poster will then sift through these bids and samples and shortlist the ones that fit the bill. He or

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she can then communicate with the bidder through private message boards if further information is sought. When it is sure that both the project creator and the bidder are on the same page, the selection is done.

The jobsite deducts some charges when the selection is done. The charges may be taken from the project creator or bidder or both. But the jobsite is not just a matchmaker here; it will take some responsibilities.

The first responsibility is that it will retain an escrow amount from the project creator and release it to the worker when the creator indicates that the job has been accomplished. Thus, it acts as a kind of guarantor. Most of them will also arbitrate if the job posting and selection of the employee has been done according to the norms of the website and escrow payments have been made to signify good intent on part of the job poster.

What Kinds Of Jobs Can You Outsource In MLM?



This is definitely a very pertinent question because you cannot outsource everything that your MLM business entails.

You have to keep the important tasks – those that require creativity and initiative – for yourself. But the jobs that require some kind of professional talent that you do not have must be outsources. For example, if you do not have the skill or the knowledge to build a website, you must give out this job to someone that can do it for you. At the same time, jobs that anyone can do, like copying addresses on labels and mailing postal letters can be outsourced because they will spell time-saving for you.

The following is a list of things that you can outsource:-

Article Writing and Website Content

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