

Ewen Chia's

GetRichFromMLM.com

How To Get Rich From Any MLM PROGRAM!



“How To Get Rich From Any MLM Program!”

Introduction

Welcome to “How to Get Rich From Any MLM Program!” Here's a question for you: Do you believe it is possible to “get rich” from MLM, or is it all a bunch of hype?

My assumption is that you believe wealth through multi-level marketing is possible, or you wouldn't be reading this report.

However, I know there's also a good chance that you're a skeptic. Maybe you've been 'burned' before, and your curiosity in this report is a kind of 'last ditch effort.'

Well, I can promise that you'll find something of real value in this report no matter which side you take, and regardless of how 'jaded' (or not) you are towards multi-level marketing.

Here's why...

Multi-level-marketing has “grown up” over the past decade, largely due to the influence of the Internet. More and more people are demanding legitimate, home-based-businesses – especially Internet businesses.

Yes, there are still some 'scams' out there, but word spreads really fast on-line and these companies don't last very long.

The second point to consider is that some MLM opportunities, as solid as they may be, are simply too difficult for the average person to succeed in if they are limited to traditional, off-line marketing methods.

In other words, the Internet has opened the door to an entirely new method of network marketing – and it is a method which is far easier, and far more accessible to the average person.

This method is exactly what you'll learn about in this report!

Here is a brief overview of everything we'll cover in “How to Get Rich from Any MLM Program!”

- ✓ What's MLM? (for the complete newbie)
- ✓ How MLM works
- ✓ How People Make Money from MLM
- ✓ Why Traditional, Offline Marketing Is Too Hard
- ✓ Why Internet-based MLM marketing is Easiest
- ✓ My Top Earning Program – An illustration of a successful MLM marketing system.
- ✓ How to Get Rich from Any MLM Program – The 7 Steps of the complete marketing solution: a marketing system, multiple streams of income, leverage, duplication, replication, automation and retention.

If you've failed at MLM before, then this report will be a real eye-opener for you. This is especially true for those of you who find off-line MLM marketing far too time-consuming and difficult.

You're going to learn exactly why the old methods failed you, and why the 'new age' of Internet-based MLM is the answer you've waited for all this time.

Let's get started!

What's MLM?

MLM stands for “Multi-level-marketing”. You may also hear it referred to as “network marketing”. Multi-level-marketing represents a unique approach to marketing products and services to consumers.

The core idea behind any MLM is that of using *independent representatives* to refer customers to the company. Any purchase made by the customer results in the payment of a *commission* to the referring representative.

In essence, the representative can create his or her own business *without* needing to create a product for sale. He can also grow and increase his business by recruiting new representatives into the business.

It's important to note that real MLM's are NOT pyramid schemes!

Many people confuse the two because of the 'recruitment and referral' aspects common between each. However, in a pyramid scheme, things are set up so that *only the person at the top* (the originator of the scheme) gets paid.

In an MLM, *any and everyone who refers a customer gets paid!* Let's go ahead and look deeper now at how MLM really works, and I think you'll see why multi-level structures can be fair and profitable for all.

How MLM Works

I want to provide you now with a better explanation of what “multi-level” means. It really has to do with the *commission structure* available to independent reps.

In any MLM, you will find the organization split into two groups: the **upline** and the **downline**.

Your 'upline' consists of the people above you in the network. Whoever recruits you into the network is a part of your upline, as are the people above him or her. However, the person who refers you in is typically more accessible and often serves as a 'mentor' who trains you on how to work the program.

As you might have already inferred, *you* are a part of your mentor's downline. Further, the people *you* recruit into the MLM will be members of *your* downline.

You might be thinking, “I can just find a program and join it without being referred by anyone, then I'll be at the top!” This, however, is not the case.

The absolute, top-tier of an MLM company's upline consists of the owners/founders, along with the first outsiders they brought in to the network.

So, while it is *possible* to be very high up the chain, you have to get in on the ground floor while the company is still in its infancy.

Now, joining a program late in the game and being further down in the structure *does not mean* you can't make any money, or any *good* money. There should be plenty of opportunity for you if the MLM is selling a legitimate product that people want and need.

That said, one of the things you should look for in any MLM you're considering is a product which can be sold to people *outside* of the network. In other words, you should be able to make some profit simply by retaining non-affiliated customers, as opposed to requiring your downline to buy the products.

How People Make Money From MLM

People make money from MLM's by selling products and services. The big money comes from the multi-level structure, and from building your downline.

If you are at all familiar with affiliate marketing, then you can think of MLM's as "affiliate marketing on steroids." Whenever you refer a paying customer, you get paid a commission based on the price of that product. Your commission might be a flat fee, or it might be a certain percentage of the sale.

Now, as you build your downline, they will also be referring new customers. Each time a member of your downline makes a sale, you earn *another* commission. This commission is smaller than what you'd make from a direct referral, but the impact is cumulative.

To better show you how this works, let's take use the example of a multi-level program with a network going **five levels deep**.

Your commission structure might look like this:

Direct Referral: 50% of sale

2nd Level: 20% of sale

3rd Level: 10% of sale

4th Level: 5% of sale

5th Level: 2% of sale

Notice that your levels are filled out by your immediate downline building *their* downline, which builds another downline, and so on until all 5 levels are filled.

You might wonder how the company itself makes any money when there are all these people taking a portion of the sale?

The first thing to realize is that a multi-level network like does not overlap beyond five levels. In other words, your upline **will not** earn a commission from a sale made by someone in the **5th** level of *your* downline.

Also, notice that if you add up all of those percentages, you don't reach 100%. This holds true no matter which level the sale is made on. The company will earn a minimum 13% profit,

even when paying out commissions to all 5 levels.

Now, let's take a look at what an average day's sales could bring you if you were to build your downline all the way to the 5th level. We'll pretend that the product the company is selling costs \$100.

If you made 1 direct referral (\$50), 10 sales on the 2nd level (10x\$20=\$200), 5 sales on the 3rd level (5x\$10=\$50), 5 sales on the 4th level (5x\$5=\$25) and 3 sales on the 5th level (3x\$2=\$6).....then you get:

\$50+\$200+50+25+6= \$331 total commissions

Not bad for a day's work, right? The size and depth of your downline has a cumulative effect on your income, and this is why MLM programs can be so profitable when you understand how to work them.

The key word here is **how**.

It is not simply a matter of referring as many people as possible. One of THE single, biggest mistakes made by MLM-newbies is recruiting **un-targeted** and **unmotivated** downline members.

In order to succeed, you must learn how to:

- ✓ Target the right market for the product
- ✓ Target the right *opportunity-seekers* for the business opportunity, and get them into your downline
- ✓ Train and motivate your downline to do these same two things as well as you do!

That's how you get the big pay days in MLM. In the remainder of this report, you're going to discover how to accomplish all of this with less effort than you ever imagined.

Traditional, Offline MLM Marketing (The Hard Way)

I would like to put a few things into perspective here before I introduce this new system. The more you understand the limitations of traditional, off-line MLM marketing, the more excited you'll be about Internet-based MLM marketing.

Traditional MLM marketing means doing things **THE HARD WAY!**

No joke. Once you compare and contrast the off-line versus on-line methods, you'll never do things the 'old school' way again.

So, let's look at these ancient, off-line methods and discuss why they *just don't cut it* if you want real success from an MLM program.

Old School Method #1: Selling to Friends, Family and Strangers

It's a funny stereotype, isn't it? You or your friend/spouse/neighbor, etc...have joined a network marketing opportunity, but don't have the first idea how to generate leads.

Soon, people start referring to "that crazy MLM guy."

Crazy MLM Guy goes around pitching the product and the business to anyone who will listen – sometimes even alienating friends and others who just don't want to hear about it or deal with the pressure.

The sad part in all of this is that *those efforts are largely wasted!* All of that gusto, determination and energy gets spent on ***un-targeted and unresponsive*** leads.

Trying to work an MLM business off-line is like casting a huge net into the ocean when all you want is a basket full of catfish.

If you're lucky, you might get 1 catfish out of the net while tossing a whole lot of crabs back into the water. In order to fill your basket, what you really need is a fishing pole, some good bait and a lake full of catfish.

The bottom line is this: if you've got an entrepreneurial spirit, then you *must* focus that burning desire onto *targeted lead generation*.

AND....stop trying to generate those leads off-line!

I don't care if someone told you to use business cards, newspaper ads, bumper stickers or 'free seminars' to promote your MLM. Even if you get a few truly targeted leads, it is still too much effort!

These methods represent time and money wasted when compared to the results you *could be* getting on the Internet – in less time, and for way less money.

Old School Method #2: Attempting to Recruit Friends, Family and Strangers

I could almost repeat everything from above here, but I want to put a finer point on the concept.

Off-line recruitment, just like off-line selling, yields too few returns in comparison to the effort invested. You will never build the large, profit-cranking downline of your dreams if you try to recruit all of your members off-line.

Why?

Again, *targeting* becomes an immediate issue. However, it is not the only obstacle in your path. You also face a considerable amount of time and work when it comes to *educating, training and motivating* each new member of your downline.

Remember: your income from any MLM is directly proportional to the size and performance of your downline. You need more than just a dozen people working under you. In fact, you need more along the lines of several hundred. You need as many as you can get.

How are you going to build this kind of downline in between holding down a regular job, spending time with friends, taking the kids to school, pursuing your hobbies, etc?

There's just no way to pull it off unless you're super-human.

I know what you might be thinking, though: "*What about those people who make a living throwing Tupper-Ware parties? What about the Mary Kay cosmetics ladies who drive the big, pink Cadillac's?*"

O.K., I'll grant you that. There are certain rare individuals who succeed in MLM's, and who build their businesses the old-fashioned, off-line way.

BUT, *most of them had to work like dogs to get to that level.* They scrimped and saved in the beginning. They took huge risks and made even bigger investments.

In other words, they did things *the hard way*, and that's not what this report is about. Plus, I can promise you that more and more of those people are using the Internet as a part of their overall strategy.

Old School Method #3: Investing All of Your Time in One MLM

By now, you understand why it's virtually impossible *not* to spend all of your time in one MLM when you're working it off-line.

The problem with this is that time=money. You're basically putting a cap on how much income you can earn. Yet again, this is because off-line sales and recruitment takes up so much time and effort, you don't have anything left in the day for other ventures.

If you did, though, you could be double, tripling...even quadrupling your income by building your downline in multiple programs.

But getting to that level would require some serious **automation** of your business. You'd need to hire employees, or find some way to....

- ✓ Make sales in your sleep...
- ✓ Recruit new downline members without having to meet them in person, call them on the phone, etc..
- ✓ Train you entire downline without having to be in the same room with them...

...in other words, you'd need a way to put 95% of your business on 'cruise control.'

And you CAN do it.....

...if you're ready to throw away the 'old', and bring in the NEW, lazy way of Internet-based multi-level marketing!

New Age Internet MLM Marketing (The Lazy Way)

What is this “new age”, lazy way of Internet MLM marketing? Why is it so much better than marketing off-line?

Quite simply, Internet MLM marketing beats off-line marketing because of this one, easy formula:

Better Targeting + Automatic(Lead Generation + Follow-Up) = LEVERAGE

To understand how this equation adds up, let's take a detailed look at each factor. Pay close attention, as every piece of this formula is important!

Factor #1: Better Targeting

Lead generation is easier, and cheaper, on-line. No longer do you have to go cold-calling for prospects. Instead, they come to *you*.

The ability to generate targeted leads is crucial regardless of what type of business you're in. It doesn't matter how good your offer is, nor how persuasive your copy writing, if you don't have it in front of the *right* people.

Here's the great thing about the Internet: your leads *target themselves* for you, you just have to know where and how to position your business within the marketplace.

This positioning is done by stepping in your prospect's shoes, and imagining the steps they might take to find you on-line.

I know, that sounds easier said than done, so let me give you some examples of how this works..

Example #1: Targeted Search

You already know what you do when you want to find something on-line: you go to your favorite search engine, and type in a few words to describe your search, right?

Maybe you're considering buying a new vacuum cleaner, and you want to read some reviews before you make a decision. You would go to **Google** or **Yahoo**, etc., and type in something like: "top ten vacuum review" or "Hoover upright vacuum review" -- whatever fits.

Well, your prospects are doing the exact same thing!

Every day there are people searching on terms which may indicate an interest in the products you're selling via MLM.

Not only that, but every day there are people searching for "mlm opportunities" and "the best mlm programs." These people are potential recruits for your downline.

One of the best ways to reach them is by running advertisements relevant to those searches.

You can do this with what's known as "**pay-per-click**" advertising. Most of the major search engines offer this type of advertising opportunity.

What pay-per-click allows you to do is have an advertisement, similar to a "mini-classified" ad, show up alongside the search results for a specific **key word** or **key phrase**.

The screen shot below shows you an example from Google. This is just one of the many pay-per-click ads which show up when you type in the phrase "multi level marketing":



Network Marketing Success
Proven Personal Success System With
Direct Network Marketing From Home
achievewealth4life.com/direct-sales

Let's say the above was one of your advertisements. If a prospect were to click on the linked text (in blue), they'd be taken directly to your web site.

Now, if your site is *highly relevant* to the prospect – i.e., your site matches what he had in mind when he searched for "multi level marketing", then he's more than likely to take action on the offer you've placed in front of him. ***This is what targeting is all about!***

Right Offer + Right Person = Desired Action

For your MLM program, the action you want the visitor to take is to join your opt-in mailing list by submitting his name and e-mail address, so you can follow-up with him.

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