THE DOWNLINE CODE

Explode Your Downline Using The Internet!

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Ready to take the next step and explode YOUR downline?

Tap into the revolutionary power of **The Downline Code** to generate unlimited leads, promote YOUR personal MLM business AND generate unlimited multiple streams of income while you build your business!

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Chapter One:
Introduction

Ahhh… the allure of MLM and Network Marketing!

Who can't remember when they first joined a company? Your mind racing with the possibilities of wealth, freedom and complete success.

You could just see your team starting to build the very next day; with the very first person on your "names" list….you could see the $5,000 paychecks rolling in next month.

The "power of two" would work for you immediately. After all you just had to sponsor two people, and they would sponsor two people, and you would be sitting on a beach sipping a drink from a coconut in just a few months.

I think we all start out with those visions, but often they are gone within the first week.

The statistics show that 50% of the people quit MLM in the first 90 days, and 95% to 97% are quit within the first year.

Those are staggering statistics about our industry. This e-book – **The Downline Code** – sets out to change this situation. To allow you to become the sponsor you never had. To become the true leader you want to be. To help you develop a system that will generate leads, make you money, and help you sponsor more new associates than ever before.

But even better than that, the system will be easy for any of your new associates to simply plug into, and get started earning and recruiting within minutes. So let's get started…..

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Chapter Two:
Three Problems with Traditional Recruiting Methods

In every network marketing company, almost the same prospecting strategies are taught. Let's examine the three biggest problems with these tactics…..

Problem One: **Build Your Names List**

Almost every company under the sun has this as a part of their training system. All new associates are taught to make a list of 100 or 200 people they know and start calling them. They even offer "memory jogger" help sheets, so that no one will be forgotten.

Does this work? Yes, if you do it. You see the statistics will prove that out of 100 people you will probably find 3 or 4 that will join you in your business. It is the most easy to recruit new people that know like and trust you already.

The problem is….that almost nobody will work through all 100 names. Rejection will kill them. Everyone has a certain threshold for rejection before they quit. For some people it will just take one "no" and they are finished, for others maybe it is 50. Sure you will find the real "go getter" that works through all of their names and starts to build a team. But then they run out of leads….

Most people will not be capable of building in "other people" warm markets, and they will simply run out of new prospects. This leads us to….

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Problem Two: Buying Leads

Once people run out of leads in their hot and warm markets the next place they are taught to turn is to purchase leads from a lead company.

You see there are companies out there that generate massive amounts of leads on the internet. Typically these leads have filled out a completely generic form indicating that they are looking to start a home based business.

Most of the lead companies sell a lead to people like you – other MLM'ers – more than once. Some companies sell them 3 times; others might be sold up to 20 or 30 times. So you think these leads get tired of being hounded by 20 or 30 people just like you all trying to sell them on their business? ABSOLUTELY!

On top of that these leads are expensive – one lead will typically run you anywhere from $2.00 to $20.00 depending on the "quality" of the lead. I have purchased leads in all price ranges, and honestly, they were all of the same quality, so don't fool yourself into thinking more expensive is better!

I have called many, many leads – and spent hours on the phone chasing them down. Sure there were a few good people, but for most MLM'ers they will go broke trying to build their businesses with purchased leads.

You have to be very good on the phone – a skill which unfortunately most people will never achieve because they will simply run out of money before they become phone prospecting experts.

Even if you are good, and are signing up these purchased leads right and left – what will they be able to do? Can they duplicate your success? Sure maybe one out of a hundred will be able to do

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it, but this is not the way to duplicate success, and create a team that grows quickly.

The biggest problem with purchasing leads is you have no way to profit from these leads if they don't join your team – which is a topic we will cover later in the e-book.

Problem Three: Purchasing Advertising

Most new associates that begin a business in network marketing have not experience or education in the marketing field. So in other words they joined a "marketing" business, but have not experience or training in how to "market".

So they go out and purchase advertising, and the results are less than stellar. But their upline tells them, keep going, there are good people out there, so they keep spending and keep advertising.

They have no understanding of how to track their advertising spends so they have no way of knowing which advertisement is working the best.

These associates also typically do not have the experience to really understand who their "target market" is. So they run ads that are focused on the wrong market, no market or simply don't have the critical elements in the ad to really pull the response needed to generate a profitable return on investment.

The Wrap Up

The interesting thing about these three items is that two of three items require spending money to get the leads. Actually they all require spending money either for leads or simply monthly company required expenses.

As you know, building a network marketing business typically does not generate large amounts of cash upfront. You are really

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building a business that will benefit you the most 2 or 3 years out, if you work hard.

So the top three methods of prospecting that are taught by MLM companies require a cash output – but there is no way to generate a significant amount of cash on the front end to cover your expenses while your MLM business grows.

Which is why most people quit – they run out of money before they can hang on long enough to enjoy the true residual income the network marketing can offer!

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Chapter Three:
The Power of Attraction Marketing

This chapter will just give a brief overview of "attraction marketing". For a much more in-depth study and course of attraction marketing you really need to see the "godfather" – Mike Dillard. Mike offers a free 10 day boot camp called Magnetic Sponsoring which you can get here.

Why do people join your business?

People join your business for one of two reasons. They both like, know and trust you OR you have a system that they can see themselves plugging into which will allow them to duplicate your success.

When I first got involved with network marketing I joined because I liked, knew and trusted my friend. She was successful so I could see myself being successful.

In hindsight I should have studied the "complete training" they offered to really understand the prospecting and business building system they had in place. I did not join her in business because of the training/prospecting system – heck I really did not understand how she had done it anyway!

The Downline Code

The emphasis of **The Downline Code** is on building a prospecting and recruiting system online. Even though you are building your MLM business online, people will still join you either because they know, like and trust you OR they can see themselves plugging into your prospecting and recruiting system.

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How to build trust and relationships online

Is it really possible to build relationships online that get to a level where people will join you because they know, like and trust you?

YES!

The process is very simple really although it will take effort to put it in place you are rewarded with a leveraged system that can communicate with unlimited prospects 24 hours a day 7 days a week.

The system you will use is called an Auto Responder – and it is used to deliver email to a subscriber list. It is totally automated once you get it set up. You simply upload a series of emails into the system and they will be delivered over time to all of your prospects subscribed to your list.

How do I know this works? Because every week I get phone calls from people that have subscribed to my list.

The beauty of this system is that THEY CALLED ME! I was not spending hours on the phone cold calling and chasing people around. These leads are calling me because they already feel like they know me, they trust me and they WANT to talk to me!

One of the best systems out there that you can immediately get plugged into is called Aweber. Click here to get their FREE trial!

What about a system?

I mentioned the other reason people join your business is because you have a system in place that they can see themselves plugging into.

A good system online will include these components: lead generation, email follow-up, income opportunities, and training.

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