

HOW TO BUILD YOUR DOWNLINE DEEP BY SELLING LEADS ... AND LITERATURE!

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HOW TO BUILD YOUR DOWNLINE DEEP BY SELLING LEADS ... AND LITERATURE!

This report, "**How To Build Your Downline DEEP By Selling Leads ... And Literature!**" is one of 15 reports contained on our set of reports, "**How To Build A Lean, Mean MLM MACHINE ... By Mail.**" If you have hot ordered the complete set, I strongly urge you to do so now so you can take full advantage of the program.

If you are promoting a MLM program, your ability to generate quality leads to help your newly sponsored people is perhaps the most, single important challenge that you have to conquer. It is therefore, the most important concept for you to understand and implement! This powerful strategy is quite simple. If you can recruit a few active distributors, let's say 10, and if you can help them *and teach them to do the same*, you can build a deep organization. One that can earn you serious income. Right? OK. So how do you absolutely make this happen! **WITH LEADS! HOT, FRESH QUALIFIED LEADS** that you pass on (sell) to your newly sponsored distributors! You make it happen! Maybe a better way to say this, is that you **FORCE** this to happen! Can you see that if you can generate good leads for your people, they can quickly build their organization?

Having (or not having) the ability to generate quality leads will generally make you or break you in MLM programs. And incidentally, when I say "quality leads," I'm not talking about the run of the mill "names" or "Opportunity Seekers" who simply send for free information just to accumulate your expensive literature. I am talking about sincere people that are "chomping at the bit" to get started! If you can generate this type of lead - and plenty of them - I think you can see how you can build a large strong organization. Can't you?

Being able to generate good quality leads will be the "back bone" of your MLM business. If you want to succeed in MLM, there is probably nothing more important! Therefore, at the risk of being redundant, this report will show you the exact methods, reasons and importance of lead generation for you and your downline organization.

If you have not purchased the complete MLM MACHINE set of reports yet, let me review very quickly how the MLM MACHINE program works. If you purchase the complete MLM MACHINE, you may copy these reports for pennies and resell them for dollars. you get artwork for postcards, mini-flyers, space ads, and full page circular so you can effectively promote and sell the reports. Emphasis is given to show you how to start immediately by using many ways to promote these reports in your local neighborhood. This keeps your initial advertisement costs down, and you can generate business very quickly.

Embedded into the MLM MACHINE reports are many additional mailorder type offers that you can buy, promote and resell to the people that have purchased the reports from you. You can expect to earn about \$10 to \$20 profits from these other mailorder offers. More important than the mailorder offers, there is a listing of MLM companies. Here is how you can earn the serious money, so pay attention to these offers.

Several of the MLM companies listed are "Highly Recommended" by Videx, and you can

very effectively generate leads for these MLM programs by first selling the MLM MACHINE reports. That is, everyone that buys the MLM MACHINE, will be encouraged to consider the MLM programs. These MLM programs are listed and the reader is asked to send to you a payment for the literature! Sometimes, where the advertising package is expensive, he is permitted to send the package to you for a refund minus your shipping and handling costs. That way, you at least cover your costs.

Study our MLM MACHINE report "How To Use Amazing CROSS POLLINATION Methods To Earn Up Front Cash While Building A Powerful, Infinitely DEEP Downline!" In that report, you will understand why you can expect to probably sponsor at least one MLM distributor for each MLM MACHINE that you sell. Therefore, by promoting and selling the MLM MACHINE, you will be automatically generating new quality leads for you and your downline.

Let me summarize:

1. You first purchase the complete MLM MACHINE set of reports so you can copy and resell them.
2. You start by circulating postcards and mini-flyers in your local neighborhood. You also can advertise nationally if you like.
3. You then will get orders for the profitable \$2.00 reports. Include a MLM MACHINE flyer with your orders.
4. Next, you will get repeat orders for the complete MLM MACHINE set of reports \$25.00. Simply copy them and fill your order and earn about \$22.00 per order. or
5. If you have "bought into" the mailorder offers, you can resell these mailorder programs to customers that have purchased the complete set of MLM MACHINE reports.
6. If you have "joined" one or more MLM programs, you will then receive good quality MLM leads from your customers. These people will send you a payment for at least postage to cover cost of sending the literature.
7. You will then enroll new MLM distributors directly into your first level, or you can sell these leads to your downline and help them to get a "jump start". When you "sell" leads to your downline people, you may want to help your downline by sending the MLM promotional package for him. In other words, you will have been paid for sending the literature, and are also charging your downline an additional \$1.00 for the lead.

Now that you understand how the MLM MACHINE program works, let me put into prospective what generally happens to new MLM distributors who are not using the MLM MACHINE. These people have just signed up in an exciting MLM program, and now they want to recruit new members. Right? Other than talking to (or maybe imposing on) a few friends and relatives, what do they do? Quite honestly, most would-be MLM'ers generally gets frustrated and "die a natural death on the vine." Isn't that what normally happens? The reason? They don't have good quality leads to help them get started! Or if they can get leads, they typically are too costly to buy and mail.

Consider this scenario instead. Let's first put into focus what might happen when you first sponsor someone new into your MLM program by using the MLM MACHINE method. I assume that your new distributor (or whatever title is appropriate) is very enthused and excited about the new MLM program that he has just joined. He is probably very anxious to get started! It is hoped that he has the complete MLM MACHINE reports, so he has a fairly good understanding of how he

can start generating his own leads. At this point, he is somewhat vulnerable. He wants and needs instant gratification! He needs the sweet taste of success ... now! At this time, if you, his sponsor, can supply him with fresh, hot leads that he can act upon, things can happen very swiftly! Can't they?

Wouldn't it be nice if you could call or write to your new distributor (Let's call him "John"), and say, "John, I have just received a few "hot" fresh leads from people that are very interested in your MLM program? In fact, John, these people have sent money to help pay for the literature and postage. All these people have already bought a copy of the MLM MACHINE, so they are anxious to get started. As you probably know, John, I have spent my own money and time generating these leads, but I will be glad to mail out the promotional packages to them for you at a cost of only a \$1.00 each. Would you like me to send out a few packages for you?" Sound good? Wouldn't that be a nice way to help your new distributor build "your second level?" You bet it would!

Now, let's put the shoe on the other foot. That is, what would you think if you were the new distributor? Well, let's see. You have just become a new distributor in a very exciting MLM program. You have read the MLM MACHINE reports, so you can see all kinds of ways that you can make money and generate leads. But all that will take a little time. Not much, but a little. Now, what is this "deal" that my sponsor is offering? Tell me again. You have 5 fresh, quality leads? And these people are paying for the literature and postage? And you will make the mailing for me? I only have to pay you a buck each? That's it? You've got to be kidding! I'll take all that you have! Should I send you cash, check or money order?

OK. That scenario is exactly how this program can work for you and your newly sponsored distributors! Everyone wins! But hold on. What about the guy that is sending in his money to get your literature? Can't he write or call to a dozen other people and get all this stuff free? Why in the world would he send money to you or anyone else for this?

WHY PEOPLE WILL PAY YOU FOR YOUR MLM LITERATURE

1. HE WILL GET THE COMPLETE PROFESSIONAL PACKAGE... exactly what is advertised. That is, he will get the expensive color brochures, the official application forms, audio cassettes, and video tapes. The whole package. All the official literature and documentation. Everything that he needs to evaluate your MLM program and register immediately! After all, if he is sending his money for all this, you do want to send everything to him.. Don't you?

But that's not what he would normally get from other people. By "other people," I mean people that are not promoting via the MLM MACHINE METHOD. Let me explain. I have personally sent to 5 different MLM distributors in the same MLM program, and have received 5 entirely different sets of literature. None of them had the complete set of everything. When I evaluate a MLM program, I want to see and hear everything so I can make a good decision. Don't you? Well, so do the other people requesting this literature.

Why don't MLM'ers normally send out the entire package right away? Well it goes something like this. Somehow the MLM'er gets his hands on leads that need to be qualified. These could be inquiries or maybe his upline sponsor calls him and tells him he has a few names of people that "could be good leads." "Could be good leads?" What does that mean? And he's supposed to send out his expensive package? So he calls first. More expense. So be it. After many attempts, he

gets through. Most likely, some are "somewhat interested". They would like more information. Now what would you do in this case? Here is a potential opportunity in that you might be able to sponsor someone that is only "somewhat interested" but he wants more information. Would you send to him an expensive \$10 to \$20 package? Maybe you can just copy some of this expensive color literature and send to him? Or maybe you try to "qualify" this "hot" lead and question him over the phone.

You try to explain, "Sir, I would be glad to send you some literature, and if you are really interested, call or write to me and I will send you the video." Maybe you attach strings like, - "I'll send the video if you will promise to send the information back if you're not interested." And on and on. It gets messy! It's confusing. And it doesn't work! Where's the plan?

There is nothing quite as annoying as to be sent poorly copied material and then be asked to send money for the rest. What is that telling me? Is this how I am supposed to promote this program? It sounds like I have to spend a lot of my own money advertising and then send this material out with questionable results! Personally, I want to deal with someone professional that knows what he is doing and can help me. Someone who has a clear plan that works and will show me how to do it simply! Make money doing it! And that brings us to the second major reason why people will pay you for your promotional package.

2. HE CAN BE SPONSORED BY YOU! The person sending money to you for your literature will have the opportunity and PRIVILEGE of being sponsored by you! Wow! That sounds almost arrogant! But wait a minute. What does this person really stand to gain by being sponsored by you and how much does it really cost him to do so? Well, if the promotional package is only a \$1.00, it that will more than cover your cost.

3. HE WILL GET HIGHLY QUALIFIED LEADS ... For the moment, don't worry about how YOU are going to do this, since we will show you how you will earn money. Instead look at this from HIS point of view. He WILL get leads ... almost instantly! Understand that we're not talking about 100's or 1,000's of "Opportunity Seeker" type leads. You can lose a lot of money sending out literature to this type of "lead". Instead, we are talking about just a few - but highly qualified leads - coming from people that have already bought the MLM MACHINE.

4. YOU WILL MAIL OUT THE PROMOTIONAL MATERIAL FOR HIM ... What a deal! Yes, it will cost him a buck or so each, but that's peanuts! Isn't it? How many leads do you want *me* to generate and the send the literature for *you* ?

From YOUR point of view, don't be overly concerned that you will be sending out some literature packages for your newly recruited members. You will only have to do this in the beginning while you are building your first level. You will be doing this just for the 10 or so people in your first level and only while you are helping them to get started. After that, you sit back, relax and let your downline do the work. Just like you DID (past tense)! In other words, you do this one time while you are building your initial first and second level. Not forever! However, if you like, you can keep promoting the MLM MACHINE and help your SECOND level build YOUR third level.

5. HE CAN DUPLICATE YOUR RECRUITING METHOD ... Remember, whatever you do, your downline must be able to duplicate. Now look what is happening so far. By promoting the MLM MACHINE programs, and selling your leads, you are earning extra cash to help your downline! If he joins under you, he will be able to do the same thing!

WHAT ARE HIS OTHER CHOICES?

Well, clearly your potential distributor can request literature from the "other" guys who will send out a partial package free. And then he can do as they do. Right? But what do they do? Let me explain. The "other guys" must first place an advertisement in various magazines. These ads are either placed by one distributor or through some kind of cooperative advertising method. Did you ever see advertisements from companies who will "Build Your Downline?" That is one of the things that they do. Getting a "lead" is just part of the process. Somehow, they must be qualified! A "lead" could simply be a name in a large listing of MLM enthusiasts. You sure don't want to send an expensive \$10 mailing to 1,000 of these people, do you? After the "lead" is qualified, you then normally have to call these people, and then send expensive promotional material to them.

While on the subject of placing advertisement for MLM programs, let me explain something else to you. Most MLM companies get a little nervous about you using their name in any kind of advertising that they have not previously approved. To get "approval" generally means that their lawyers must approve it. Since this is very expensive and takes many revisions and time, it is not normally attempted.

More than likely, the MLM companies don't have a good advertising piece that you can use for mailorder purposes. If they do, you and the other thousands of distributors are using the same ad! If you look at the MLM & mailorder type publications like I do, you will find that there are often SEVERAL ads that are absolutely identical! That's a lousy deal!

To overcome this problem, a MLM distributor can make up his own ad, but normally, he will not mention the MLM company name since it needs to be approved. Boy does that take the sharp edge off your MLM ad! Here you are trying to recruit members, and your ad doesn't even say what company it is! Either way, if you try to advertise your MLM program, you wind up with a "bum" deal. It costs you plenty, and you end up competing with everyone under the sun. There's got to be a better way!

Consider this instead. If you advertise and/or promote the MLM MACHINE reports instead of the MLM program directly, you are free to use any conventional mailorder method without restraints. For example, you can use any of the advertising copy that is supplied in the MLM MACHINE, or write and design your own. You can also partake and advertise and promote any of the mailorder programs that are described within the MLM MACHINE reports. That way, you are no longer limited by the advertising laws and rules of the MLM companies.

You will notice that within the MLM MACHINE reports, we do list MLM companies. However, we are very careful what we say about any given MLM company directly. We do provide and explain "typical" example programs, but we do not tie this into any particular MLM company. Instead, we encourage the readers to send off for the official programs the MLM company has printed and has already endorsed.

Well, let's assume that you are one of the "other guys" that are not using the MLM MACHINE. That being the case, you see no better way, and you decide to place your own ads. Assume that the ads are placed, and the cost of just generating the leads will normally weigh in at about \$1.00 to \$5.00 each! In other words, if your advertisement costs you \$100, you can expect to get 20 to 100 leads. That's typical. OK. You now have paid to get a few leads. Now what? You must

send out literature! Right? But what literature? Boy, this stuff is expensive ! Typically, it is going to cost you \$1 to \$20. Figure at least \$5 on the average. Plus postage! Plus the shipping envelope and label! To do it right, you had better figure a total cost of \$10 for mailing the promotional material plus \$2 for the lead. That's a total of about \$12 bucks for each lead that you generate! So you send it.

What happens next? Understand that the people that have sent for your literature know nothing about you and how you might be able to help them. They do not have a copy of the MLM MACHINE reports - like you do. That means that you are probably going to have to call these people - long distance - and explain the program and show them how he can duplicate your method. Duplicate your method? Gulp! What method? What is your closure rate? In other words, let's say you generate 100 leads. As described above, it is going to cost you $100 \times \$12 = \$1,200$! How many will join? One or two? If you are very lucky, maybe 10. But even with that, your cost to get one distributor is $\$1,200/10 = \120 each! There must be a better way! There is, and you have it in your hands. Why not MAKE MONEY up front while you are recruiting new people? That sounds better, doesn't it?

And your method is duplicative! What you do, your newly sponsored distributors can do! And what does he need to do to get into this program? That's right! He has to pay a little up front for your literature so he can be sponsored by you. Now let's recap what we have said so far. Here is what the typical MLM'ers will do when he tries to promote by mail:

1. *He must place or buy advertisement on his MLM program at his cost.*
2. *He must pay his own money to send out the promotional package.*
3. *He has to follow up with expensive telephone calls.*
4. *He will normally have a low closure rate.*
5. *He has an awkward, expensive method.*
6. *He does not have a good duplicative method.*

You on the other hand will be promoting through the MLM MACHINE method and,

1. *You can generate free MLM leads by promoting \$2.00 reports with postcards and with other moneymaking or inexpensive methods!*
2. *You can generate leads effectively locally and nationally!*
3. *You generate cash & profits while generating FREE MLM leads!*
4. *You sell your leads to help your downline!*
5. *You will be PAID to have your promotion at material sent out!*
6. *People who request your literature will generally be pre-sold. Most all will have a copy of the MLM MACHINE plan!*
7. *Your system is duplicative and PROFITABLE!*
8. *You can use CROSS POLLINATION techniques that will almost guarantee your success!*

Quite a difference, isn't it? Now, quite honestly, who would you like to be sponsored by? Someone in this program, or an outsider? Now do you see why someone is really PRIVILEGED to have you as their sponsor? Do you see why this is called a "Lean, Mean MLM MACHINE?" *In this program, the buck stops here - right in your hand!*

But let's face it! As good as this program is, there will still be people that will send off for the

FREE material. That's OK. Remember, you are not trying to sign up the whole world. Are you? Just your 10 people or so. In fact, you can be down right picky. After all, the 10 *elite* people that you sponsor will be getting a lot of support from you by using this plan. Won't they? And they stand to make an awful lot of money. Don't they? So stick to your guns. Use these techniques, and they will work for you. We are all in this program to help each other ... and to make money! Aren't we? Your job is to get your 10 or so people and then help them get started. After that, you can simply maintain your organization from your "arm chair". Not bad, is it?

HOW MANY QUALIFIED LEADS SHOULD YOU GENERATE TO HELP YOUR DOWNLINE?

Well first, that depends on how many people you have decided to place on your first level. I like to think in terms of 10, so let's use that as our example. If I sponsor 10 people, I then want my first level to also sponsor 10 people. That's a total of $10 \times 10 = 100$ people who should be on my second level. Right? I like to keep the odds in my favor, don't you? In fact I love to gamble when the odds are 100% in my favor! Don't you? Therefore, I want to make SURE that my first level sponsors 100 ACTIVE distributors. Wouldn't you? Therefore, I WILL CONTINUE TO ADVERTISE AND PROMOTE THE MLM MACHINE PACKAGE UNTIL ALL 100 POSITIONS ARE FILLED! What the heck - I'm making some nice money promoting this package without even thinking about generating the MLM leads! They come FREE. Well, not quite, I make money getting them and selling them! So I guess they come WITH A PROFIT!

Remember, the MLM MACHINE method is a quick and easy way for you to start a small mailorder business. You make money doing this while you are generating free MLM leads. In this way, you can continue to earn extra cash selling the mailorder items until you have filled your second level. Yes it will take a little effort on your part - but isn't this fun and exciting? You will have something to wake up in the morning and look forward to !

I can't tell you how many qualified leads you will have to generate before your second level is filled. But remember, you are earning profits while you are doing this. And also remember that your newly sponsored people also will be promoting leads just like you. Therefore, you will need to generate only a fraction of the total leads needed to fill in your second level.

It probably will work something like this. Let's say you are promoting and selling the MLM MACHINE and that you have enrolled into one MLM program. Before long, you will get some MLM leads for the MLM program, so you will want to have a stock of this literature on hand to send out. Right? Sure enough, after sending out a few MLM packages, you will have sponsored one or two people into your MLM program. At this point in time, you have an obligation to yourself to complete your first level, and also to help the first couple people that you have signed up. Since you are still promoting the MLM MACHINE, you are still getting good qualified leads. Right? So divide them up between your own needs and send out a few for your first level people. Also, during this time, your upline will most likely be supplying you with leads that he is generating! So your upline sponsor is helping you, you are helping yourself, and you are helping your downline - all at once. That's how this program works! We all help each other to get started.

So how many MLM MACHINES do you need to sell? To be on the safe side, I would like for you to think in terms of selling 20 to 50 MLM MACHINE packages. This is to make sure that your second level is filled. That way, by using CROSS POLLINATION techniques, you will

probably sponsor at least 20 to 50 people needed to fill in your second level. But that's really up to you! You decide - its only your future that we are talking about!

WHAT ABOUT MULTIPLE MLM PROGRAMS?

What if you ar in several MLM programs? How does this work? Well, first of all congratulations! Great! You have made a very wise decision in getting into several MLM programs at the same time! Now, your earnings can be multiplied by the number of MLM programs that you are participating in ... with the same effort! In other words, if you are promoting two MLM programs, and if you sell let's say, 50 MLM MACHINES, you will probably sponsor twice the number of new distributors. That's right! Fifty for each program! In this case, you have personally sponsored 10 on your first level, and have a surplus of 40 on your second level. Right! Isn't this great? You now make twice the money for the same effort!

HOW DO YOU SELL 20 TO 50 MLM MACHINES?

On the surface, that sounds like it might be a lot. However, help me think this through. Let's say you want to start on a shoe string budget. That's the worst case, isn't it? You can start just by circulating postcards and selling the report, "**How To Make Money With Postcards.**" If you have the funds to advertise right away, great! But if you don't, start with postcards. Or just use the "mini-flyer." That will cost you about 1/2 cent or so per flyer. Set a goal to circulate a 1,000 of these. Yes, I know that takes a little work. But, just think how much you probably will earn per hour! OK. You pay \$5 to \$15 to get 1,000 of your "mini-flyers" printed (250 sheets). You circulate the 1,000 locally and sure enough, you get a few orders for the \$2 report. Let's say you only get 20 orders. That's only 2%! Oh well, let' not make this too easy. So you get orders worth $\$2 \times 20 = \40 . Let's say only a couple people buy the MLM MACHINE. That's another $2 \times \$25 = \50.00 or a total of $\$50 + \$40 = \$90$. Not much, but not bad. It will cost you \$10 - \$20 to fulfill your orders, aandyou will have some of the other reprintable reports. Circulate more post cards again! This time you will make more money than before ... won't you?

Frankly, when I speak of starting your business on a shoe string budget, I am really thinking of at least two or three hundred dollars. Most people can raise that kind of money ... don't you agree? If you can afford at least \$200 to start, get into at least one MLM program and buy several reprintable reports. Let's assume that you buy the MLM MACHINE set of reports and at least one other mailorder program, and get into at least one MLM program. You also have 5,000 postcards of "mini-flyers" printed, and you circulate them locally with no postage cost. You can do all that with two or three hundred dollars. Can't you? Now you have a good chance to sell 10 or 20 MLM MACHINE reports quickly along with a few of your mailorder programs and signing up several people in your MLM program. Don't you? Now take your profits, reinvest them and multiply your business. If you can sell only 15 MLM MACHINES with this effort, and then double your business each time, the number of MLM MACHINES that you sell could look something like this:

$15 \times 2 \times 2 = 60$ MLM MACHINE packages!

That's close enough for guess work. The point is if you re-invest the profits, you can multiply your sales. Is it reasonable for you to be able to sell 50 MLM MACHINE packages? You bet it is ... particularly if you promote locally!

Let me share some figures with you. If you analyze the "Business Opportunity" type magazines, you will find that there are magazines that have about 200,000 subscribers. That tells me that in any given day of the year, there are at least 200,000 people who are looking for a business opportunity. Actually there are a lot more because there are many magazines of this type. I estimate something more like 500,000. Now how many people do you suppose are already active in MLM programs? Well, I have gone to the library, and in one thick directory, found that at least one Name List Broker that offers a listing of over 6,000 MLM companies! That's companies - not distributors! Many of these MLM companies have over 100,000 distributors! Therefore, when I see estimates that there are over 5,000,000 MLM distributors, I believe it! 5 million! Since the population of the USA is about 250 million roughly, that tells me that 1 out of 50 people are involved in MLM. Well, not quite since many people are involved with several programs. Let's be on the safe side and say 1 out of 250 are involved with MLM. That sounds about right.

That means that there are millions of people who are interested in business opportunities, but they are not looking in magazines for business opportunities. Are they? That means that if you circulate postcards LOCALLY - you and your downline have virtually an unlimited number of people with little or no competition! That's why you and your downline can be sure of finding a lot of people right in your own back yard! That doesn't mean to say you should not advertise nationally. But be aware that the HUGE supply of leads is from strangers right in your own neighborhood! The reason that I am making this point is to show you that anyone can make this program work. Just follow the techniques in this and other reports in the MLM MACHINE series.

TO YOUR SUCCESS!