

10 Secrets of MLM Millionaires

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10 Secrets of MLM Millionaires

One of the fastest ways to succeed in network marketing is to study what “Million Dollar Producers” and simply duplicate their methods. In this report, you’ll discover valuable business-building concepts and strategies from some of the world’s top network marketers.

Secret #1:

Success in MLM is a “Numbers Game”

Success in MLM is a “Numbers Game”. You have to recruit enough people into your organization to find the few who will duplicate your efforts and build their own business. As those people grow their own teams, they’ll recruit people who will do the same.

Often, this is explained as “3 Get 3”.

“If you’ll just get 3 who each get 3,” says the presenter, “you’ll ultimately end up with a downline of thousands, each adding to your passive residual income.”

The reality is that you’ll have to recruit dozens, maybe hundreds of new distributors to find the small percentage who will do the same. A majority of your distributors will do little or nothing to build their own business. Many will leave your organization within the first few weeks or months after joining.

Fortunately, you can build a considerable six-figure, even seven-figure passive income on the “efforts of the few”.

For example, one “Million Dollar Earner” joined a new MLM company and steadily recruited 2 to 3 distributors per month. During his first 6 years, he recruited roughly 200 distributors. 193 of those recruits did little or nothing to grow their MLM business.

Fortunately, 7 distributors duplicated the consistent recruiting efforts of their sponsor - and, over time, helped create an organization that now numbers over 65,000 distributors.

Today, this distributor turned his consistent recruiting of 2 to 3 people per month into a seven-figure annual income.

If you understand that your success will be built on the efforts of the few, you'll see that creating a habit of "constant recruiting" (and sharing with this your downline) is the key to growing your passive residual income.

If you knew that, like the previously mentioned top earner, only 3.5% of your downline would duplicate your efforts, you'd also understand that the only way to INCREASE the number of active distributors would be to recruit MORE distributors.

After all, 3.5% of 200 is more than 3.5% of 20.

MLM millionaires understand that success in network marketing is a numbers game you've got to play to win.

Secret #2:

Your Job is to "Duplicate Yourself"

Your goal in your MLM business is not to find a "heavy hitter" to do all of the work and build your downline for you.

Your goal is to become a consistent recruiter and MLM leader who is looking for people just like yourself.

MLM millionaires are motivated entrepreneurs who want more out of life. More money, more time, and more enjoyment. To achieve this, they attach their motivation to an opportunity they're excited to share with others. From that point on, they're on a never-ending search to find other motivated entrepreneurs, like them, who will duplicate their efforts and build their own MLM business. **THIS is a clear-cut formula for success.**

If you want to succeed in MLM, this is your mission, too. You must assume leadership of your "Team" - no matter how small it initially is - and then look for other motivated entrepreneurs to join you and become leaders of their own teams.

Understanding this concept - and putting it into use - will make it easier to both identify and attract those people who are most likely to succeed in your opportunity. Since you know you're now looking for "someone like you", you can easily identify the characteristics, habits, and skills in your prospects that will make them succeed.

You'll also discover that "quality is attracted to quality". Or, as the old saying goes, "birds of a feather flock together". Business builders are attracted to other business builders. If you're a positive, action-oriented entrepreneur, you'll soon discover that other positive, action-oriented entrepreneurs are attracted to you. And often that attraction is what convinces a person to enroll in a new opportunity, NOT the opportunity itself.

Therefore, if you want to build a downline of motivated business builders, you must first make sure that YOU are exhibiting these behaviors and habits. Become a leader first... and you'll begin to attract more leaders.

Secret #3:

Start with Your "Why"

Success in network marketing is neither easy nor fast. It takes a continuous investment of time and money to achieve the results you want . To keep yourself motivated to take the actions necessary to build your business, especially during times when you're not motivated, you've got to have a solid "reason why" to push you ahead.

"I've got to pay these lousy bills" is not the best reason to start your own business. It also won't keep you motivated when the "going gets rough". Once the bills are paid, the motivation to spend hours to build a business will quickly melt away. Other reasons such as "I hate my boss" or "I hate getting up early" are also "reasons why" that won't keep you motivated to build any MLM business - when you hit a wall.

Better "Why's" might include:

- ✓ To spend more time with my kids
- ✓ To be able to give more time or money to a specific charity
- ✓ To create lifelong financial abundance for myself and my family
- ✓ To have the money and time to travel more
- ✓ To be able to achieve my life-long goals

A deeper “why” will help you remain committed to your MLM company - even when you face rejection and frustration. Building an MLM business is a journey that often has many twists and turns. You’ll inevitably have times when you want to throw in the towel - or at least take time away from it. Remembering your “why” can keep you motivated and taking action - and moving forward daily toward your ultimate success.

Secret #4:

Listen More and You’ll Recruit More

When you’re involved in a network marketing company, you obviously want to recruit more distributors and sell more products. Unfortunately, many excited distributors drive away interested prospects - because they’re so caught up in “selling” their opportunity.

MLM millionaires understand that “listening” is the key to effective recruiting. Before you offer your MLM opportunity to a new prospect, it’s important that you ask questions about their goals - and why they’re investigating the network marketing industry.

When you first communicate with a prospect, make sure to ask them about:

- Why they want to work for themselves. (What’s THEIR “why”)
- Their short and long-term goals (income and lifestyle)
- What it would mean to them to be able to achieve these goals and live their “dream lifestyle”
- How much time and money they’re willing to invest to achieve these goals

The more information you can get, the easier it will be to show them how your opportunity can help them achieve their goals.

Once you have this information, the next step is to show them specifically how your opportunity can help them achieve the outcomes they’re looking for.

By customizing your presentation to the specific desires of each prospect, you’re more likely to recruit them into your opportunity.

After all, every MLM opportunity is simply a “means to an end”. It’s a vehicle to help an individual achieve a greater goal. If you can show your prospect how, specifically, your company can help them achieve the goals they voiced - with a reasonable investment of time and money - you’ll find you’re recruiting more distributors than ever before.

If you take it a step further - and outline a specific daily plan for them, that will help them realistically reach their goals on their timeline, with a realistic investment of time and money they’re comfortable with, recruiting becomes a breeze.

This technique is known as “**Consultative Selling**” and even briefly studying this selling strategy can pay off big dividends over time.

MLM millionaires understand that the key to recruiting more is listening more to the wants and wishes of your prospects.

Secret #5:

Target Successful People

If you want to see massive growth in your organization, focus on sharing your opportunity with the most motivated, successful people you know. And, as you work with your growing Team, make sure they do the same.

If everyone in your organization targets just the small percentage of highly driven people on their contact list, you’ll see a level of growth that is almost unheard of in most MLM companies.

For most people, this may seem counterintuitive. After all, the most driven, successful people you know are probably also the busiest. They may run full-time businesses or have multiple jobs. They may appear as people who are the least likely to be open to hearing about something that will take an additional investment of time.

The common thought that keeps distributors from targeting these prospects is: “Well, they’re always so busy, I bet they’re too busy to be bothered with this.”

The reality is that many successful people are very open to new opportunities, even when they’re currently involved in other projects and businesses. They’re successful BECAUSE they keep their eyes open for new opportunities to create wealth.

Unfortunately, many beginning network marketers spend their time focusing on the people on their “warm market” list who have ample time and very little drive. They share their opportunity with friends and family who have never been self-employed and have little or no drive. Instead of taking a serious look at the opportunity, they often shame the distributor into submission by claiming that network marketing is “a scam” and that the distributor is “wasting their time with nonsense”.

Don’t waste a single second on unmotivated, negative people. How can you expect unsuccessful people with no drive to suddenly “come to life” and build their own business? Instead, focus 100% of your energy targeting successful, motivated people.

MLM millionaires understand that 10 ambitious distributors on your Team will outproduce 1,000 unmotivated ones.

How do you present your opportunity to a motivated entrepreneur? Invite them to speak to a top earner in your upline, as I’ll explain in Secret # 6.

Secret #6:

Let Your Upline Present For You

Even ambitious distributors with a strong motivation to succeed can feel trepidation when it comes to presenting a new opportunity to prospects. The anxiety that comes from a fear of rejection and failure can keep new distributors from taking the positive actions necessary to grow their business.

That’s why you want to model the habit of connecting your prospects with a successful upline distributor.

First, if you’re new to your MLM company, this lets you “borrow” the credibility and success story of your upline. Instead of being faced with the question, “So how much have

you made so far?”, you’re able to connect your prospects with a very successful distributor who is achieving the results they want for themselves.

Second, it shows new distributors that they do not have to be “the experts” in order to present the opportunity. When they see that they can “lean” on an upline distributor to share the opportunity to others, it gives them a level of confidence they otherwise wouldn’t have. All of a sudden, you’ll find them inviting more prospects to speak to their upline.

Finally, it teaches them the most effective way to present their particular opportunity. By watching their upline present the opportunity to their prospects, a new distributor can see how their opportunity is presented by a professional. After seeing the presentation in action, they can begin to practice on their own prospects - and help their downline recruit new distributors by doing the same for them.

By working closely with your sponsor or another strong upline leader, you’ll have the recruiting firepower you need to recruit successful people into your organization - and build your confidence at the same time.

Secret #7:

Answer Your Prospect’s #1 Question

The #1 question people have when they look at any opportunity is this...

“Can I do it?”

You can amaze your prospects with a great product. You can amaze them with a great compensation plan. You can even present them with leaders who are making a ton of money. But none of that matters unless they believe they can do it themselves.

Before you join a new opportunity (or if you’re involved in one now), look at the “system” or “marketing process” that your company or your upline suggests using to recruit new distributors.

Ask yourself: Is this a system that anyone can do?

Or, the better question may be, **“Is this a system that anyone will BELIEVE they can do?”**

For example, if your company holds a regular online webinar to present the opportunity, hosted by one of the company's top recruiters, the question becomes: **"Can anyone invite someone to watch the webinar?"**

If the answer is "Yes" for most people, you've got a system that will see a high level of duplication. After all, if you've got a system that everyone believes they can do, you'll find that your downline is more likely to take action.

That's the challenge with opportunities that ask distributors to be sales people. People don't want to be "salespeople". In fact, they've probably joined other companies in the past that required them to sell the opportunity - and that's why they weren't successful.

That's why a technique like the one revealed in Secret #6 is so powerful. Anyone can invite a prospect to talk to an upline sponsor... or listen in to a webinar or teleseminar hosted by their upline.

If your company doesn't have an "I Can Do That!" system in place, it's up to you to create one.

You need to create a non-selling process that lets even the greenest beginner achieve some success. After all, if they achieve success in your opportunity in the first 30 days... after failing miserably in 10 other companies... you're one hundred times more likely to keep them and get them to duplicate your efforts.

The easiest systems only require distributors to invite prospects to a presentation. Most distributors find it easy to invite their prospects to watch someone else present the opportunity.

It's when distributors have to become "presenters" that the system starts to break down.

Focus on joining opportunities with "invite/share" systems in place - or create your own. You'll discover you're creating massive duplication and momentum in your organization.

MLM millionaires make it easy for their distributors to share the opportunity with others - without requiring that they become salespeople.

Secret #8:

Long-Term Stability is All About Culture

Long-term stability in your MLM organization is all about culture. As the Leader of your downline “Team”, you’re in charge of adding to the company’s existing culture.

Most MLM companies understand the importance of culture. They host regular events, get-togethers, and corporate-sponsored trips to exotic locations. Many distributors who are not making money in a particular opportunity often stick around for years, because of the friends they’ve made and fun they’ve had attending various events.

Ultimately, network marketing is about “lifestyle”. The money people want to make in network marketing is simply a “means to an end”. Most join with the ultimate hope of enjoying a happier, more fulfilling life. Therefore, if you want to create long-term stability in your organization - and slow down attrition - **you need to create a “lifestyle culture”.**

You can do this by organizing team trips where everyone goes on a cruise together or to a resort. If your team is local, you can get together for a “movie night”, attend a local sporting event, or just have a regular monthly potluck dinner.

Long-term success in MLM comes from having a team of individuals who are committed to building their organization for years to come. Because significant income results often come after 18 to 24 months of continuous effort, adding to their happiness and fulfillment during the first few years is imperative for keeping distributors in and active. Give them a taste of the lifestyle in those first few years... and they’ll stay long enough to enjoy the financial results as well.

Don’t rely completely on your company to create this culture. **MLM millionaires assume the position of “Leader” and add onto what the company already provides.**

Secret #9

Recognition Ignites a Fire

If you want to ignite a fire under your distributors, it’s imperative that you regularly recognize your distributors for taking the right actions to build their businesses.

As the saying goes:

**"You get more of the behavior you reward.
You don't get what you hope for, ask for, wish
for or beg for. You get what you reward."
~ Michael le Boeuf**

As distributors on your team start to take action, reward them for their efforts. You don't have to wait until they've reach a specific rank or won a specific prize from the company.

Instead, focus on rewarding your distributors for taking "baby steps". Small actions like inviting a new prospect to an event, running an ad to generate leads, or take the "right actions" every day for 30 days should be rewarded.

The most effective reward is "Recognition".

Recognizing a distributor during a webinar, group training call, or on your website is a great way to assure that the distributor being recognized continues to take action.

However, it also has the added bonus effect of motivating other distributors not yet taking action to do something themselves.

People crave recognition. In today's society, few people get any positive recognition. However, motivational coach, Tony Robbins, says that one of the most basic "human needs" people have is the need to "feel significant". As you can imagine, most people do not regularly feel "significant" in their daily lives.

By giving recognition to distributors who take correct actions, you're assuring those distributors will continue to take action - and get new distributors to duplicate the actions that earned others praise.

It's amazing that something so simple and inexpensive - Recognition - can be so powerful. In fact, it's true that people will often do more to see their name on a LeaderBoard or hear their name on a live call - than they will for a specific amount of money.

Use this concept when motivating your team and you'll see it pay handsome dividends.

Secret #10

“Smart Persistence” is The Key

One of the biggest secrets to success is “Smart Persistence”.

Persistence alone isn't enough. If you're walking down the wrong path, continuing down that path for years won't lead to you to the success you want.

Alternatively, taking the right actions, but stopping short of when they're about to pay off with positive results is also a bad idea.

The formula for success is to take the right actions long enough for them to pay off.

Here's a simple 4-step “Success Formula” from Tony Robbins...

- 1) Know the outcome you want.
- 2) Take action and move toward the achievement of the goal.
- 3) Assess how it's working.
- 4) Modify your approach if the results aren't what you wanted.

It might sound simplistic, but often the most effective things are.

- ✓ **Begin with the end of mind.** Know your goals before you take action.
- ✓ **Next, begin taking action based on the successful strategies of others.** You can often find a shortcut on your road to success by studying what “million dollar producers” are doing - or even invest in training materials designed to show you the “best practices” in the industry.
- ✓ **Then watch the results you're getting from your actions.** Continue those actions that bring positive results - and modify those actions that are bringing little or no results.

Keep taking action and correct your course as you move forward.

Soon, with enough “smart persistence”, your actions will begin to pay off with a dynamic MLM team and a steadily growing passive residual income.

MLM millionaires succeed because they never stop UNTIL they achieve success. But they understand that only the “right actions” will get them to their destination.

I'm Looking for Leaders

I've personally reviewed a lot of wealth-building opportunities and I've finally uncovered a truly unique opportunity that I'm investing significant time and money into.

Now, I'm looking for motivated individuals who are willing to join me in this opportunity in order to build long-term financial freedom.

Here is Who I'm Looking For:

- Someone who is **passionate** about working for themselves and building a **profit-producing business** from home.
- Someone who is willing to take instruction and is an **action taker**.
- Someone who is **committed** to their success. Success happens when you're unwilling to give up. I'm looking for individuals who accept challenges and solve problems.
- Someone who is a **Team Player**. You'll be working with myself and others who will spend valuable time helping you build your business.

It doesn't matter if you're a million dollar producer with years of experience or a relative "newbie" who is just sick and tired of working for someone else. I believe the opportunity I've selected has the power to help you achieve the financial and lifestyle goals you've set out for yourself.

If you're looking for an exciting new opportunity, **click the link below** and take some time to review the "Recommended Opportunity".

[Click Here to See My Recommended Opportunity](#)

Thank you for reading this report.

I look forward to working with you in the near future.

Here's to your success...