

DEAD

DOWNLINES

DON'T LIE

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DEAD DOWNLINES DON'T LIE

This report is the transcript from a 60-minute training program on how to create a culture of duplication in your MLM downline – so you can build a massive organization in any opportunity. While it's been lightly edited to cut out the “um’s” and “ah’s”, the complete system is included in its entirety. Enjoy.

In this report, I'm going to be helping you with one of the biggest problems most network marketers face in building their downline: Duplication.

Without “duplication”, you might be a “Top Recruiter” in your opportunity, but your downline reps might do nothing. And as you know, if your downline isn't constantly recruiting, there's no long-term passive residual income growth.

Duplication is the KEY to generating the six-figure and seven-figure incomes you've seen achieved by all of the world's top network marketers.

The “No Duplication” Blues

You've probably experienced it before. You work to build your downline... distributor by distributor... hoping that they'll each take off and build their own downline, just as you're building yours. In a perfect scenario, this type of “duplication” of your efforts could generate serious income for you within a relatively short period of time.

However, there is usually no perfect scenario. In fact, what usually happens is that most of your downline does little or nothing once they sign up. Instead of duplicating your efforts, they sit and languish in your downline... until they get excited by the “next big thing” and leave your organization for greener pastures.

Even if you try to “cattle prod” your distributors into action, you may often find it difficult, even impossible to get them to make any movement. You might find it odd that people who yesterday were chomping at the bit to join your downline are now avoiding you at all costs, afraid you'll ask them to “do something” to build their own income.

Fortunately, there is a solution. And in this report, I'm going to cover how to create real duplication in your downline. “Duplication” is important to facilitate, because that's really the secret behind generating momentum in your MLM business - and creating a true residual income.

Now that doesn't mean you'll get to a point where you stop recruiting new distributors. You'll always need to have a "recruiting mindset" throughout your time in any network marketing company. "Constant and never-ending sponsoring" is the key to building up a larger organization. While duplication can help you create momentum and leverage the efforts of others, there's never a time when you should stop sponsoring and rely on your downline completely to build your business.

Now, even though you'll still be recruiting distributors, at some point you'll notice how things change. For example, initially, you'll be doing 80% of all the recruiting to build your downline, while your downline is only doing 20%. However, as you recruit more distributors - and create an environment that promotes "duplication", you'll notice that your downline is now generating 80% of the people in your organization - while you're responsible for 20% or even less.

After a point, the momentum in your downline really takes off. For example, there's one network marketer I know who has a downline of over 50,000 people. Initially, he spent a lot of the early years talking to people and signing up new distributors. He was the #1 recruiter in his own organization. But, after a period of time, his downline took off on its own and generated a massive downline of 50,000 for him - thanks to "duplication".

At the very beginning, he was the main person bringing new people into his downline. Today, most of the people brought into his downline are signed up by his downline. That's where I want to get you to. However, that means YOU still must start off by becoming your #1 recruiter. There's no "shortcut" out of this. You become your #1 recruiter... build your own downline... and then teach others how to do the same thing.

Obviously, being able to attract interested prospects is an important part of the downline building process. But the real key to long term MLM success is creating "duplication". There are few key things that you can do to create duplication in your downline - which will really help your downline create momentum and take off.

Model the Behavior You Want Your Downline to Duplicate

One of the most important things you can do to create an environment of "duplication" is to model the behavior that you want your downline copy.

If you want your distributors to place display ads in the business opportunity, home business, and network marketing magazines, that's what you should be doing before you expect it from your downline. If you want them to do a direct mail campaign with postcards or sales letters, you need to do that before you expect that of your downline. If

you want them to do pay-per-click advertising, forum marketing, article marketing, whatever type of marketing you want your downline to participate in, you need to model that behavior by doing it first yourself. **Your downline wants to see you “walk the walk”, not just “talk the talk”.** If you expect them to take action, you must be the first person to set an example.

Now, this is going to be a great learning experience for you. And if you’re a complete newbie... with little or no marketing experience... this is your first step to become a leader and a top earner in the network marketing industry.

Let’s say, for example, that you don’t know anything about pay-per-click advertising, direct response magazine advertising, direct mail marketing, any type of marketing. The very first person you educate is yourself.

Now, “education” shouldn’t be a dirty word. However I can’t tell you how many times I’ve had people’s eyes roll up into their heads when I explain that they’ll have to “learn” something if they want to be successful.

Ultimately, I get an excuse - that’s supposed to absolve them of their responsibility to learn a new skill. They’ll say, “You can’t teach an old dog new tricks”... “I’m not a technical person”... or “I’m not really good at learning new information.”

The reality is that anybody who is successful at anything has had to figure out how to do it. So when you see someone who is successful in network marketing or at pay-per-click marketing or article marketing, forum marketing... whatever type of marketing... that simply means that they put in the time and effort learning how to gain that competence.

Now, they didn’t start out being “experts”. They started out by being really bad at the skill they were trying to learn. They started out not having any clue how to accomplish what they wanted to achieve.

Remember, no one is an expert right off the bat. **One of my favorite quotes is, “Anything Worth Doing Well Is Worth Doing Poorly”.** That means that anything you want to be good at, you’re going to start out by doing poorly. But as you educate yourself, as you try new things, as you put yourself out there and really take some action, you’re going to get better over time. We see this time and time again. It’s simply the way the world works.

If you want to learn how to ride a bicycle, you have to be willing to fall off a few times. If you want to learn how to play an instrument, you have to be willing to pick it up and sound horrible at the beginning. But with more time, with more education, and with more practice, you get better and better and better until you’re an expert.

So if you are somebody who is coming into network marketing with none of that information or expertise, you can gain it. There’s just so much free information on the internet about all types of marketing. There are low cost books you can pick up from your

library. There are low cost books you can buy at the local bookstore. There are training courses, seminars, forums, and there are article directories - all giving you the information you need to succeed.

If you have a specific type of marketing you're interested in learning more about, information is available at virtually any price point. Even if you say... "Well, I don't have any money to pay for this training", there are still local libraries where you can access training books, or go online through your library's computers - if you don't have your own computer and internet access. In fact, in many cases - the library staff will even spend their own time to help you find the information you're looking for.

When I was first getting started in the marketing field, I would go to half price and discount book stores just to get the books that I needed. I didn't feel like I could afford a \$15 or \$20 book. So I would go to these discount bookstores and get books for a buck each. I've even picked up books at garage sales back in the day, because I was focused on doing whatever it took to get the training and education I needed. I was determined to do it no matter how much money I had in my bank account. If you, too, have that type of "can do" attitude, nothing will stand in your way.

So start by educating yourself. You are the first person to educate about marketing and specifically, "network marketing". Then you start taking the actions that you want your downline to take. By modeling these actions for your downline, you're more likely to get them to copy what you're doing - which creates duplication.

Unfortunately, what normally happens is that an MLM distributor will come to me with a very small downline (maybe 2 or 3 people) and be frustrated because these few distributors haven't taken off and built a downline of thousands.

When I ask this individual how they got these distributors, the answer is often something like, "Well, I got my best friend in and then I got my uncle in and they don't know what to do and I don't know what to do, so we're not doing anything."

You know what's going to happen in that situation? The same process is going to occur over and over again. Since these 3 people don't know what to do, they won't do anything. Because they're not doing anything, they won't make any money. So when the next "big thing" comes along, that person will try to get their brother or uncle or aunt or whoever into it. Now, they might join because they want to feel like they are helping out. But they're not going to know what to do and the person who signed them up is not going to know what to do. And then everyone drops out of THIS opportunity. And it continues to happen, over and over.

Even if you don't know what to do right now, that doesn't mean you can't learn what you need to do. But even when you have a general idea of what you need to do, the real secret to your success is "mastery".

You see, school is never over for the network marketing leader. You start by figuring something out... putting it into action... modeling that behavior to your downline... and then improving results. Whether it's the skill of online marketing... networking... creating killer offers... or developing a culture of duplication among your distributors, constant and never-ending improvement is key to your long-term success.

For example, right now I have a book on my desk about copywriting. I've written copy that's generated millions of dollars in sales over the last twenty years, but I'm now writing a new sales letter. I know there's always improvement to be made in any skill, so I pulled out one of my favorite copywriting books and I'm going over it to help me write this new sales letter. Because I believe in constant improvement, I'm going back into my library to find some suggestions that can make this letter better than the last one. As the saying goes, "Practice makes perfect".

I'm always trying to get better, always trying to learn more, always trying to soak in more information - because "mastery" of skills is often what separates the network marketer making a small part-time income... and the network marketer making a **six- or seven-figure full-time income.**

Some of the books I've had on my shelf for years, I've gone through a dozen times, because I know if I go through them the 13th, 14th, 15th time, **I'm going to pick up something new that I didn't see or understand before.**

Now here's what's great about learning and mastering marketing skills. When you learn more about marketing... even advanced marketing skills... you can multiply the effects of what you're learning by sharing this with your downline.

For example, in a normal business, if you learn how to use direct mail marketing effectively, you will only benefit from the direct mail marketing that you do. **However, in a network marketing business, when you start using direct mail... AND you teach your direct mail skills to your downline... you can potentially profit from the direct mail marketing campaigns of dozens, hundreds, even thousands of people.**

And the better your skills are, the better your results... and the results of your downline... will be. This will ultimately put more money into your pocket. That's why just modeling the actions you want your downline to take isn't enough. You must spend time mastering those skills... so that your downline will be more effective... and ultimately make you more money.

Here's another lesson when it comes to modeling behavior for your downline.

Whatever behavior you want your downline to do... whether that's learn about network marketing, offline marketing, or online marketing... you need to start doing that yourself, **regardless** of what your downline does.

You might model a specific behavior... for example, placing display ads in network marketing magazines... and you find that ZERO people in your downline are doing what

you're doing. That could happen. But that doesn't mean you stop placing your own ads. You're not placing ads only to get your downline to place ads. You're placing ads to build your business. So keep building your business. **As your business starts to grow from your efforts, make sure you tell your distributors what's working.** When they actually hear from you what you're doing... and that it's working... that will move some of your distributors into action. After all, they not only want to see WHAT you're doing, they also want to see that what you're doing really works.

I can't stress this enough. If you want to become a top earner in your network marketing company and have a downline of action-oriented superstars, you must lead them by taking the same actions you ultimately want them to take. If you get nothing else out of this report, this alone can increase the size and success of your downline.

Your Secret Weapon: The Automated Playbook

As you learn what to do, and you start modeling the behavior, you're going to get an idea of what works and what doesn't. As you figure out what works to bring new distributors into your company, you can kick your downline into "Duplication Overdrive" by giving them an "Automated Playbook".

An "Automated Playbook" is simply a step-by-step checklist of what each of your new distributors must do in order to get the best start and see real success.

After all, when you sign up a new distributor, the first thing they'll ask themselves upon paying for their distributor kit is **"What do I do now?"** If you don't have a good answer for that, you'll find many of your distributors doing nothing... or getting frustrated trying random marketing ideas... and ultimately dropping out.

Plus, even if you are training your distributors, you don't want to train them one-at-a-time. While it may be okay for you to get on the phone with a distributor and walk them through your 7-point "Get Started" checklist when you only have a downline of 10 distributors, it'll soon get out-of-control if your downline takes off and grows into tens of thousands of distributors.

At some point, if all goes well, you're going to have hundreds, thousands, maybe even tens of thousands of distributors in your downline and you don't want to be stuck on the phone every day telling each individual what they need to do next.

Imagine the mess that could quickly become: Bob starts today - and you get on the phone with Bob and tell him Step #1. After hanging up with Bob, you talk to Mary, who has been in your downline for a few months, and has finished the first 3 steps and is calling back for more instructions. And this could go on and on... hour after hour... day after day. And it's all unnecessary - when you create an "Automated Playbook".

As soon as you know what works to bring in new distributors (through your own marketing tests), you'll create a "playbook" that shows all of your new distributors what they need to do on a regular basis to build their downline. You'll number each step... so your distributors know what they need to do, in order, to get the best results.

Now, in the beginning, your automated playbook won't be perfect. Fortunately, it doesn't have to be perfect. All you need at the beginning is something to hand (or email) to people so that they can take some action and see positive results. As you discover even more about what works best for your opportunity... and get feedback from your downline... you can tweak and change your playbook as necessary.

For example, the very first thing you might have a new distributor do is take the training given by the company. A lot of MLM companies offer some type of training, even if it's only on the company's comp plan and products. If the company doesn't have training, you might just tell the distributor to go into the back office and become familiar with it. You might say...

"Take thirty minutes a day for the next seven days, log into your back office each day, and figure out where everything is. If you have any questions about where anything is, then contact distributor support and they will show you where certain things are. But you have to become proficient within the first seven days about the back office. That's the first thing I require of all new distributors, so that's what your first assignment is for week number one."

Week number two your assignment for your distributors might be to place their first display ad in a network marketing publication. Or do a postcard mailing, or set up a pay-per-click account, or set up a blog, or set up an article profile at an article directory and start posting articles, or whatever.

Then flesh out the rest of the playbook. You can do it week-by-week... or simply multiple steps to complete. Either way, having a sequential idea of what distributors need to do gives them the confidence and clarity they need to get started.

This is where many MLM sponsors... and their companies... fall short. When you have a new distributor in your downline, it's unlikely that person will be a long-term successful network marketer. More likely, you'll sign up a previously unsuccessful network marketer who is hoping that "this time" things will be different - and they'll make some money. Unfortunately, if you don't have a plan for this new distributor, they're likely to get confused... get frustrated... and get out. And that cycle will continue to repeat until they find a savvy sponsor who shows them, step-by-step, what they need to do to be successful in their MLM opportunity.

Once you've created your "Automated Playbook", you hand or mail it out to all current distributors... as well as every new distributor you sign up. Now, while you can create a printed report with your "steps to success" and then mail it out to your new

distributors, the easiest way to share your plan with new distributors is by putting it onto a website online.

Then, when somebody joins your opportunity, all you have to do is email them a link to that website, and say...

"I'm so excited that you've joined my downline! Now it's time for you to get started fast. I have a step-by-step system that is going to help you become successful in this network marketing business. What I want you to do is go to this website address, and you're going to see the seven steps to success."

"I want you to go through that and follow it step-by-step. It's very detailed and includes everything you need to start building your business. If you have any questions, please feel free to email me or call me. After you've gotten to step seven, email me and I'll send you further instructions."

You can have even a secondary playbook after they've finished the first seven steps.

This is a good idea if you have more than about 7 steps in your playbook, because you don't want to overwhelm your new distributors. Overwhelm equals paralysis.

Let's say, for example, that you have a fourteen step system. You don't want to overwhelm your new distributor with 14 steps to complete... some of which may seem rather advanced to a beginner. Instead, you might have a seven step system for the beginner. Then, once they complete the first seven steps, you can email them a link for the next 7 steps.

(By the way, this is a good way for you to know who your serious business builders are. While many of your distributors may never get through the first 7 steps, those who do will contact you for the additional information. You'll know that those who ask for the next set of action steps are your most active distributors... and you can now spend more time with them, give them additional training, or work more closely with them to build their business.)

The automated playbook takes most of the day-to-day training out of your hands.

This keeps you from doing too much hand-holding for new distributors. With an automated playbook, distributors now have their "marching orders" in front of them, without you needing to personally train them.

The key here is to create a culture of fast and efficient duplication. If new distributors have to talk to you personally to figure out what to do, then that slows down the process - and kills your duplication. By giving them a playbook to follow... no matter when they join your downline... you can kick your business into high gear... without your personal involvement.

After all, if new distributors have to wait until they can get you on the phone, so you can tell them what to do, it's going to take them a long time to get started. And the longer they wait, the more possible that "buyer's remorse" will kick in.

If somebody gets started on a Monday and they don't hear anything from you... and they don't have any training immediately available... and the company doesn't get in contact with them... by Tuesday, Wednesday or Thursday they're wondering if they made the right decision. And that kind of doubt can kill a person's motivation.

So it's a great idea to make sure that you've got some sort of initial training and steps for them to take. It should be action steps. Part of your steps can be about learning new things, which is important, but it should also include things they can take action on... like placing an ad, setting up a pay-per-click account, writing an article, or setting up a blog.

Now, as you can imagine, most of your new distributors will have no idea how to do some of the things you'll want them to do. You might tell them to "Set up a Bing pay-per-click Account" - and they'll have no clue what you're talking about.

Therefore, you must give them training, so they can successfully accomplish whatever it is you're asking them to do.

One way to train your distributors is through live videos. For example, if you want your distributors to set up a pay-per-click account and start a pay-per-click campaign, you can do this online... record your computer screen using "screen capture" software, like Camtasia or Jing... and then give your distributors access to this video. Record it once - and it can automatically train an unlimited number of distributors for years to come.

A shortcut is to look for and utilize training videos that are already available. For example, most pay-per-click companies usually have videos that will show you how to set up your account... find the right keywords... write ads... and start your ad campaign. If you recommend your distributors start a pay-per-click campaign, you can link directly to those training videos - and use that for training.

You can also find a wide variety of training videos on youtube.com or viddler.com. Experts in different areas have recorded... and are sharing... videos on how to do all types of marketing. You can do a quick search on one of the video sharing sites... find a high quality video that trains on your topic... and (in most instances) embed that video into your training blog or website. Now, you're leveraging the expertise of someone else.

If video isn't necessary (or available), you might look for blogs with training on a specific topic... and point your distributors to a specific blog post. Or use article directories for content that you can re-publish as training. Or direct your distributors to a specific forum for additional help and coaching. Just make sure that you don't just tell your distributors to "Do Something". Point them in the right direction. Give them a link... a resource... or a tool that will help them accomplish each step in your automated playbook.

Once again, this gives you the opportunity to get all of your distributors trained, whether it's a dozen or hundreds without having to do a lot of hand holding. If you want to create real momentum and duplication, this is imperative.

If you're signing up a lot of people and you've got to wait and give everybody a thirty minute consultation to personally give them your step-by-step plan, you'll have a lot of people waiting in line to get in touch with you to figure out what to do. If you can just create a system, put it on a website... or put it in a PDF file that you can email out to your new distributors, you have the opportunity to create massive momentum very quickly.

This gives you the opportunity to get your people into momentum quickly, even when you're not there. You can be on vacation, you can be out on a date night with your spouse, or whatever... but when your distributor signs up, they can be taken right to that website where they get their action plan. You can even set up an autoresponder that sends them right to the website with the automated playbook.

Now this... the automated playbook... is something you develop after you've educated yourself. After you've educated yourself and you've taken a step, then you show those steps to the people in your downline.

This is not instantaneous. It's not like you're going to be able to set up your automated playbook today. Today, if you don't have the marketing knowledge you need to share with your downline, then it's time to jump in and get that marketing knowledge.

So, in review: The first step toward creating massive duplication is educating yourself on marketing knowledge. The second step is taking action on what you've learned - and letting your downline know that you're taking action on it. That's modeling the correct behavior. And third, as you figure out what works and what doesn't work, create that step-by-step automated playbook that you can put on a website or put in a PDF report and make sure all your new distributors get it so they know what they need to do, step-by-step.

What you're really doing in this process is becoming a leader - and then creating a simple system for duplicating yourself. You're looking to become a leader in your network marketing opportunity... become successful... and then duplicating yourself hundreds, even thousands of times. That's what duplication is all about.

You're duplicating yourself... your successful self. Duplication doesn't work if you get involved in an opportunity, you have no education, you don't want to educate yourself, and you don't want to figure out how to make money in the network marketing field.

However, if you'll put in the work... and become a successful leader in your opportunity... that's when you have the opportunity to create real duplication.

The Secret Sauce for Massive Duplication:

Recognition & Praise

Now, as you start this process... and give your downline some action steps to take... some of your distributors are actually going to do something. You're going to have people in your downline taking real actions. Now, with beginners, it usually starts out small. Small steps in the right direction. Rarely do new distributors... just starting out... make huge steps without taking tiny steps. People don't normally rush out after joining and sign up a thousand people right off the bat. Usually they go out and if you're lucky they create a lead capture page... or sign up for an autoresponder service... or place a small classified ad.

Normally, the first step is a small step. But it's still doing something.

But the size of the action doesn't matter as much as the fact that they're taking action... and here's why:

What psychologists have discovered in getting people to take action, is that people take actions that they are rewarded for taking. And they will continue to take even more and more action as they are continually rewarded for taking those actions.

So if you want to get your distributors to take action, you need to start by rewarding what I like to call "small victories".

Let's say, for example, you recruit a new distributor named Carl. Carl joins your downline and your automated playbook tells Carl that he needs to sign up for an autoresponder and then set up his lead capture page.

Of course, you'll give him resources to do that. You can tell him the exact autoresponder service to sign up for, how to set up a lead capture page, what host to set it up with, what webmaster or freelance service can help him out. You might even give him a ready-to-go template of an actual capture page.

So let's say Carl does exactly what you say. Carl signs up for the autoresponder, sets up his lead capture page, and it's now live on the Internet. Of course, Carl doesn't have one person in his autoresponder... not one lead... but he followed your instructions and has completed his lead capture page, as requested.

Now, Carl doesn't have anybody in his downline yet. But you know what he does have? He has a capture page that has the ability to capture leads that he can then turn into distributors. So he took an actual step in the process of building his business. Now instead

of waiting for Carl to go out and generate some leads and create a huge downline before you say anything to Carl, you want to reward his small victory. His small victory was creating that capture page.

You now want to call him and say...

"Great job Carl! I love your capture page. It looks great!"

You might give him some feedback if you think there needs to be any changes. But mainly, you want to talk him up.

Now, do you think Carl will feel good when he hears from you and you're patting his back and giving him positive reinforcement? Absolutely.

And do you think that... in the rest of Carl's life... his job, his home, his activities... that he's getting lots and lots of people patting him on the back and letting him know how special he is? Well, if he's lucky, maybe. But most people do not get this kind of attention on a regular basis.

So your positive attention is going to not only make Carl glad he took action in the first place, but it's also going to motivate him to take even more action. Now, he's going to want to get leads. He's going to want to start marketing this lead capture page. He's going to want to sign up new distributors. Because he assumes that as he does, he'll get more positive attention. And in this crazy world, you'd be surprised at what people will do for a little positive attention. People get so little of that in their daily life - that when they find it, they crave more of it.

Now, here's a really big secret - that will multiply the effect of your recognition and praise.

Instead of just giving Carl praise directly, you want to leverage Carl's action... so that more people in your downline will want to do the same thing. And you want to amplify Carl's good feelings, so that he'll be motivated to do more and more... so he'll get more and more praise.

How do you do that? Instead of just talking to Carl about the great job he's doing, praise Carl publicly by announcing Carl's accomplishments to your entire downline.

One of the things you need to do when you join a new network marketing opportunity is set up an autoresponder that your distributors can opt into when they join your downline. This gives you the ability to contact your downline members.

One way to create this list of distributors in your autoresponder is to make the first step in your automated playbook going to your "Distributor Only" opt-in page and enter their name and email address. Let them know to watch their email inbox for

emails from you with updates, trainings, and other important news regarding the MLM opportunity they've just joined.

One of the things you're going to do when Carl or anybody in your downline takes an action and gets a positive result is let all of your distributors know that that person took an action. It can be as easy as a short email - or you can email your list to let them know you're holding a live teleseminar to recognize a few people in your downline who are taking action. "Future Leaders".

Then, you make Carl - or whoever is taking action - the star of the show. Get Carl on the phone and interview him for 15 to 30 minutes about his "small victory".

For example:

YOU: "Hey Carl, how difficult was it to set up the autoresponder?"

CARL: "Well, you know, it was easy to purchase the autoresponder, but setting up the web page was difficult. But you know what? I stayed up all night for two whole nights and I got it figured out and I did it. Here are the problems that I had that I solved... and here's how I solved them."

Really interview Carl. **Make him the star of the show, and invite all of your distributors to that call.** You know why? Because first of all, by making Carl the star of that show and rewarding that small victory, Carl now wants to do something more. Carl wants to take that next action. Carl wants to continue to get rewarded. As I said before, in our daily lives, rarely do we get recognition and rewards, right? The people around us rarely say, "Great job! You're doing awesome! Keep going!"

When we get that type of positive reinforcement, we want it again and again and again from those people who give it to us. So if you reward Carl for setting up his lead capture page and you make him the star on this teleseminar, he's going to want to take the next step. He's going to want to start his marketing campaign so he can start getting leads in.

What happens when he gets leads in? Remember he still doesn't have any distributors, but now he has leads. You reward him again. You might do another call with him or send an email and say...

"Guess what? Carl got his first lead today!"

Now, you might believe that this "achievement" is so small that it's laughable. That you shouldn't reward someone for getting just 1 lead. After all, it may take dozens... even hundreds of leads... to get one distributor.

But if you reward an action, you'll get that person to continue taking that action. If you reward Carl for getting the first lead, he's going to get the second one, and the tenth one and the hundredth one and the thousandth one. So it's important that you reward his small victories.

That's going to keep Carl going and building on those successes.

The other thing it does is it gets everybody else, all your distributors, excited about taking the exact action that Carl took.

First of all, they see that Carl... somebody in your downline... took action and actually got a result. Second of all, they see what happens when somebody takes action. They get rewarded.

You're modeling more behavior. You're showing people that, "When you take action, I'm going to reward you. You're going to be the star of the show. I'm going to do a teleseminar with you. I'm going to email my list and publicly congratulate you on your success."

That's going to motivate other people who might have been stagnant. They might have been thinking about getting out. Now, instead of jumping ship, they might be saying...

"You know, I've been in fourteen other opportunities and I've never had an upline person who congratulated me for doing anything. That's why I never did anything. Now I see that this guy does recognize people who are successful. I've never had that experience before in any other MLM. But I can see that I will get it here. And I want that feeling. I DO want to do something. So I am going to do something. I'm going to do exactly like Carl did. I'm going to create my own lead capture page."

Then, when that distributor takes action, you reward them, too.

Does that mean you can interview everybody who does it? No. But you can certainly email your list on a regular basis. You can post it on a blog on a regular basis. You can invite multiple people to a teleseminar on a regular basis. And just give them pats on the back and congratulate them on a job well done.

If you'll do that, you're going to see those people take off. They're going to want to do more, and those people who aren't doing anything are going to want to do something. And that's going to create a lot of duplication. The right kind of duplication.

Now here's an additional secret - that will help you out when things go wrong.

You will have people who go out and create the lead capture page and place ads and try to convert distributors and do everything you've told them. They're going to follow your automated playbook, step-by-step, and they're going to get "negative results".

Now, most people call “negative results” failure. Personally, I don’t like that term... “failure”. I just believe there are results you want and there are results you don’t want. Really, all there are is “results”. You do something and you get a result.

Some people categorize these results as “success” or “failure”. Unfortunately, society has placed stigmas on “success” and “failure” - so that if you fail, you feel bad. Well, if you feel bad about doing something, then it’s less likely you’ll do it in the future. If you “fail” in your network marketing business, you might decide to stop taking action completely. So I don’t like to categorize results as “success” or “failure”. Instead, I just look at results as “results you want” and “results you don’t want”.

So let’s say that one of your distributors does some marketing and they find someone they believe is a hot prospect. Maybe they only have two prospects total, but they believe one is a sure thing. This person will join the business.

They talk to the person hour after hour after hour... and they really believe the person is going to sign up. However, at the last minute, the “hot prospect” decides to disappear off the planet. Your distributor can’t get in touch with that prospect anymore and now they’re bummed. Now they’re totally upset.

That can actually put the brakes on somebody’s momentum. What you need to do is you need to reward that result as well. This is a real secret. You might say, “Okay... How do I reward failure?” Well, back to our previous discussion about “success” and “failure”, it’s not really failure.

Again, as I said earlier in this report, anything worth doing well is worth doing poorly. And as you start anything new, you’re going to do it poorly. But the great thing is that even the best of the best network marketers who are now making seven figures a year in their network marketing company have prospects they don’t convert into distributors.

The world’s best network marketers don’t convert 100% of the prospects that they show the opportunity to. It doesn’t happen.

So when somebody who maybe only has one person who showed any interest... that they invested a lot of time into... doesn’t convert, you need to reward that.

You can still do a teleseminar about that - and use it as a learning tool. And you still talk positively about that distributor.

Let them know that it’s part of the business... and the only reason they even got a hot prospect in the first place is that they took the right action. And that if they continue to take these same actions, they will attract more hot prospects - and a percentage of those WILL join the company.

You can get on a teleseminar and say...

"You know what? That happens to everybody... even the company's top earners. That is just part of the business. But this person didn't let it get him down. So we're going to talk tonight about what happened and maybe we can pull some really great information out of this. You know there are a lot of network marketers in the world - and most of them don't even know how to attract prospects, let alone hot prospects. Maybe they never even got a prospect, maybe they never got on the phone with a prospect, and maybe they never even got close to closing a sale. So this is phenomenal that you got to this point. Now, of course, through education, you're going to start converting more of your prospects to distributors, but we need to talk about this situation so that it doesn't demotivate you, because this is just part of the process. If you understand that, then you'll keep attracting prospects and ultimately, close sales."

The exact wording isn't as important as the meaning behind your words. You're still recognizing the person for taking an action. Yes, they didn't get the result they wanted - but all action is good... because from action comes downline growth. Anytime you start punishing "negative results"... or even ignoring them... you demotivate your downline. The reality is that some will join... and some won't. So dealing with this reality as just "part of the business"... and using it to continue to pat your distributors on the back... will make you a motivating hero in their eyes.

You know, if you want anything in life... if you want to be a millionaire, if you want to be super successful in business, if you want to lose weight, whatever you want... it's very likely that you're going to fail on your way there. Again, I don't like saying "fail", but you're going to try to get that result and you're going to get a negative result.

You're going to try to lose weight and you're going to have a plan all set up and you're going to stumble and fall and eat a whole chocolate cake. Or you're going to go for a week without exercising. Maybe you went for three months exercising dutifully, and then for a week, you just didn't go. And you're going to kick yourself.

What many people don't realize is that this is not something that is singular to you. Everybody that wants to change a habit... wants to be successful... wants something they don't have in their life right now goes through these issues. They stumble, they fall, they get negative results.

If we get these people in our downlines who have tried something and have gotten a negative result, we need to hold them up as someone who is working towards their goal. We help them understand that any time you get a negative result that's part of the game. You can laugh it off... use it as a teaching moment... de-construct what happened. But you can't ignore those failures. You can't ignore those negative results. You've got to reward and talk about the small victories and the negative results.

If you do that, you really create an open community of people who aren't afraid of their business. They're not afraid of the business... they're not afraid of themselves... they're not afraid of results... and they're not afraid of taking action. And taking action is where duplication comes into play. Duplication only happens when you take action and people who are in your downline take those same or similar actions.

And as you learn more, you share your new education with your downline. Then you motivate them to share what they are learning with their downline, and you continue modeling this behavior. You model the behavior in the automated playbook. You model the behavior of taking action. You model the behavior of recognizing small victories and negative results. You model the behavior of training as you learn. As you pick up new things you want to be sure you are training your downline about those same things.

The Real Secret Behind a Lifetime of Success in Network Marketing: Become a Leader

Now imagine if you did exactly what I just told you right there. Imagine if you educated yourself about marketing. All different types of marketing, not only network marketing but just general types of marketing. And then you created an automated playbook that all your distributors could go through. Imagine as those distributors took action and had small victories (and even some negative results), you rewarded them on a regular basis. You rewarded them via email, you rewarded them on your blog, and you rewarded them on your teleseminars. And then as you learned more information you continued to train the things that you are learning to your downline.

First of all, can you see that you would become a leader in your network marketing opportunity? Can you see that you would then become the type of person that the company would take notice of? Absolutely! The great thing about that is when you become that type of person, you become almost magnetic. What I mean by that is this: Those type of people... the kind I just described... "real leaders"... are few and far between. And people look for that type of sponsor to join with.

I told you previously about a distributor who has 50,000 people in his downline. Today, people want to be in his downline because he has positioned himself as a leader. He takes the actions that leaders take. Did he start out that way? No. But he started out just as I've detailed here. He started by educating himself, so he'd have the knowledge necessary to become a leader.

He had to figure out what it did and didn't take to build his network marketing business. And he had small victories, as well as negative results. But he kept pushing forward and moving ahead. He told his downline what to do when new people came in,

after he figured out what to do. And 6 years later, he still does a great job of rewarding small victories and even some of these negative results. He features people who are successful in his downline, and if he learns something new, he trains people in his downline in those new methods. So people are attracted to his downline because he has become a leader over time.

Was it instantaneous? No. It took him probably 2 to 3 years to really see some major momentum. And he's now been with that company for 6 years. But you know what? Because he committed to taking the actions of a leader, today's he's financially free. He's now a seven-figure annual earner in this company.

So was it worth that amount of time to spend on this one company? Absolutely. After all, I know a lot of people who aren't financially free after working at a job twenty, thirty, even forty years. He invested six years and now he's financially free because he was willing to take these actions.

The great thing about taking these actions and becoming a leader is that you attract other people who also become leaders. People often ask me, "How can I attract leaders into my downline?" The answer is simple: **Become a leader yourself.** How? By doing exactly what I told you in this report. That's how you get leaders into your downline. That's how you develop leaders in your downline.

People also come to me and ask, "How do I keep attrition low? I get people into my opportunity, but they go away." Once again, it's by becoming a leader. By doing exactly what I detailed in this issue. That's how you create duplication... that's how you create momentum... and that's how you create a big business.

Now is it easy? No. It takes work and effort.

It's much easier sitting in a recliner, in front of the TV, watching your favorite TV show. It's much easier doing that, than to buckle down and figure this out and turn yourself into a leader.

The question to ask yourself is: How bad do you want it? How desperate are you to succeed? If you're desperate enough... you'll find yourself highly motivated to make a serious change in your life and take the actions necessary to become a true leader in your MLM.

Unfortunately, some people have yet to feel the pain of really wanting more out of life. And, from my own personal experiences... and those of people I know... it sometimes takes real psychological pain... genuine discomfort with the life you're living... to get yourself to make the changes necessary.

I've heard it said (by Tony Robbins, I believe) that you can become successful through inspiration or desperation. From my own experience and the experience of

most of the people I talk to, I'd say about 99% of the people I know who are successful achieved "success" through desperation. Some people just never take the steps they need to take... never educate themselves on the business they're involved with... because they are just not desperate enough.

Some people don't like to struggle, but I really do believe that sometimes the struggle is the key to success. It's whenever you become desperate enough that you really feel you MUST change. Not just "uncomfortable", not just "unhappy", but desperate enough that you absolutely have to make a change. As in, "Today I have to make a change, and I'm going to do whatever it takes for as long as it takes to be successful."

And so it all begins with you. And if you can become a leader in your own opportunity, creating duplication becomes very, very easy.

I don't believe you can create duplication without becoming a leader yourself.

Are there systems you can put into place to create duplication? Absolutely. And some of these systems make it a lot easier for people to convert their prospects into distributors. But if you really want powerful duplication, powerful momentum, and just a long term business, the best thing you can do is become a leader by using the steps I've detailed in this issue.

Can this process be overwhelming? Absolutely. But the reality is this: You're probably never going to completely rid yourself of overwhelm. In fact, sometimes you have to embrace the overwhelm. I know I've personally complained about being overwhelmed at times. At times, there seems to be way too much to do... too much to know... and too much to figure out during our short, but incredibly busy days.

However, I think overwhelm is just a regular part of our current society. It's a symptom of the current world we live in. But instead of blaming it for why we're not taking action and being successful, sometimes we have to say, "Yep. I'm overwhelmed. And yeah, I've got a lot to learn, but I'm just going to break it into pieces and start with one thing at a time. I'm going to pick up a book on network marketing and I'm just going to focus on that for right now. And then I'm going to take another step... and keep on moving forward until I'm successful."

For example, the gentleman I mentioned before with the downline of 50,000+ distributors. He did the exact same thing. He took a little action, and then he built on it over and over and over, one step at a time, one foot in front of the other. A journey of 1,000 miles begins with one step.

I know you're willing to take these steps because you're reading these words right now. Unfortunately, even some people who download this report will never read these words, because there's just "too much good TV on" or "life just got in the way."

Well, since you're reading this, I know that you're more serious than most. In fact, I'd suggest that you're in the top 20% of serious network marketers. But being serious is just the first step.

Start educating yourself about network marketing every single day. Feed your brain with good information. As you learn things and you try things, see what results you get. After all, learning isn't only the key. You also have to take action and see what results you get. And, as you do things, create that automated playbook.

Then give your automated playbook to distributors you bring in through your own marketing efforts, to show them what to do. Then, as they take action, reward their small victories, as well as their negative results. Feature their story, make them a star, and congratulate them publicly.

And then as you learn more things, train them on what you're learning. You're always going to be learning. As a leader, you should always be learning. You should always be growing. If you'll do that, you're going to go from wherever you are right now, to becoming incredibly successful in the network marketing community.

If you take these steps, you're going to create a rolling wave of duplication that spreads throughout your entire downline and creates a growing passive residual income for you.

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...