

How to Attract MLM Heavy Hitters, Leaders, & Million Dollar Producers

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How to Attract MLM Heavy Hitters, Leaders, & Million Dollar Producers

Over the last 20+ years of being involved in network marketing, I continue to find that many network marketers have the same strategy for success: **Find and Recruit a Heavy Hitter!**

The idea is to run out, find a “heavy hitter” with an existing huge downline in another company, and lure them into the sizzling-hot “Ground-Floor Opportunity”. Then it’s time to just sit back and get rich.

“If only I could find a heavy hitter,” the lament goes, “I’d make millions and never have to recruit anyone else into my downline.”

As I’m writing this, I’m getting prepared to speak at the World MLM Summit in San Diego, California. A good portion of my talk is going to debunk this idea of signing up “heavy hitters”.

You see, it’s incredibly rare that you can lure a heavy hitter away from their primary opportunity. So spending any time going after this goal is time that could be spent doing something more productive. (I’ll explain what the “more productive” alternative is in a moment.)

The Challenge of Recruiting Heavy Hitters

First, let’s talk about why it’s virtually impossible to lure an existing heavy hitter into your opportunity.

A “heavy hitter” (or “Top Earner”) is someone who is making a significant income in their opportunity - and probably has a downline of thousands, if not tens of thousands of distributors or more.

It’s not very likely that that individual will give up their six- or seven-figure annual paycheck, plus alienate (and ultimately lose a portion of) their downline - by jumping to another company.

After all, if you study “top earners”, you’ll find that most of them have committed years to building a business in their chosen network marketing company. It’s because of this long-term commitment and dedication that they were able to build a sizeable downline and a substantial full-time income. Believing that they will throw all of that away

in order to jump to a new unproven company - and start all over from scratch - is not realistic.

However, I continue to hear from people who “know someone who knows someone who is a heavy hitter in XYZ company” and if they could “only get a DVD to them, they’d surely join.”

It’s a waste of time to focus on something like this that will provide little results. And, after your attempts at finding a heavy hitter fail, you’re back at square one, trying to figure out how to build your network marketing business.

However, all is not lost. **You can get heavy hitters in your downline** - if you’re willing to invest the time and money necessary to do so.

2 Steps to Get Real Top Earners In Your Downline

If you want to fill up your downline with “Heavy Hitters”, there are two things you must do:

Task #1: YOU Must Become a Heavy Hitter

If you want to attract top earners into your downline, you must become a top earner. People who are serious about building a network marketing business - and may ultimately become a “heavy hitter” - will be attracted to join under people who are successful in their chosen company.

Remember: Heavy hitters aren’t born. No one comes into this world with a massive downline and a six-figure bonus check. All top earners started from scratch and grew their network marketing business over time.

Therefore, there’s nothing that’s keeping you from becoming a top earner in your network marketing opportunity. People from all walks of life... all income levels... all races, religions, and genders... have become successful network marketing top earners. That’s proof that if you commit to your opportunity and put in the time and effort necessary, you can become a “heavy hitter”.

Is it easy? No. But starting any new business from scratch is going to take time, energy, money, and education. However, your investment in yourself and your chosen opportunity can pay off in a big way.

Let me make this point very clear: If you're like the majority of network marketers who love the dream of "getting rich on the efforts of others" and only dabble in the field, you'll not only never attract a heavy hitter, current or potential, you'll probably make little or no money in the industry.

However, if you'll commit yourself 100% to the goal of becoming a six-figure or seven-figure earner in your MLM company – and learn the skills necessary to achieve this, you'll have more success than 90% of the millions of people in the industry.

You know it can be done. But whether or not YOU will do it is entirely in your hands.

Task #2: Focus on Growing Heavy Hitters

If you want top earners in your downline, the key isn't to "steal" them from another company. It makes more sense to find people with leadership abilities... or a driving passion to build an extra income... and coach those people into becoming top earners.

If your downline becomes a "Heavy Hitter University", where you train and grow top earners, you'll create a larger downline and bigger income than you'd get by wasting your time trying to lure a heavy hitter in from another company.

Best of all, as I mentioned before, heavy hitters usually stay committed to companies that are paying them substantial incomes. If you've been disheartened by the high level of attrition in network marketing, try helping people become top earners. When someone becomes a top earner in a network marketing opportunity, it's highly unlikely they'll leave for greener pastures. Instead, they'll spend their time maximizing their income, bonuses, and prizes in their chosen opportunity.

That means more long-term passive income for you. And more of it, too.

Here's what's even more exciting: If you grow top earners in your immediate downline, they'll do the same - and duplicate your efforts. Imagine that you grow just 2 top earners out of possibly 100's of distributors. But each of those 2 top earners creates 2 more top earners. And those 4 new top earners each create 2 top earners each. Very quickly, your downline can have a large number of heavy hitters, generating significant income for themselves - and you.

If you want heavy hitters in your downline, there's no shortcut and no secret for doing it. It'll take an investment of time, energy, and money. However, the long term value can be enormous. I know of a distributor in one company who continues to develop leaders. Today, he's the #1 earner in his chosen company, has a downline of over 60,000 distributors (and growing), and flies all over the world for the company, spreading the company's message. He did it by deciding to become a "heavy hitter" and by helping people in his downline do the same.

If you'll commit today to taking the actions necessary to become a heavy hitter - and helping others in your downline grow into heavy hitters, you'll find yourself among the top earners in the entire network marketing profession.

The Secret in a Nutshell

First, above everything else, YOU must become a “heavy hitter”. Yes, it'll take time, effort, and energy – but nothing will attract high-quality, entrepreneurial leaders-in-training than someone who is successful. People want to do business with people who are successful. So work hard to create success in your MLM company – and you'll attract for potential heavy hitters, leaders, and million dollar producers than you'll be able to handle.

How do YOU become a heavy hitter? It starts with a “Never Give Up” commitment that most people never make. Then, you've got to educate yourself on the “How To's” of building your business. That takes picking up books, studying what other top earners are doing, and taking a lot of different actions to see what works and what doesn't.

As you gain more “competence”, you'll gain more confidence. And soon, you'll be unstoppable.

Second, you encourage your new recruits to do the same. You can't instill motivation and desire in your prospects. They either have it or they don't. Instead, you'll use your newfound success to attract motivated, passionate people who want more out of life – and give them the blueprint that's making you a success. They simply add their own drive – and they'll achieve a level of success similar to yours.

Soon, you'll have a downline full of heavy hitters, leaders, and million dollar producers – that will help you build the full-time passive residual income you've always dreamt of.

There's no shortcut, my friend. But there is a recipe. And this is it.

Now, it's up to you whether or not you're up to the task.

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...