

**More
MLM Leads,
More Reps,
& More Cash**

CONGRATULATIONS!

You Now Own the Lifetime Giveaway Rights to This Report

You May Give Away This Report

You may freely distribute this digital PDF report to anyone you wish. Share it on your blog, email it to your list, post it on your website, or even use it as an incentive to build your mailing list. The only restriction is that you cannot modify this document in any way without permission from the author.

POWERED BY VIRAL MLM REPORTS

Get **FREE** Traffic and Leads for Your MLM, Direct Sales, or Money-Making Opportunity with Viral MLM Reports. Simple 1-click rebranding system lets you embed a link to your opportunity inside high-quality viral reports designed to create a flood of free traffic, leads, and new reps. Want to know more? Click the link below to try our wildly-successful system for yourself.

[Click Here To Claim Your FREE Viral MLM Report](#)

PLEASE READ: ALL RIGHTS RESERVED. No part of this manual may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photography, recording, or by any informational storage or retrieval system without express permission from the publisher. The only exception is the Lifetime Giveaway Rights as detailed above. Illegal and unlawful distribution of this information will be prosecuted to the full extent of the law. Violators will be ordered to pay full restitution, damages, and all court costs. © Copyright Protected by [Viral MLM Reports](#)

DISCLAIMER AND LEGAL NOTICES:

While all attempts have been made to verify information provided in this manual, neither the Authors nor the Publisher assume any responsibility for errors, inaccuracies, or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. The sources, website URL's, and other contact information may change at any time without notice. ***For Information Purposes Only.***

More MLM Leads, More Reps, & More Cash

This report is the transcript from a 60-minute training program on how to quickly and easily generate more MLM leads, convert them easily into new reps, and make a lot of money at the same time. 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 reveal a system that can take your downline... and your income... to the next level. I'm going to reveal a very powerful concept known as the "Funded Proposal System". This is a step-by-step system that will allow you to attract the hottest prospects and make real money - even before you sign someone up as a new distributor. In fact, with this system you can make money even when people do NOT join your network marketing opportunity.

I'm going to walk you through the eight steps that you need to take to create this funded proposal system. But, before I begin, it's important that you understand that there is some work involved in creating this system. It's not an "instant" or "overnight" system that gets created in a day.

However, it's a relatively easy system to put together, even though it takes some time and effort. And I'm going to show you a few ways to shortcut the process, so that you don't have to know any website design, copywriting, product writing, or any complicated skills.

So let's jump right in, because I've got a lot of information to go over and I want to get through all the details of this system so you can start using it today.

What is a "Funded Proposal"?

A "funded proposal", also commonly called "self-liquidating lead generation", is a process in which you sell a product to your target market (network marketers) in order to generate a profit (or at least, break even) to cover the cost of attracting leads for your MLM opportunity.

For example, you might sell a front-end (first) product that is a manual titled “MLM Secrets of the Network Marketing Millionaires”. That manual can sell for \$47... with a fulfillment cost of \$5 each. Your profit, per sale, is \$42. *(Offered as a digital product only, your fulfillment would be \$0)*

Now, let’s say you spend \$1,000 a month using pay-per-click marketing to drive traffic to the website that sells that product. Let’s imagine that, on average, you sell 30 copies of your manual each month.

30 sales x \$42 profit per sale = \$1,260.

However, you had to spend \$1,000 that month to pay for your PPC campaign. That leaves you with a profit of \$260.

Now, this isn’t going to make you rich. But a “funded proposal” isn’t necessarily meant to let you retire. Its main purpose is to help you generate a non-stop stream of leads at a profit.

If we go back to our example, you now have 30 buyer leads... interested in network marketing... each month. And you made a profit of \$260 generating those leads. You made \$8.66 per lead.

That’s much better than what happens to most people who generate MLM leads.

Many of them spend \$1,000 on PPC ads to drive prospects to a lead capture page... then try (desperately) to put them into a normally higher-priced opportunity.

In that instance, let’s say that the same \$1,000 generates 200 leads. That’s great, but your leads now cost you \$5 each. And that’s being generous. Your \$1,000 might only generate 100 or 50 leads, pushing your “cost per lead” up to \$10 or \$20 each.

In the first example, you MADE A PROFIT of \$8.66 per lead. In the second example, you PAID \$5 per lead (and maybe more).

Best of all, in our first example, even if your leads NEVER convert into distributors, you’re still in profit. However, in the second example, you’re not even close to profit until you can close a specific number of prospects into distributors.

Funded proposals are powerful, because they switch the numbers into your favor. You make money upfront, which helps cover some or all of your marketing costs.

There are other reasons to like funded proposals, as well.

Funded proposals generate “buyer” leads... not just “prospects”. A buyer lead is much more valuable than a prospect, because they’ve proven they have money and are willing to spend it in the marketplace. Investing money to convert a buyer into a distributor is often a better investment than spending money trying to get a non-buyer prospect to turn into a distributor.

Funded proposals also generate fewer leads. Now, if you’ve been online and seen the ads touting “more is better” when it comes to leads, I’d like you to think about what you’d do if you generated 100 leads per day... like some guru’s claim they can teach you.

That’s 3,000 leads per month. That’s 36,000 leads per year.

Now, if all of your leads signed up immediately... after seeing your opportunity one time... that might be great. The more leads, the better. But many of your leads will need constant follow-up before they’ll convert. Maybe they’ll need materials mailed to them... like CD’s... DVD’s... a company magazine... a sample of the product. They might even need you to (gasp!) get on the phone and answer some questions.

So now managing 3,000 leads per month looks like an overwhelming, if not impossible, task.

However, let’s say you only get 30 leads per month... but they each spent \$47 with you. So there are LESS leads... but they’re BETTER leads. And now, you can shower these higher quality leads with more personal attention. That increases your chances of signing up distributors... than being so overwhelmed with prospects that you get paralyzed with too much to do.

Finally, funded proposals can be money-makers. Initially, they’re great for generating high-quality leads at break even or a profit. (Hey, even if you only break even, getting “free buyer leads” is a dream come true.) However, in some instances, if you do it right, your front-end product can generate quite a bit of profit... and become its own profit center. Then the back-end sales of your network marketing opportunity are “gravy”.

Creating a solid funded proposal offer can transform your network marketing business. I know of many full-time network marketers who discovered this concept and used it to generate six-figures, even seven-figures, simply selling their information products.

Once they realized the profit in selling training products to network marketers, they developed more products... and more expensive products... to increase their profits. It’s a powerful concept that, if you really “get it”, can change forever how you approach building your network marketing business.

So now that you understand what a “Funded Proposal” is, it’s time to walk you through the 8 steps for setting up your very own funded proposal system.

The 8 Steps for Setting Up Your Funded Proposal System

The basic process that I'll show you attracts high-quality prospects... then generates money from those prospects... and then turns them into distributors. Obviously, there are a few different things that you need in order to be able to do that.

First of all, you need a landing page that captures a prospect's contact information. In this case, that "contact information" is an email address. To get their email address you have to give them something of value. In this example, we're going to give our prospects a valuable free report - in exchange for their email address.

This free report will be in PDF format, which stands for Portable Document Format. This is a document format that you can open up on any PC or Mac computer.

That's the first thing you need: A landing page that gives away a free report of value that attracts the right prospects and gets them to enter their contact information. You want to get their contact information because you want to have the ability to contact them over and over and over again about your network marketing opportunity. After all, the reality is that most people that look and research new opportunities rarely convert immediately into distributors. In many instances, you have to contact those prospects over and over and over again to get them to convert into distributors in your downline - or, in our funded proposal system, buy your initial product.

You need a system for attracting people to you and capturing their information - and the best way to do that is through the landing page and free report. Now, as you attract new prospects, you will not go to them immediately with your network marketing opportunity. While that is an option, in the "funded proposal" system, we're trying to get our prospects to become buyers. So we want our prospects to make a purchase - even if it's a small one.

Our plan is to separate the prospects that opted in from the buyers. We want to pull out buyers from that list. And the buyers are the people who we are going to tell about the network marketing opportunity. Your system still generates prospects... but we want to make some money and increase the quality of our prospect list before we mention the opportunity.

For example, let's say you generate 100 prospects... and 10% (10 people) buy a product. Well, you have 90 prospects who didn't buy your product - who you can continue marketing this product - or other products to. AND you have 10 buyers who bought your

product, that you can then offer your MLM opportunity to. *(Oh yeah... and if your prospects don't buy your initial product... or another product... you always have the option of introducing them to your MLM at some point. So it's not like you're losing any leads in this process.)*

Now, the system that I'm going to be showing in the 8 steps allows you to do that on autopilot, 24 hours a day, 7 days a week, without your personal involvement. When I mention that you're "selling them something", it doesn't mean you're on the phone or you have to contact your prospects directly. The system that you'll set up will do that for you.

Plus, I'll show you how to get people to set up that system for you so you don't have to have any technical or writing skills to do it.

Additionally, it's important to have a product to sell to your prospects to turn them into buyers. However, you won't be selling a high-end, expensive product. In fact, your front-end product should be under \$50. All we want to do is separate the buyers from the curiosity-seekers. And then we also want to make a little bit of money so that will cover the cost of our advertising. If we're able to separate out the buyers and cover the cost of our advertising, then we're ahead of the game. Now we can go and market our network marketing opportunity to the buyers.

Unfortunately, many people involved in network marketing go out, spend a lot of money promoting their opportunity and they're in the hole before they even get that first distributor signed up.

For example, let's say a distributor goes out into the marketplace and advertises their network marketing opportunity. And let's say they make \$100 per sale when they recruit a new distributor who buys a "Starter Package". But for this example, let's say they spend a lot on advertising and it costs them \$150 to make that \$100. They're now "in the hole" by \$50 bucks. And they can't make this up in "volume" (an old joke). The more sales they make, the more money they're in the hole. And most distributors can only afford so much "negative spending" before they have to quit.

For those who have to spend more than they make to get a sale, they've got to cross their fingers that they'll make it back residually on the autoship - or the sales made by their downline.

Now, imagine if you flipped that around and you were able to actually make a couple of bucks on every prospect that came in. Imagine that you're already making profits on the prospects that you're bringing in, so instead of being "in the hole", you're getting prospects free or at a profit. Then that's when you go to those buyer leads and you promote your network marketing opportunity to them.

In just a moment we're going to talk about how you can create a product that you can sell very easily and put that online. Then, once you've sold those buyers a product, it's time to go back to them with your network marketing opportunity.

The way we do that is by "pre-conditioning" your prospects to be interested in your particular network marketing opportunity. That way, your prospects already have an idea about your particular opportunity... even before you officially present it.

In fact, not only will they have a clue about your opportunity, but they'll really be excited about joining your opportunity before you even have the opportunity to tell them more about it.

Now I know I've teased you about a lot of information, but let's talk step-by-step exactly how you do it. I have an eight-step system for creating this funded proposal system. And, if you really "get it" and you put this type of system together, it can really transform how you make money in network marketing.

Let's go through the eight steps to creating this funded proposal system.

Step #1: Interview Top Leaders in Your Network Marketing Company

Step number one is to interview four to eight top leaders in your network marketing company. You want to set up appointments to interview the top earners in your particular network marketing company.

This can be very easy to do because you'll often find that a lot of your top earners in any network marketing company try to make themselves available for interviews or opportunities to promote the company. They're constantly doing trainings for their team and the company... helping their downline... and carving out time to do things that will build their overall organization.

Will you be able to get these same "top earners" on the phone to close an individual prospect for you? No, probably not. But if you approach them by saying, "Look, I'd like to interview you to create a report that's going to help me convert more of my prospects into distributors in my downline," and this top earner is in your upline, you'll have an easier time of getting them to agree to an interview.

In fact, not too long ago I contacted a network marketing heavy-hitter for a similar interview.

Now, was I able to contact him instantly? No. I had to go through his assistant. But I contacted his assistant by getting her contact information from this top earner's website. When I contacted her, I said, "I'd really like to interview this top earner in this network marketing company. Would it be possible to set up a date and time that I could just talk to him for about 30 minutes to an hour about what it took for him to be successful in his company?"

She relayed that information to this top earner, and this is a top earner... that has over 60,000 people in his downline... making seven-figures a year... and is THE #1 top earner in his company... and he responded back within 24 hours. He said, "Yes, he would love to do the interview".

When I contacted him, he was on the island of Fiji for a vacation, but he said he'd love to do the interview once he got back. And between myself and his assistant, we set up a time and date to do the interview. On that day, he called into my conference line... I interviewed him for about 40 minutes... and that was it. It was that easy.

That's the great thing about doing these interviews. It really isn't that difficult. You just have to make those contacts. The good thing about most network marketing companies is many of them have at least a few dozen top earners... people who are making six and seven figures a year in the network marketing company... and even if only a few respond, you have the basis for a hot-selling information product.

You might invite 12, 16, 20, 24 people to do interviews with you, and worst case scenario, you get 4-8 people to agree to do interviews. You might even get more than that. But you want at least 4 to 8 top leaders in your network marketing company that agree to an interview.

I know this might sound a little nerve-racking, but believe me, it's not. The key is just to do the first one, get over your fear, and then do the second one and the third one and the fourth one. The more you do, the easier it will get. One of the key things you can also do to really calm your fears if you're worried about doing an interview is just to write out a huge number of questions. That way, you won't have the fear of not knowing what to say... or getting stuck. If you write more questions than you have time to ask, you'll feel confident that you'll be able to fill up the time.

Make sure to ask questions about a wide variety of topics.

For example: How do you generate prospects? What do you say to them, word for word? How do you follow-up with prospects that don't convert? How do you train your distributors that come into your downline? How do you get them to duplicate? What do you do about attrition?

Ask every type of question you can think of. Ask questions that you... and other distributors... will want to know the answers to. You're probably going to have more questions than you can even ask during an hour, but at least you'll feel like you've got plenty of stuff to ask the people that you're interviewing.

Next, after you set up the interviews, you'll want to make sure that you get a conference line that lets you record the interview. Then, after you've recorded the call, you can download an mp3 audio file of that particular interview.

So, in a nutshell, you're going to contact the top earners in your particular network marketing company, ask them for interviews, set up the time and date for each interview, give them the call in information for your conference call line, and arrive well-prepared for the interview at the correct day and time.

When the person you're interviewing gets on the line, you'll do your pleasantries at the very beginning... introduce yourself, thank them for doing the interview, etc. **Then click the record button inside your conference call "control panel" and jump into the interview.**

Now, the interview basically starts like this: You first want to welcome the top earner to the call and immediately give some brief background information about them. Before every interview, I recommend contacting the person you're going to be interviewing and ask them if they have any biographical information about them that you can use. You can use their own bio, word-for-word in most instances, to introduce them at the beginning of the call.

Don't give a lot of information, because I want you to ask them to give the full story about their background in their own words. I want you to start by asking the person where they came from... what did they do before they got involved in network marketing... how did they stumble onto network marketing... and then what has their experience been like since.

You might start your call in this manner: "Thank you very much for being on today's call. Today I have with us John Doe. John is the top earner in XYZ network marketing company. He's a triple diamond and he just recently won an all-expense-paid trip to Cancun. He's been a leader in the network marketing community for the last 20 years and even authored a book called *Network Marketing Success Secrets*. Thanks, John, for being on today's call. I really appreciate it."

Then John's going to say, "Thanks, it's great to be here."

And you reply, “Okay, John, let’s talk a little bit more about yourself and your background before we get into talking about how you became so successful in network marketing.”

Then you ask about his background. Then you start asking all those questions that I detailed before: “How do you find prospects? What do you say to prospects? How do you convert prospects into distributors? How do you follow-up with prospects?”

Just walk through your questions. If something that the top earner says sparks another question that’s not on your sheet, feel free to jump into the conversation there and ask that question. Feel free to go “off script” and let your interview become more of a free-flowing conversation.

Of course, when you first start doing these interviews, you’re probably going to read right through your questions, and that’s fine. How you sound on audio is not the point of this exercise. The point of the exercise is to get specific information from the person that you’re interviewing. (You’ll understand why in just a moment.)

Now, one of the key questions that you really want to ask is “How do you find hot prospects that are going to be interested in the network marketing opportunity?” Make sure you specifically ask that question. **“How (or where) do you find hot prospects?”**

If there’s only one question you ask of everybody that you interview, you need to make sure you ask that question of all of them. You can change up the other questions however you wish, but “How do you find hot prospects?” is something you need to ask each of the top earners you’re interviewing.

As you record each top earner, you’re going to end up with four to eight different mp3 audio file recordings of those interviews. Once you have those audio files, the “hard” work is really over. Actually, that’s really pretty simple “work”... but it can seem difficult, because it may be intimidating. But don’t let it stop you. Get one finished... and then just keep going until you get 4 to 8 finished. Then it’s onto step number two.

Step #2: Have All Interviews Transcribed

Next, you want to have those interviews transcribed. You want a transcriptionist to listen to the audio files and type out what was said, word-for-word, and have it presented to you in a word document.

You can do this by going to freelance sites like elance.com or guru.com. You can find all sorts of transcriptionists who will transcribe a 60-minute mp3 audio file for \$60 or less. In fact, I just had a couple of mp3 audio files transcribed through a provider on Elance and they cost me \$60 per audio file.

Can you get it for less? Absolutely. But I paid a little bit more because I wanted it done within 24 hours. And within 24 hours, I had both of them transcribed and in my email's inbox. If you're willing to wait 2, 3, or 4 days, you can probably get both those done for under \$60.

You might even pay a little bit more for your transcriptionist to do some light editing. You can put in your description that not only do you want the mp3 audio files transcribed, but you also need them edited. You can have them edit out any "ums" and "ahs" and delete - or clarify - any partial sentences. If you start a sentence and then you end in the middle and then you restart and finish it, you might have them edit this into one full sentence so it's more "readable".

So that's the second step: You need to get transcripts of all those mp3 audio files, because we're going to be using the transcripts (not the audio files) to create a product.

Step #3: Turn Your Interview Transcripts Into an Ebook

Step number three is to create an ebook from the interview transcripts. All we're doing is taking the four to eight transcripts that you have and combining them into one digital ebook product. Combined together, your transcripts are probably 60 pages on the low-end and 160 pages on the high-end. (Since each transcript will probably be anywhere from 16-20 pages, if you have four to eight, that's anywhere from 60 pages to about 160 pages.)

Do you see what we've done? Just by interviewing people we've created a product... an ebook... and it's an ebook that all network marketers would be interested in. After all, network marketers want to know how to get prospects, how to convert them into distributors, how to get them to duplicate, how to keep attrition low, etc. They want to know what the top earners know. They want to know their secrets. Now you have an ebook that people will want to buy.

And all you have to do to create this ebook is to combine each word document into one complete document - and turn it into a PDF.

Here's the easy way to do this:

First, you'll need to format the "guts" of your ebook. You can have each interview be its own chapter - and give each chapter a unique, attention-getting title. Then go through your own bookcase and "model" what most books look like. You can create a table of contents... a copyright page... even create a cover. In the past, I've created very simple covers. I've just used clip-art and Microsoft Publisher - and created a simple cover. If you don't want to

create a cover yourself, you can hire somebody to create a full-color, professionally-designed cover for you.

Again, you can go right back over to freelance sites like elance.com or guru.com - and find graphic artists/designers who can create a killer cover for your ebook. Or you can find very low-cost ebook cover generators online by searching any major search engine.

Now you have a product... an ebook... that has real value... and that you can sell to network marketers.

Here's a little secret: Not only is it an ebook, but it's an ebook that points people to your network marketing opportunity. After all, everybody that you've interviewed is a top earner in YOUR network marketing company. For this example, we'll call it XYZ Company. So if a prospect who's interested in network marketing gets your ebook, they're going to read it and get a lot of great information on building their own network marketing company.

BUT --- they're also going to get the idea into their head that, "Hey, this XYZ Company must be pretty amazing, because all eight people in this ebook... making six and seven figure incomes each year... are all in the same company. They're all in XYZ Company! They really seem to love it, they're successful, and they're winning trips and getting cash and prizes. I'd like to do that, too. Maybe I should join XYZ Company."

Not only have you created a product that you can now sell. You've created a product that you can sell that gets people into the mindset of wanting to join your particular network marketing company. It becomes a powerful sales piece for your opportunity. But, we're not done yet. We're just on step number three of eight steps. So let's move on to step number four.

Step #4: Create a FREE REPORT to Attract Hot Prospects

Step number four is to create a free report that will attract prospects. Earlier I told you that to attract interested, high-quality prospects, you need to offer them something free of charge. Plus, we need something of value to give away in order to get prospects to give us their email address. If we only asked for their email address... before sending them to our product page... fewer people would opt-in to our autoresponder. However, by offering a valuable report... at no charge... there's motivation for the prospect to give us his email address. It's a value-for-value trade.

Do you remember when I said that when you interview the top earners, that you want to make sure to ask each one this question: “How do you find hot prospects?” Well, there was a reason for that.

What I want you to do is go back through all four to eight interviews and just pull out the answer to that question. You’ll go through all of the interviews and pull their answer for just this one question: “How do you find hot prospects?”

Then you’re going to combine the answers to that one question into its own small report. Now, you have a FREE REPORT... that answers 1 question that all prospects want to know... that you can give away when they opt into your autoresponder.

For example, you could call your free report... **“How 8 Network Marketing Top Earners Get an Endless Amount of HOT Prospects with Cash-in-Hand, Ready to Join Their Downline”**. Then, you offer it free to prospects who give you their email address.

Do you think you’d have network marketing prospects who would want to know how 8 six- and seven-figure earners generate hot prospects?

Absolutely! Serious network marketers want to know how the top 1% of network marketers are getting an avalanche of hot prospects. In fact, I recently took a survey of network marketers - and the number one thing they wanted to know was “how to get hot prospects”.

So if you create a free report on how to get hot prospects, that’ll attract the right prospects to your website - AND it’ll get them to give you their email address.

Again, it’s very simple to do. You simply go through the interviews you’ve already completed, pull the answers out to that particular question, drop it into its own document, maybe create its own cover and table of contents, and you’re done. It really can be that simple.

That report might only be five to ten pages long. Then you’ll turn that report into a PDF, as well, so that anybody can download it onto their computer and read it, or print it out if they wish. That’s step number four.

Step #5: Create a Landing Page to Give Away Your Free Report

Next, you need a “landing page” where you can give away the free report and capture the email address of your new prospect. A “landing page” is a simple 1-page website (webpage) that tells the prospect about your free item... and instructs them to enter their email address in order to claim the freebie.

This step is a bit more intricate, because you have to complete a number of tasks to create your landing page. You have to have sales copy written for your landing page... to “sell” the prospect on the value of your free report. You need to have it designed. You need to have it uploaded onto its own domain name. And you must have an autoresponder form added to the page - to capture the prospect’s email address. That’s what it takes to create a landing page.

Now, while this may sound complicated, you can actually “outsource” all of this and find others do all of this for you. Yes, you can find people (known as “freelancers”) to write the landing page sales copy, design the landing page, upload it onto the internet, and even set up your autoresponder for you.

You can find these “freelancers” on websites like elance.com, guru.com, vworker.com, or odesk.com. You’ll find people that are willing to help you set up your landing page. For a fee, of course. But the good news is that, since your landing page will be relatively simple, the fees you’ll pay to have your site set up can be very reasonable. In fact, your landing page should not be that “intricate”. It should just say something like...

“FREE REPORT Reveals How 8 of MLM’s Top Million Dollar Producers Generate an Endless Stream of Hot Prospects, with Cash In Hand!”

Enter Your Email Address to Get This FREE REPORT Emailed to Your In-Box Right Now!

Then you have your opt-in form where they enter their email address and a button below that says, “Get Instant Access,” or “Click Here to Get Your Free Report,” and that’s it. It’s not that hard to do. But if you’re not a techie... and you don’t know how to design, create, and upload a website, you can go to elance.com, guru.com, or any of the other freelance sites I mentioned earlier and find people who can do any (or all) of this for you.

So your “landing page” needs to be created.

Also, if you don’t have an autoresponder, you need to get one immediately. You can find autoresponders online by searching for the keyword “autoresponder” on any major search engine. (I recommend looking up “autoresponder reviews”, as well, to get some insight into which ones are easy to use and have high deliverability)

Step #6: Create a Sales Page to Sell Your MLM Ebook

We just created your landing page in step number five. In step number six, we need to create a sales page to sell your full ebook (the compiled transcripts of interviews with the MLM heavy hitters).

When you sell your ebook to the prospects that opted in for the free report, you're separating the "curiosity seekers" from the "buyers". And ultimately, you'll promote your network marketing opportunity to the buyers. Plus, you're making money selling the ebook, which can cover most... even all... of your advertising costs for generating leads. Pretty sweet deal, huh?

To sell your ebook, you need to create a sales letter that will get your new prospects to want to buy it. Fortunately, you can get freelance copywriters to do that for you, too. And because you're offering your ebook for a low price... and because it's very in-demand information... you don't have to hire a top copywriter and pay them \$15,000 to write your sales copy.

You can go to guru.com or elance.com and find copywriters who will write a brief sales letter selling your ebook for a few hundred bucks. (In the copywriting field, that's incredibly inexpensive). Now, a "few hundred bucks" may seem like a lot to spend... before you've generated even one prospect, but it's going to be worth it - because that sales letter will be your 24/7 automated selling machine. Once it's written, it can sell your ebook, every day, for years to come.

Now, in terms of pricing, I believe that a price of \$7 is good on the low-end... and \$27 would be good on the high-end. Yes, even if you give them 160 pages of the hottest network marketing information... really killer information... I would still only sell it for about \$27 maximum, because you want to get those sales. You want to get people converting from prospects into buyers in greater numbers. While you'll make more per sale if you charge \$47 to \$97... you'll convert less prospects into buyers. By keeping the price low, you can generate more "buyer leads" - and generate greater income through volume.

Let me repeat: If you push the price up... to \$37, \$47, \$97 or more... then interested prospects will be less likely to take immediate action and buy your ebook. But if somebody's getting a 160-page ebook with the network marketing secrets of eight "top earners" and they can get it for \$17... you'll find yourself generating a lot of buyer leads who are now educated on YOUR MLM company. With such low risk ("it's only \$17"), you can generate more sales... and more buyer leads.

And, because it's low-priced, you don't have to have the world's best copywriter. You can get a lower-cost copywriter from elance.com or guru.com - someone who might be

new, but passionate about copywriting... and get a great sales letter, very inexpensively. So that's step number six. Get your sales letter written.

Step #7: Set Up Your Ecommerce Site to Sell Your Ebook

Step number seven is where you set up the entire sales process. It's where you set up your ecommerce site. All that means is setting up your sales letter and order processing on your website.

Now, in a previous step, you set up your landing page. However, once they opt-in to claim their "free report" from your landing page, they'll be taken to your sales page that sells your \$7 to \$27 ebook. (A link to the free report should be emailed to your prospects, once they give you their email address. This can be set up in your autoresponder to happen automatically. This works well, because it forces your prospects to give you their correct email in order to get the free report.)

Once they opt-in... and they're taken to the sales page for your ebook... they need to be able to order via major credit card immediately. This is usually handled online through the use of a "merchant account", a "payment gateway", and a "shopping cart". All of these can take a significant amount of time and money to set up.

Fortunately, there's a faster, easier, and cheaper alternative. Instead of plunking down a huge amount of money for a shopping cart system, I recommend you use a service like Clickbank. (clickbank.com)

For under \$50, you can set up a Clickbank vendor account. Clickbank will then process all of your credit card orders for you - PLUS PayPal orders. They also have a built-in affiliate program so other people can promote your ebook for you. You set up how much your affiliates make per sale (up to 75%) - and Clickbank tracks all affiliate sales and sends checks to your affiliates, FOR YOU, every two weeks.

Also, you'll need to create a "Thank You" page - to go along with your sales page. A "Thank you" page is the page they go to after they purchase, where they can download your ebook. It thanks them for their order (hence, the name "Thank You" page) - and gives them the link to download the ebook they just purchased.

As a side note, your ebook needs to be a PDF (portable document format) so that everyone can download and view your ebook - regardless of what type of computer they're using. This lets your new client get immediate access to their purchase. This is important, because it's an additional incentive for someone to buy the ebook. If they know that they can get the ebook within just minutes after paying their \$7 to \$27... that's motivation to buy. However, if they have to wait a week or two to get a physical version of

the product, you may lose some customers who don't wish to wait. Online, people want "instant gratification" - so give it to them by making your product instantly downloadable. You can do this by turning your book into a PDF ebook. *(Search for the phrase "free PDF maker" to find free software and tools that will help you turn your word document into a PDF. Many office software suites give you the ability to turn your word documents into PDF's automatically by "saving as..." a PDF)*

What we've done now is set up an entire marketing system. With this system, you've got a landing page that attracts the hottest prospects... gives them an incentive to give you their email address (which builds your prospect list)... and gives you the opportunity to market to them on an ongoing basis.

We also have a product that can be sold to these prospects to cover some (if not all) of our marketing costs - and creates higher quality "buyer leads" to promote our opportunity to. This lets us make "front-end" money - even before prospects see the network marketing opportunity. In fact, this lets us make money... even if prospects NEVER join the opportunity. That's the power of the "funded proposal" system.

Step #8: Present Your Network Marketing Opportunity to Your Buyers

By this time, you might be asking yourself: "Okay, well when do they see my network marketing opportunity?" That's step number eight.

Step number eight is to make sure you plant your network marketing opportunity everywhere along the process.

First, you want to plant it in your free report - so all of your prospects see it. At the very back of your free report you might say...

"Did you enjoy this free report? All of these experts are in this great network marketing company called XYZ Company. If you'd like to know more about XYZ Company and how you can join the team of these successful leaders, click here now and you'll be taken to our complete site that gives you the entire story about this exciting, new opportunity."

That's it. That can be on the back page of your free report. Then when they click the link in your PDF report (yes, you can put clickable links in PDF reports that will take people to your MLM replicated website), they can be taken to your version of the company's marketing site.

The great thing about this is that you're not selling prospects on your opportunity. They've already been "pre-sold" on your company, because of the information shared by

the top earners who are IN XYZ Company. The inference is... “We’re successful because we’re in XYZ Company. If you want to be successful, you should also look into joining XYZ Company.” So your free report is the first place you’re going to put information about your MLM company.

The next place you’re going to mention your MLM opportunity is inside the larger ebook that you’re selling on your site. When someone buys your ebook, you’re once again “pre-selling” them on your MLM company. After all, during the interview process, you asked all of the top earners how they found out about XYZ Company, what they like about it, how they became successful in it, etc. So the person reading that ebook is being sold on the fact that this company makes people money. Once again, the message is: “If you, too, want to be successful... join this company.”

At the end of your ebook, you have another opportunity to give the reader additional information about your company. You can include a couple of pages about your company... why it’s better than all of the competition... why all these top leaders like it... the benefits of joining this opportunity... and the benefits of joining your team. Plus, I recommend making readers of your ebook a “special offer” (an irresistible offer) when they join you within 24 to 48 hours of buying your ebook. This creates a sense of urgency - and motivates your new buyer to investigate your opportunity and join your team.

Because the “real estate” in your ebook is free (it’s just digital information), you can include a lot of information in the back of your ebook. You could even include a full sales letter, promoting your opportunity. And, if you create a PDF ebook, you can include links to a replicated website, a blog where you give more information about the opportunity, or even an online application where you ask new prospects to apply before they’ll be accepted into your opportunity.

Next, you want to make sure that you promote your network marketing opportunity on your “Thank you” page.

When someone buys the ebook, they should be able to download the ebook right from your “Thank you” page - PLUS they should also be able to see information about your network marketing opportunity. Maybe a “Bonus Video” that explains the opportunity - with a “Click Here to Join My Team” button right underneath it. This is another way for you to get them through the ordering process to your opportunity.

Remember these people... buyers of your ebook... are very interested network marketers. By the time they reach your “Thank You” page, they’ve opted into your landing page AND paid for your ebook. So by the time they get to the “Thank you” page, they’re the highest quality lead possible. So you don’t want to miss out on the opportunity to present your MLM to them.

The top of your “Thank You” page needs to include a link that lets them immediately download the full ebook. If you use Clickbank, they also have some requirements about what you put on your “Thank You” page – which they’ll spell out when you register for a vendor account.

However, the online “real estate” under your download link can include virtually any information you want to provide about your MLM opportunity.

Under the ebook download link, you can have a heading that says: “Our Recommended Network Marketing Opportunity.” Then, under that, it can say: “Over the last 7 years we’ve researched dozens of network marketing opportunities and just like the experts that you’ll read about in my ebook, you’ll discover that XYZ Company is hands-down the best opportunity available. These are the 7 reasons why myself and the top earners featured in my ebook are excited in this opportunity.” You can also include a link that takes them to a website that explains the opportunity, the compensation plan, and directs them to sign up into your downline.

And finally, remember that you have their email address in your autoresponder... thanks to your landing page.

One of the things you might want to do is set up a series of autoresponder messages that go out on a regular basis to that new prospect. Every time you do that you have the opportunity to send them back to your network marketing company replicated website... or your online application... or a special offer for new distributors only... or whatever information will get them to convert into distributors.

With an autoresponder, you can drip information on them. Your follow-up email messages might take excerpts out of your ebook and - at the end - say, “If you’d like more information about what this top earner’s recommended opportunity is, click here,” and have that link take them to that opportunity.

Step number eight is really about planting your network marketing opportunity throughout your entire new marketing system. Because you never know when people will decide to join - or how many contacts it will take them to join.

Some prospects might decide to join your MLM when they see it in the free report. Other prospects might get the free report, buy the ebook, see it in the ebook, see it on the “Thank you” page, but still not join until maybe six months later. But they might join six months later because you followed up with them over and over and over again through your autoresponder.

Best of all, once you go through all 8 steps, the system is done. You’re ready to drive traffic to it - and let the system work its magic, 24 hours a day, 365 days a year. It attracts prospects... builds your list... educates... and signs them up into your downline.

An Overview of Your New Funded Proposal System

This entire system that we created does some really cool things. So let's take a moment and I'll walk you through what happens with your new "funded proposal system".

First of all, you're going to be advertising something free and people love free things.

Instead of "selling something" like all of your competitors, you get to give something of great value away. That gives you a "competitive advantage" right from the beginning.

Again, the title of your report can be: "Eight network marketing top earners reveal how to get an endless amount of hot prospects with cash-in-hand, ready to join your downline."

Now, instead of trying to sell your opportunity or sell a product, you're giving something away of value. That's what you advertise. Whether you advertise through pay-per-click advertising, forum marketing, article marketing, magazine ads, postcards, whatever it is... you're not selling something. You're giving something away. And this is going to allow you to get a lot more people to your website - many of whom will opt-in to grab your report. When they do, you now have a list of interested prospects... who you can move to the next step.

So that's the very first thing you do: You promote your free report. When people see the advertising for that free report, interested prospects will go to your landing page and opt-in to get it. Now you've captured their contact information, which gives you the opportunity to market to them over and over and over again.

Some of the people that get the report will look through it and they're going to see your opportunity. And some of those people may join immediately after they see your opportunity. Just by giving away the free report you can bring people into your downline.

Next, some people are going to go ahead and buy your ebook. If they really like the report... and it's filled with great information... and then they find out that was just a part of a bigger product... and that there's this entire ebook with all of the best-of-the-best secrets from all these top earners, you're going to have some people that are going to buy the ebook.

Remember, we talked about how the pricing on your ebook should be \$7 on the low-end and \$27 on the high-end. This is going to get quite a few people to buy that ebook. Now, the great thing about that is that if you're paying for advertising... the money you make selling that ebook can actually cover the cost of your advertising. Yes, it can cover the cost of generating prospects.

You can actually generate prospects free or even at a profit - using this method. And that's a great position to be in. After all, if you can generate prospects free or at a profit, you can generate an unlimited number of prospects. You can crank up your pay-per-click advertising, your magazine and direct mail advertising, all of your advertising... because if it's not costing you anything to bring in prospects - then you can afford to bring in more prospects than anybody else.

So we know that some people are going to go ahead and buy your ebook. Remember, when they do, everybody you've interviewed is in your network marketing opportunity and they're a top earner in your network marketing opportunity. So the person who reads that ebook is already going to be pre-sold on the fact that your company is an amazing company.

Even if they're already in another company, they're going to have this idea forming in their mind that, "Wow, your company is amazing, because look at these people who are making a full-time income... six- and seven-figure incomes in this company. And all these top earners, eight of them, are all in the same company and they're all successful. Maybe if I get involved in the same company, I can be successful. Oh wait, here at the back there's the opportunity for me to join this opportunity."

It's all just pre-selling. And you're not pre-selling by "hard selling". You're pre-selling by educating... by just introducing those prospects to top earners in your network marketing opportunity.

Okay. Now let's say they don't convert. **Let's say you have a certain number of prospects that simply don't convert.** Fortunately, you still have their email addresses. So let's say that somebody opts in and they buy the ebook but they don't convert into a distributor. Well, you can still go back to them on a regular basis, every couple of days... maybe every week... with some excerpts from the ebook, maybe some additional information that you pulled together, maybe excerpts from new interviews that you might do, or something new you learned about network marketing. You email that information out to them and at the end you always recommend that they join your team. You might create special offers. You might have a special "March Madness" offer or a "Summertime Offer" or a "New Year, New You" special deal.

You might say, "The next 10 people who join my downline are going to get this amazing bonus worth \$1,000." Because you've captured their email addresses, it puts you in a position of power where you can follow up with your prospects over and over and over again. And the key to conversion is being able to follow-up with your prospects... again and again.

The great thing about setting this up is that all you have to do from now on is drive traffic to your free report. That's it. Just constantly promote that free report and get as much traffic to that free report as possible. Then contact those unconverted leads - and turn them into distributors by emailing them over and over and over again. That's it.

This is a way for you to attract the hottest prospects in the network marketing field by giving them something they really, desperately want. Then, you can make immediate money by selling that ebook. And remember, you're making money even before you bring in one single distributor. After all, you can make money from people who buy your ebook, but never convert into distributors.

Then all along that pipeline people are going to be joining your network marketing opportunity. But remember, that's all been pre-programmed into the system. So - once again - all you do is just keep promoting, promoting, promoting, promoting your free report. And best of all, there's nothing easier than promoting something free. You can put it on your business cards. You can do pay-per-click advertising, forum advertising, article marketing, direct mail, magazine advertising, joint ventures, all sorts of stuff.

You can even do "affiliate marketing", which I don't have too much room to go into. But let's touch on that here for a moment.

When you have an ebook that you're selling through Clickbank, you now have the opportunity to go to people with large lists and say, "Look, I'd like to do a joint venture with you. Mail your list information about my new ebook and you'll get to keep 75% of all the sales that you make."

Clickbank allows you to set you own affiliate commissions and you can set them as high as 75%. And I recommend doing that because if somebody else is going to email their entire list about your ebook, they should get 75% of the sales. After all, you still get the 25% - but you have absolutely no advertising costs to get those sales and you have no fulfillment cost because the product is digitally downloaded. It's just a PDF file they download from the internet.

So you have no costs, you're still going to make 25% of the sale, but more importantly you're going to have captured all those leads that you can contact about your opportunity. And some of those people are going to join your downline. So you're making money on the back-end - which is where the real money is anyway. So you make a little bit on the front-end and a lot on the back-end. So don't worry about giving up 75% of the profits on the front-end. Let affiliates do the marketing for you... then let them keep 75% of the ebook profits. You'll be building a large list... at absolutely NO costs... and pocketing the other 25%. Oh yeah... and keeping 100% of the profits on the back-end sales of your MLM opportunity.

One Last Secret: How to Create Multiple Income Streams from Unconverted Leads

Before I close out this training, there's one more "step" to add to the mix - that can make you even more money.

As you grow your list, you're building a valuable asset. A large list can make you a lot of money over time. Initially, you can make money by promoting your MLM opportunity to your growing list of prospects and buyers.

BUT, you can also become an "affiliate" for other people's products and promote other people's products to your list. Instead of always going back to your list with your network marketing opportunity, you can become an affiliate for somebody else's network marketing training course and sell that to your list. You might buy the private label rights or resale rights to a product, set up another own ecommerce site, and sell that product to your list. This can help you create multiple streams of income – by simply emailing your list on a regular basis.

The Final Word...

There's a lot of different ways to monetize your list, but it all starts by setting up this funded proposal system. Remember, I showed you at every step of the way how to get almost everything done for you. The product creation is done through interviewing people. Your landing page can be written, set up, and programmed by people you find on Elance, Guru, or Warrior forum. Your sales page can be set up and written by somebody you find at one of those freelance sites. And Clickbank can process your orders for you. They're very easy to set up - and they're happy to help you get going.

And, in a nutshell, that's the system.

You can create that exact system for so many different companies. Virtually any company that has even just a few top earners in it, you can set up that system and be very, very, very successful.

This is an all-in-one, A-to-Z system for generating leads, making sales, and converting your prospects into distributors. While I know there are a few steps you have to take to actually create the system from scratch, once you have it set up and going this is something you can promote long-term, that can really make you just an incredible amount of money.

Like I said, you can do this for any company you're involved with. So not matter what MLM company you're involved with, as long as they have top earners that you can interview, you can crank out prospects and make sales and bring people into your downline for years to come.

I hope you got a lot of value out of this report and put the information in it to good use.

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...