

Multiple Streams of MLM Income

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Multiple Streams of MLM Income

Imagine: You've spent 2 years building up your network marketing income in a company you researched heavily and feel very strongly about. You now make six-figures a year, working for yourself, and you're seen by your friends and family as a successful "network marketer". You have a nice home, luxury car, take long vacations, and basically have the life you always dreamed of.

Then, one day, you get the following from the executives in your network marketing company:

"While giving the networking model every possible chance to survive and thrive, it simply is not working as a value either for customers or for marketers. The Board of Directors has determined that the best way for the corporation to achieve its goals of delivering (*product withheld*) to the world is to move to a more traditional retail and corporate sales model.

Per the Marketer agreement terms and conditions section five (5) and Policy and Procedures section 11.4, we are providing a 30-day notification of the termination of the network marketing model."

Virtually overnight, your business... and your income... is gone. The business you grew from scratch, spent countless hours building, is gone just like that.

Now you might imagine that "this could never happen" - but I assure you it can. In fact, the previous paragraph was taken from a longer statement sent to distributors of a major network marketing company that decided to change its business model.

This company left its distributors high-and-dry, including some heavy hitters who pleaded with the company not to desert their network marketing business model. Long story short, their concerns were ignored - and the company is no longer a network marketing company.

This might seem extreme, but it does happen. Companies change business models, rewire their compensation plans, and sometimes even go under completely - either due to finances or legal issues.

If your entire income (or even a majority of your income) is derived from a single network marketing company, you're constantly at risk of losing your income. It's basically like getting fired from a job.

However, unlike a job, it's often impossible to replace the high income you created over years, just by moving to a new opportunity. You may be able to shortcut the process a little, by working diligently to move your downline to your next company. But many of these people won't migrate to the new company, meaning you'll have to replace them with new distributors. This can take more time and more money.

The Solution is Multiple Streams of Income

The Solution: You must diversify your income as soon as you start to rely on the income from your opportunity as **your primary income**. Instead of relying on one income stream, you need to create multiple income streams.

Multiple Income Streams = Financial Stability

The easiest way to explain this is through the concept of a table. A table with one leg is unstable. It can tip over at any moment. Add 3 legs to this one-legged table - and now the table is very stable. It's a stable table! And, if you keep adding more legs, you'll find that the table is solid and can hold more weight than even a normal 4 or 6-legged table.

It's the same with your income. The more income streams you have, the more stable your income. Even if you lose one income stream, you can replace it without much financial stress. A table with 20 legs will still remain stable if one leg breaks.

So how do you create additional income streams in your network marketing business? Actually, there's a natural progression that can get you started fast - and help you diversify your income over time.

Marketing Tools & Services

The most natural way to create multiple streams of income is to become an affiliate for marketing tools and services that your distributors will need to build their businesses.

For example, all distributors need an autoresponder. You can create an extra income stream by becoming an "affiliate" for an autoresponder - and recommending that your distributors sign up for it through your affiliate link.

If you're not already aware, an "affiliate program" is similar to a network marketing opportunity. You get paid a commission when you refer others to a product or service. However, unlike a network marketing opportunity, you're rarely paid down multiple levels. While some affiliate programs will pay commissions on two levels (known as a "2-Tier" Affiliate Program), most affiliate programs only pay you on your own referrals.

As you promote other marketing tools and services... autoresponders, teleconferencing systems, online marketing systems, advertising networks, blogging themes, banner design services, hosting, and more... **you can generate additional income.**

Simply look for tools and services that offer an affiliate program. Sign-up for these programs are usually free - and you can have your own affiliate referral link in seconds. Then simply promote this to your distributors - and you'll soon be generating additional income.

You can locate companies that provide marketing tools and services - and see whether or not they offer an affiliate program. Or you can search any major search engine for the keyword phrase "affiliate directory" to find directories of companies that offer affiliate programs. Many of these are categorized to help you find the right affiliate offer.

You may also want to check out affiliate networks like Commission Junction (www.cj.com) and ClickBank (www.clickbank.com). These networks run the affiliate programs for thousands of merchants. By joining once (at no charge) you get instant access to thousands of products you can promote and profit from.

Advanced Coaching

As a sponsor, you have a responsibility to help your distributors succeed. After all, the more money your distributors make, the more money you ultimately make. So there's a direct benefit to helping your distributors make the maximum amount of money possible. However, that doesn't mean you have to give away the farm.

Another income stream you can create is "advanced coaching". When a new distributor joins your downline, you may offer them training or guidance in the form of a special report, audio program, or even video training. However, if they want additional "advanced" coaching, you can charge a fee for this.

For example, you may offer group coaching for members of your downline who wish to become top earners and leaders. (You'd assume this would be "everyone", but you'll find that some in your downline mentally "check out" before even giving themselves a real chance to succeed.)

You can sell this group coaching for \$47 to \$197 a month (or more), depending on what type of coaching you offer to your downline. For example, if you do one 30-minute call per month, you might charge \$47 a month. If you do 2 to 4 calls per month, for 60 minutes each, you might charge \$97 to \$197 per month. If you offer 4 calls per month - PLUS a 15-minute 1-on-1 call directly with you - you could even charge as much as \$247 to \$297.

With group coaching, you can make a lot of money without a lot of “heavy lifting”. For example, let’s say that you create a group coaching program - and you sell it for \$97 per month. You do 2 one-hour calls per month. The first 30 minutes is training - and the last 30 minutes is an open-line “Question and Answer” session.

A simple teleconference service can give you 250 lines for as little as \$67 a month. And you can hold as many conference calls as you wish.

- ✓ With 20 people paying \$97 a month for your group coaching, you’d make \$1,940 a month - or **\$23,280 a year** in extra income.
- ✓ 50 people paying \$97 a month would make you \$4,850 a month - or **\$58,200 a year**.
- ✓ 100 people paying \$97 a month would make you \$9,700 a month - or **\$116,400 a year**.
- ✓ And if you filled all 250 lines at \$97 a month, you’d make \$24,250 a month - or **\$291,000 a year**.

And that’s with a teleconferencing service that charges you only \$67 a month.

Your only investment is \$67 bucks and about 2 hours of your time each month. And you can create an extra income stream that rivals the full-time incomes of people working 40 hours per week.

You can also create a high-end “MasterMind” program, where you charge your leaders \$2,500 to \$10,000 to meet with you, 4 times a year, to share business building strategies. In the past, I was a member of a small 12-person mastermind that met 4 times a year, in Phoenix, Arizona, where the host of the group resided.

I paid \$7,800 to be a member of this group - not including airfare, hotel, and food costs. Why? To learn and share information with other entrepreneurs who were looking to take their business to the next level. And the direct value I received was easily in the seven figures.

As you learn more about network marketing... and as your business grows... you can do the same thing. You might start out with a “phone-only” mastermind, with you and

your team getting together on a weekly call. Later, you might graduate to a live event, where you rent a small hotel meeting room to meet in. You might even choose to have these in resort locations (Las Vegas, Hawaii, etc.) to make these business trips more like tax-deductible vacations.

Another option is to sell your one-on-one consultation services, either by phone or in person. As your expertise in the network marketing industry grows, you'll find that people who want to achieve what you've achieved will be willing to pay you a lot of money to pick your brain.

Some consultants charge thousands of dollars for a 1-hour phone consultation. Others charge \$5,000 to \$10,000 or more to visit them in their office or home for personal advice and consultation. The more you learn, the more you'll be able to charge people who want to know what you know.

Your time and knowledge is valuable. Don't give it away. Sell it. It'll become a valuable income stream in your network marketing business.

Your Own Products & Events

Ultimately, you can package up your expertise into products (digital, physical, audio, video, etc.) that you can resell for a nice profit. You can also sell tickets to live training events that you hold for your distributors - and maybe even distributors in other companies.

About 20+ years ago, creating my own "product" seemed daunting, so I found products that I could buy the license rights to - and simply resold them under my own name. However, I soon discovered that creating your own product doesn't need to take that much time and effort. Soon I was creating a wide variety of courses and training programs.

It's the same with live events. Initially I was overwhelmed with the idea of setting up and running my own live event. At that time, I'd spoken at quite a few events - but the thought of holding my own seemed like a massive undertaking. Finally I bit the bullet - and decided to figure it out. I created a 3-day live event in Dallas, Texas... and priced it at a whopping \$5,995 per ticket.

Confident? Not really. Actually, I wasn't convinced anyone would show up. And since paying for the hotel was so expensive, I assumed I'd need to charge quite a bit per seat to at least break even. Of course, the material I was teaching was also worth many times the ticket price - as I was revealing the same step-by-step business model that made me millions in sales over the previous years.

Fortunately, it turned out better than I had expected. I had 40 people attend my event, traveling from as far away as Australia. It was a very profitable (and completely exhausting) event. But I had a blast, delivered lots of good content, networked with some high-quality leaders, and made a chunk of money at the same time.

Best of all, I had a video crew record the entire event - and I turned the DVD's of my seminar into a stand-alone product that I sold about 6 months later for another big payday.

While you might want to start out by licensing and selling other people's products, you'll soon want to create your own. With your own products, you have more control - and keep more of the profits. Best of all, as you create more products, you'll soon have an entire catalog of items making you more and more money. This is a great way to create an unstoppable income - outside of your main network marketing income.

The "Multiple Streams" Mindset

The key here is to create a "Multiple Streams of Income" mindset. Keep your eyes open for ways to profit from recommendations and referrals. Ask yourself, "What else do my distributors need?" and find a way to profit by delivering it to them. Survey your list, find out what they want to know more about, and sell them that information.

When you're just starting out, you can focus most of your attention on your main opportunity. But as that income grows... and you invest more time in the company... you'll want to make sure to create more income streams. Nothing may happen to your network marketing company. But, if it does, you want your income to be protected.

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...