

**TURN
TURN**

**PROSPECTS
PROSPECTS**

**INTO NEW
INTO NEW**

**MLM DEDS
MLM DEDS...**

**IN NO TIME FLAT
IN NO TIME FLAT**

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TURN PROSPECTS INTO NEW MLM REPS IN NO TIME FLAT

This report is the transcript from a 60-minute training program on how to quickly and easily convert your MLM prospects into reps. While it's been lightly edited to cut out the "um's" and "ah's", the complete system is included in its entirety. Enjoy.

Let's say you've got a growing list of excited prospects. You're marketing your opportunity – and you've had a few people raise their hand and say, "Yes! Tell Me More".

How do we take this prospect, who may be researching multiple MLM opportunities... and quickly get them to **WANT** to join our opportunity, over every other opportunity they've seen?

This might seem like a simple answer, but it's very powerful. **We give the prospect what they want.** Simple, right? But too often, we forget that we're trying to solve a problem for our prospect, instead of trying to solve our "money problems".

That's why I've heard it over and over again: **"I've got these few prospects that just won't convert. What do I do to get them to join my downline?"** The thought behind that is: "How do I get them to make a decision that they don't want to make?"

So just think about that for a second. Let's say you've got a prospect and you've sent them the DVD, the company magazine, you've talked to them personally, maybe multiple times, maybe they've even listened to an opportunity call or a Webinar or even been to a live event and they still don't convert. Your thought might be, "Well, how do I get them into my downline? How do I get them to become a distributor?"

Well, if they haven't already become a distributor, they're still not sold on your opportunity. So if you're thinking about how you get that prospect to become a distributor, you're basically wondering "How do I get that person to become a distributor against their will?" And, to be honest, that's what a lot of hard selling is about.

I don't know if you've ever been the subject of "hard sales", but you're usually in a situation where you really do NOT want to buy what's being sold. You may be on the phone with someone who cold-called you - and you immediately know you don't want to buy whatever it is they're selling, right? You don't want to buy the 4-year magazine

subscriptions for 20 different magazines. So these “hard closers” use tricks, guilt, and outright pressure to practically force you to agree to make a purchase. Over the years, I’ve heard horror stories of people that have spent a small fortune because they’ve been sold into something they never wanted.

A classic example of “hard selling” is timeshares. These selling situations can be brutal. If you get sucked into one of those timeshare deals, they’ve got you captive. They get you to “invest” your valuable time, touring a facility, listening to a pitch. Then, hours later, they send their best salesperson in to really put the screws to you and get you to buy their timeshare for thousands or tens of thousands of dollars.

Well, what happens when you leave the timeshare - or when you get off the phone with the telemarketer that basically forced you to buy? You don’t feel good about it, do you? You’re angry. A huge wave of buyer’s remorse washes over you. And you say “Oh I really wish I wouldn’t have done that. I wasn’t ready. It wasn’t right for me.”

So if you’ve got a prospect who isn’t joining your downline, what it usually means is they’re just not ready. Yet. Yes, if you use some sales tricks and psychology, you can get them to join your downline through sheer force of will.

Maybe they’ll say “Look. I’m just going to join to get you off my back!” **Well how motivated is that person going to be to build the business?**

You’ve added another “body” to your downline, but large numbers in your downline do not automatically translate into large checks.

You always want **quality** distributors verses **quantity** distributors. Distributors who feel coerced to join your opportunity are low-quality distributors who will do little or nothing. Someone who joins, because they see the value of the company’s product, comp plan, etc. will outperform 100 coerced distributors.

You want to attract and sign up people who are actually going to do something and take some action. Otherwise, they’re adding no value to the business.

So what you’ll find in this report is NOT how to force people who aren’t ready to join your downline. Instead, you’ll discover how to position your opportunity as the solution that they want. You need to position it (your opportunity) as the answer to the income needs that they already.

Again it’s not about hard selling them. It’s not about getting prospects to do something they don’t want to do. **It’s about showing them that what we have is the solution to their problems.**

The Competition is Fierce...

There are opportunities aplenty on the internet, off the internet, magazines, direct mail, and more. There are thousands of network marketing opportunities. And there are new ones popping up all the time. Some of these companies have thousands, tens of thousands, even hundreds of thousands of distributors. You're not only competing against all of the distributors in your company, but all of the distributors in EVERY network marketing company.

Your goal is to find a person that's not already involved in an opportunity, and you're trying to get them involved in your downline while they're being hit by everybody else who wants them in their downline. Sound like a daunting task? It is - but you can do it... if you know how!

Win Through Positioning

The way we compete is through positioning the opportunity in a different way. Differently than everyone else, so that it's more attractive than everybody else's opportunity.

Fortunately, it's not that difficult to do. It does take some work and it takes a little bit of effort, but it's not that difficult. The reason that it's not difficult is because you won't have much competition if you do something a little different than the norm.

Most network marketers (I would venture to say 85%, 90%, maybe even more) get involved in an opportunity and they use the company approved CD, DVD, the magazine, the presentation, the brochures, the websites, and all that stuff - and they plop it onto their prospects, if they're even lucky enough to find prospects. And then they hope that those materials are going to convert their prospects into distributors.

Sometimes they will. You might stumble onto a prospect that's already pre-sold on your opportunity after much research - and you hit the jackpot by presenting that opportunity at the moment they're ready to join.

However, this isn't a way to build a long-term business. You have to find a way to present your opportunity as "the answer" to MLM prospects who have little or no knowledge of your particular opportunity. If you figure that out, you can close more new reps in your opportunity than 80% to 90% of distributors in the same company.

Here's one important point to remember: **Many prospects need to feel connected to the person or the opportunity before they're going to invest their time, effort, and energy.** It has to "click" with them.

Remember: An investment in a home-based business is more detailed, more complicated, and more complex than an investment in a training book or manual. After all, you can buy a training course or a set of DVD's for \$500 and know that you can do anything with it you want. You can buy it, stick it on the shelf, and come back to it in thirty days or six months or two years, or never read it. It can stay in the shrink wrap. And while you might feel bad that you haven't done anything with it, you also know that no one is going to check on you and make you feel guilty about not doing something with it.

Well, if you spend that same \$500 on a network marketing opportunity, now there are some additional consequences. Now you've got an upline of people that are expecting you to do something. Now you've got the company sending emails and sending you stuff every month about how successful everybody else is. That might make you feel bad, because you haven't done anything with the opportunity. Now it's just sitting on the shelf. Your upline is calling you. You're avoiding their calls. And you feel guilty that you haven't done anything yet.

Now you'd hope that that wouldn't happen. **You'd hope that somebody would come into the company and be a leader.** Or at least "positive" about the potential of the opportunity. But unless the person you're bringing into your business is already a leader, they're more worried about the negative consequences of joining - than the positive results of joining.

After all, what do people think about when they start or join a "business"?

- ✓ Well, there's more work to do, on top of my already full day.
- ✓ I'm going to have to invest more time.
- ✓ I'm going to have to invest more money.
- ✓ I'm going to have people looking over my shoulder.
- ✓ My upline is going to expect me to do some things.
- ✓ They're going to expect me to come to some trainings.
- ✓ I might have to travel.
- ✓ I might have to go to conventions.

...and on and on and on.

So it's the same amount of money spent: \$500 on an opportunity versus \$500 on a training program. But the decision-making process is a little bit more complex, because there are more ramifications to actually getting involved in the business opportunity.

So what we really need to do is work on how we position this opportunity.

Now that you understand the challenges we face in trying to convert a prospect into a new MLM rep, it's time to show you some simple strategies to increase your recruiting.

How to Ethically Position Yourself as a "Leader", Even If You're Just a Beginner

One of the first things that your prospect is going to look for is somebody they can work with who is successful. We all love working with successful people, successful leaders who are making it happen, right? In fact, I was in a meeting with a business partner recently, and I said,

"It's interesting. You can sell two different products. You can have Product A that is a great training product on how to build a mailing list. And it can have audios and DVD's and a manual and all that stuff. It's a complete step-by-step training product. Then, in another product - Product B, you have "Super Expert". And "Super Expert" has a 'rags-to-riches' story that'll knock your socks off. It's 'I started from scratch six months ago, and in the last six months I was able to find some secrets to help me generate a mailing list of over half a million people and I've generated over a million dollars with that mailing list. Now I'm going to show you how I built that mailing list of 500,000 people and how you can do it too, fast and easy and simple and all that stuff.' Now, the guts of the actual training can be exactly the same, right? The "How-To" information on building a mailing list can be the same in Product A as it is in Product B. But which one of those products do you think is going to sell the best? The one with no story wrapped around it, or the one that is being sold by the expert who has generated a huge list and made all this money? Well, obviously the one that has this great story around it."

I've seen that happen time and time and time again. You've got a great product selling for \$27, \$37, or \$47, and you've got similar information being sold for \$500, \$1,000, even \$2,000 - just because it's delivered by somebody who is perceived as "more successful".

Here's a big secret: People want to know how other people are making money. They want to know the secrets, the insider secrets, the jealously guarded, closely guarded secrets of

how Mr. X, the mystery millionaire, generated a million dollars doing nothing. That's the type of stuff people want to know.

It's the same way in network marketing. People want to link up with a winner, someone who is successful, and someone who has a downline of 50,000. Someone who is traveling around and going to Cancun and Las Vegas and Europe and all over the place, right? They want to be in that person's downline because success is very attractive, especially to people who crave success.

People who are getting involved in network marketing crave that kind of success and that type of lifestyle, so they're attracted to people who have what they want.

But, you might be saying to yourself, "Okay, great. I'm living in a 500 square foot apartment, washing my dishes in the bathtub, and I'm supposed to say that I'm successful and come join me?"

Well, that's the problem that I think has happened over and over and over again. **There has been this concept in the past (and I hate to say it's probably still around today) of "fake it 'til you make it".** What that means is, yes, you're living in your one bedroom apartment, washing dishes in the bathtub and you're driving around in an old jalopy, but you go out and rent this nice suit and you stand in front of somebody's nice house in front of their nice cars and get pictures taken or do videos on the beach or something like that. And you look like you're successful even though you're not. But because you look like you're successful, you're going to attract people in who want that same success.

Personally, I don't believe in doing that. To me, that's lying. You're not portraying yourself as who you actually are, and the experience that you're having. Fortunately, you don't have to put yourself out there as a success to attract people in who are looking to work with successful people.

Here's how you do it:

One of the things to do before you get involved in any company is to look at who your upline is. Your "sponsor" or their sponsor. **You're going to need someone in your upline that is a top earner with a really cool success story.**

Now it doesn't particularly mean that your direct sponsor has to have the "success story". You can be sponsored by somebody who just got in themselves and has no success story in that company. But you want to know that two, three, four levels up, there is somebody pretty close to you in the downline that has a great success story.

You want them to be a full-time earner in that network marketing opportunity. You want them to be a top earner. You want them to be going on trips. You want them to be getting cars. You want them to have a really amazing "rags-to-riches" success story.

Also, they need to be accessible to you. That's usually why you need to look for an upline sponsor with a success story that's not dozens of levels up above you that you can't reach. Look for this FIRST - because you're going to borrow the success of your upline to build your own downline. Because, after all, when you're new to any network marketing opportunity, you'll be starting from scratch.

Once I'm in this situation, I'm going to be "edifying" my upline. What that means is I'm going to be talking about the success of my upline. So let's say that I got this guy Bob in my upline, and he's just phenomenally successful. He started a couple of years ago, he quit his full-time job and now works full time in this opportunity. He travels around all over the world. He's always going on trips and vacations. He's got a beautiful car. He's got a great family... a great house... and on and on and on. He's got this great story.

Now, instead of me putting myself out there in this new opportunity, with no success story to tell, I'm going to explain how you can join (Your Name) and Bob's TEAM.

Now, instead of being a beginner, who is new to the opportunity - you're going to be on (Your Name) and Bob's Success Team. **We're a successful team, because I'm working with Bob and we're looking for people to round out our team.** Bob is incredibly successful. He's one of the top ten earners in the company. He travels all over the place, he's generating a full time income with the company, and on and on and on. So I'm able to sell the success story of my upline sponsor - and attach myself to it by sharing Bob's story - and show people how they'll be joining Bob (and me) when they join my downline.

Now I'm not misrepresenting who I am. I'm not telling people I'M the one who is super successful in the company. Instead, I'm telling people that I'm on a team with my upline sponsor - which I am. And, as I said before, this person needs to be accessible to me, so I can call him up on the phone, I can email him, I can interview him, etc. I need to be able to do teleseminars and webinars with this person. And that becomes attractive to new prospects. **All I'm doing is borrowing the success story of my upline.** And by borrowing that success, I become more attractive to prospects. Instead of just some random person, one of a hundred thousand people in a particular company, now I'm part of a successful team. Myself and this leader, we're going to help you be successful in the same network marketing company.

So at the beginning, don't be afraid to tell the story of your upline. Pick one person who is just phenomenally successful, and tell their story. Again, it's important that you have some access to them. You need access, because you want to be able to do interviews with them. You want to be able to do teleseminars. You want to be able to do webinars.

One of the things that you can do is you can do a regular teleseminar with that individual. So let's say the third Thursday of every single month, at 8 p.m. Central time, you do your own opportunity call with your successful upline leader.

You host this live teleseminar event and the featured guest is your upline sponsor.

And during the call, he is going to reveal the secrets about how to make a full-time income in network marketing. So you interview him for an hour and invite all your prospects on to this teleseminar. And you don't advertise it as an opportunity call.

Instead, you say "Look. I know all of you are looking for a great opportunity and you want to know to make money in network marketing. Well, I'm on a team with guy named Bob and on tonight's call he's going to share with us how to create a full-time income in network marketing."

Now even if they've already looked at your opportunity and they've said "You know it's really not for me," they still want to know to how make a full-time income in network marketing. Remember, you're giving them information that they want, not pitching them on an opportunity.

So they get on the call at 8 o'clock Central Time, you and Bob get on there, you do your pleasantries and introductions, and then you interview Bob about what it takes to create a full-time income in network marketing.

Now what is Bob going to talk about? Well, Bob's going to talk about his past. He's going to say something like, "I got involved in network marketing this way. I really hated my job and I went to a hotel meeting and I got involved in this one company. And I never was really successful. And I went through 14 other companies and I never was really successful in those until I found Company A." Of course, Company A is the company you're involved with.

And he talks about Company A a little bit and then you move into the questions of "how do you build a downline" and "how do you create an income" and "how did you do it" and "what's your success been like?"

So you talk about the how-to which people want to know about. And then at the end, you say "Well I know a lot of people on this call have been looking for a network marketing opportunity, do you have spaces on your team?"

What's his answer? "Yes I still have spaces on my team. In fact, (Your Name) and I are looking for five people tonight to join our team. We want to coach you personally to help you be successful in this network marketing opportunity."

Now if upline sponsor has given great information and you have high quality leads on your call, you're going to convert people. You're going to convert people because what you've done is for an hour you've just featured this phenomenal master network marketer who's talked about his success, who's talked about what he's done, who's living the dream that your prospects want. And at the end, when you say "You can work with me and I'll help

you do the same”, you're going to convert some of those interested prospects into people in your downline.

And remember, you never told your story. You never said, “You know, I'm living in a one bedroom apartment washing my dishes in the bathtub.” What you do is you edify and talk about that upline sponsor. Now if you have an upline sponsor who's very open to doing these teleseminars, you can do a couple a month. However, if your upline sponsor is very busy and he only has time to do one call, you can actually record that one call and replay it on a regular basis.

So you might record it once and then replay it regularly on a low-cost teleconferencing service. You can record a call one time from that upline sponsor, and then either every Thursday, every other Thursday, the third Thursday of every month, whenever... you replay it at 8 p.m. central time, and you invite all your prospects, your new prospects, your old prospects, everybody that hasn't converted yet into a distributor to listen to your expert talk about how to make money in network marketing.

Now, an obvious question is, “Won't these people know that it's the same call every time?” Actually, I've seen people do this before, and people will come back after listening to the same tele-seminar or the same webinar two or three different times. They'll finally join after the third time they hear or see it. And they say, “I really didn't get it after the first or the second time, but by the third time, I really got your message and that's when I decided to join.”

So it takes some repetition for people to go ahead and join. And if they're excited about it, really interested in it, they will listen again and again and again. Of course, for those people who aren't going to convert through a teleseminar, you just contact them a different way. Again, that's why we always capture their contact information. We want to be able to contact them through different methods -- through teleseminars and webinars and reports and videos. And this brings up another concept.

Let's say you do that interview - and you've now got a recorded MP3 audio file of the entire interview. Now you can replay that interview at anytime for your new prospects.

However, some people just are never going to make the teleseminar. For whatever reason, they've got something going on every Thursday night or whatever night you decide to do it - so they always miss it. One of the things that I've done in this case is to send my recorded interview to a transcriptionist and they will transcribe the call word for word. Then I'll take that word for word transcription of the call, turn it into a PDF document with a link to my MLM sign-up page, then I email it out to my prospects or I'll even upload it onto my blog, where people can go click on a link, download it, read it, and then join my opportunity if they choose to.

So if I've got people that I can just never get on a teleseminar, now I can email them a PDF report that is a transcript of that call. Now they can read it at their leisure. They can print it out, they can take it with them, they can review it, they can read it on their computer, they can forward it to friends, and since it has my information in there, if they ever want to sign-up, they can go ahead and join my downline.

Again, this is all still edifying my upline. This isn't about featuring myself. It's about making my upline the star of the show - because people want to join other successful people.

Having said that, though, as soon as you start getting some success in your MLM, you want to replace your upline's story with your own story. As soon as you start making some money, as soon as you start bringing in some new distributors, as soon as you have some successes, it's time to feature yourself as the expert. When you've got a solid part-time income, you need to start telling people about that. When you have a full-time income, that's a big deal.

That's about the time you can move your upline sponsor to a background position in your marketing, and feature more of yourself and start branding yourself as the success story. Once you do that, then what you're going to be doing is help your downline feature you. Your downline probably isn't going to know most of this stuff, so what you'll want to do is reach out to those people in your downline and say, "How would you like to interview me? Let's do a regular interview on a weekly or a bi-weekly or every third Thursday basis, and I'll be more than happy to give you training information, and help you close people into your downline, and help you build your team as well."

In fact, you might even host those events yourself, and let all the people from your team bring their people onto your call. Then at the end of the call you say, "Now get back to the person who invited you onto tonight's call and they'll show you how to get signed up." So that way you create massive duplication for your downline.

Just imagine that. You've built up your downline by edifying your upline. So let's say you have a hundred people in your downline. Well, what you can do is every other Thursday night at 8 p.m. Central time you can do a live training call, and it's all about how to make a full-time income in network marketing, how to find prospects, how to convert prospects, etc. It's what network marketing prospects want to know.

So you do the call, and you allow all hundred people in your downline to bring all of their prospects onto the call. Then it becomes a very generic call. You can talk about the opportunity that you're all involved in, but really it's a training call. Then, at the end of the call, you let people know that you're looking for a few people to come join your team. You can say, "If you like what you heard, if you like the company, if you like myself, get back to the person that invited you on tonight's call and talk to them about how you can become a

member of our team, and how you can build your own downline by inviting people to my Thursday night calls.”

So you start by edifying your upline, and then as you become successful, you really become that upline person who helps your downline duplicate your own actions. So that’s kind of the main way to do it.

Using a "System" as a Conversion Tool

The second thing people are looking for other than a successful leader is a system. They’re looking for a system that will help them make money quickly and easily.

What you’ve got to realize is that a lot of people who get involved in network marketing are not experts in network marketing. In fact, many of them may have been in dozens of other MLM programs - but have never been successful in any of them. They don’t have the training, they don’t have the coaching, and they don’t know what to do to build their business.

So they will get involved in a network marketing opportunity because they hear that the company has a replicated website. They’ll say to themselves, “Oh wow, the company has a replicated website! I’m just going to plug into that.”

Well the problem is a replicated website is not a marketing system. It is not a marketing system. It’s only PART of an overall system. After all, even with a replicated website, you’ve got to find a way to get people to the website. You’ve got to find a way to capture the leads. You’ve got to find a way to present it in such a way that it’s going to convert. Can you get the replicated website of some companies to convert? Absolutely, if their site has been created to convert the most sales. But I’ve seen some horrendous replicated websites that don’t capture leads and don’t convert prospects into buyers. And I think to myself, “Wow! Their poor distributors are going to have a hard time bringing anyone into the company or selling products, because if they just advertise the companies replicated website, nobody is going to convert. Not only are they not going to convert, but their leads aren’t being captured, so they don’t get the opportunity to follow up with them or do any other marketing.”

So what people want, and what people need, is a system. As complete a system as you can either find or create. What that means is, you need a system that covers everything. How do you find a prospect? What do you do when you find a prospect? How do you convert that prospect into a distributor?

I mean, there are a lot of simple systems out there. There are systems that use postcard marketing, so the company will give you a postcard, and the postcard will have your

associate ID number on it, as a VIP code. They tell you where to go to find the best home business opportunity seeker mailing lists and you mail out the postcard to those lists. Then the people that get those postcards go online, enter their information into website, and then the system explains the opportunity. It explains the product, explains the comp plan, how they make money, what the system is, and then it tries to close them on becoming a distributor.

If it closes the prospect on becoming a distributor, it puts the new person in your downline, and shows THEM how to use the same system to duplicate your success.

What about those who don't join immediately? Well, a good system will follow up with unconverted prospects on a regular basis and tries to close them over time. Some systems even have a telemarketing aspect. I've seen some systems where telemarketers will call up your leads and try to close them for you. That's an all in one system. It's a plug and play system. And all you've got to do is send out postcards.

Now this is very powerful, because that is what people are looking for. Can people learn how to do their own marketing over time? Absolutely! But at the beginning, when they are fresh into an opportunity, they need as much help as possible. So it's important to really focus on creating a system, or finding a system that you can then pass on to people who are in your opportunity.

N
ow, does it mean that you are going to have to create it yourself? Not usually. In fact, I wouldn't recommend it. I would either look for a company that already has a system in place that really works or a top earner who has built one from scratch. Actually, you're more likely to find an individual distributor in a company who has created their own network marketing system - because most MLM companies don't have a clue about how to create a real, workable system. (Unfortunately, many MLM companies are still about "image" rather than "conversions")

Before you join any opportunity, look for a sponsor that already has a system in place, because creating systems can be time consuming and it can take a lot of money. Fortunately, you can look around and find companies that have really well-built systems, or you can find distributors within the company that have created their own systems.

In fact, I can think of one company off the top of my head that has a great-looking replicated website, but it probably doesn't close any sales. And it definitely doesn't capture or follow up with leads automatically.

Fortunately, there's a distributor in the downline of that company, and they personally built a complete system around that opportunity. They've got their own lead capture page that captures the leads. They've got an application page. They've got a huge website with all the videos to close distributors. And, if a distributor leaves, they've

got a follow up email system that brings them back into the system to try to close them again. They've even got telemarketers to call unconverted leads. And anyone can plug into that companies system if they join that persons downline - or join someone in that person's downline.

Believe me, that person brings in a lot of new distributors just because he has a plug-and-play system. So look for a system. A system is a real selling point. And the more complete the system is... the more it does for each individual distributor... the better.

The "Secret Sauce": Coaching & Training

The next thing people are looking for is coaching and training. People understand that when they get involved in any home based business they are going to need help. At some point, they are going to need advice, assistance, coaching, training, etc. So letting people know that you offer coaching and guidance is going to be a strong point. Because they don't want to join with somebody who is successful, who is a real leader in the opportunity, and then never be able to get in touch with that person. Or never get in touch with anybody. And they don't want to be put on hold forever or get sent to voice mail when they're trying to call the company. The company doesn't want them calling there for upline support anyway. They want you to handle it. So making yourself available to your downline and really using that as a bonus is an additional benefit.

In your marketing, you can say, "Look, I'm here to help you be successful, so I'm going to give you the training and coaching that you need to succeed in network marketing."

Now, you might be thinking, "Okay, well where am I going to get that training and coaching?" How do I know how to help people in my downline?" That's where it's important for you to become a leader in your own company.

For example, I have a person that I am mentoring right now. This is a person who does not feel comfortable sharing information with other people, because he doesn't feel he really knows HOW to build a network marketing downline. He says, "How am I supposed to train my downline when I don't know how?" And I said, "**Look. It's the 'Trickle-Down Effect'.**"

You learn it first, you pick up the books and the training courses and you get the training first that you need to know to build your downline, and then you pass that information along to others.

For example, if - on Monday - you learn how to set up a pay-per-click campaign with Bing or Facebook, then on Tuesday you can do a webinar or a video that your downline can access, that shows them exactly what you learned. **Pass that information along.** If you learn how to do postcard marketing, do a teleseminar or a webinar that teaches postcard

marketing. As you learn things, just pass that information along. You don't have to be a twenty year expert who has done all of this for years, and been super successful, before you can pass this information along. Pass it along immediately.

In doing this, you're going to be educating yourself as well as educating your downline. And your downline is going to start duplicating what you're doing, and you're going to see some phenomenal duplication in your downline. You'll start generating a lot of income and your downline will generate a lot of income, as well.

So offer that as a bonus. When people come in, let them know that not only are they connecting with a leader (which can be your upline person), not only are they getting a system, but they're also going to get the help they need, when they need it. Let them know that you know that questions are going to come up - but you'll be there to answer them.

Now your new prospect knows that there's a net to catch them. You can say, "If you have any questions, if you need any help, please let us know. If I don't know the answer, I'll go to my upline. If my upline doesn't know the answer, he'll go to his upline. We'll figure it out together, because we are on a team." And if the people that you have attracted onto your list have been involved in any network marketing opportunity, they'll be very attracted to this. After all, most people who get involved in a new opportunity NEVER hear from their upline. Never!

So you really want to sell your help. Sell the coaching. Sell the guidance.

Now, you might have to spend a little bit of time setting up some systems to be able to offer regular coaching. You might have to set up a support system. Set up a new email address. Schedule regular coaching calls. Get a conference call line to do group coaching calls through.

It might take a little bit of time to get that set up, but once you've got it setup, promote it heavily - because that is going to convert a lot of people into your downline.

Close the Deal by Adding More Value

Now, if haven't already gotten it, what I'm really talking about is adding value to the opportunity you're promoting - above and beyond the normal opportunity. This will set you apart from the competition.

Let's say you've got Mary who is looking at lots of different opportunities, and she's contacting a lot of people. She's doing her due diligence. Let's say she pinpoints one opportunity. It's XYZ network marketing company. She sees there are a lot of people

involved with XYZ network marketing company, but she really has no idea who to join under.

Now if you're doing exactly what I said, and somehow you get Mary on your list through your marketing, it's likely that Mary will join your downline over everyone else's in the same company. After all, if you edify your upline, if you have a system that Mary can just plug right into, and if you let her know that you're going to give her a lot of help and coaching whenever she needs it for as long as she needs it to help her be successful, you're probably going to convert Mary into a distributor, if she's ready. Because Mary is not going to find that with almost anybody else.

But if you really want to seal the deal, you can also add additional value. What that means is you just add additional items, services, and products that make the overall offer irresistible.

This can be really easy to do. You don't have to create the products yourself that you'll be giving away. In fact, you can go onto the internet and you can find products with resell rights, master resell rights, or private label rights that you can bundle up and give away when somebody joins your downline. You can go online and you can find private label rights on "How to build a massive downline". You can find private label rights on "how to run an internet business from home". Products on time management, on networking, on self esteem. On all sorts of different topics that might be of interest to the person you're bringing into this company. You can then say, "Look. Not only are you getting to work with myself and this upline person, not only do you get this plug and play system, not only do you get coaching whenever you need it, but I've also got these 4 ebooks that I'm going to be giving you today. Or, I've got 10 videos on "How to get traffic".

Yes, you can go out on the internet and you can find private label rights to videos that show you how to get traffic. Or that show you how to build a mailing list. Or show you how to start and run your online business. And you can get these training videos for dirt cheap.

Now, with "Private Label Rights", you own the products. So you can sell them or give them away. And when I say dirt cheap, I don't mean like a couple of hundred bucks. I mean like \$27, \$27, \$47 for a complete set of videos.

You can then say, "Look, Mary. When you get involved with me, you're going to be working with a successful team AND you're going to get a plug and play system. Any help you need, coaching, guidance, advice, anything, you're going to get it. Plus, just to help you get more people into the system, I've got this ten video set that shows you how to get a massive amount of traffic absolutely free. So even if you're working on a shoestring budget, you can just drive a lot of people from search engines, from article marketing and forum marketing and blogs and all these places to your replicated website, so you can start building this business within the next 24 hours. And when you join today, if you're one of the next 10

people, I'm going to give you access to those videos free of charge. Normally these videos cost \$197, but I'm going to give them to you today as a free bonus for joining my team today."

That adds additional value - that a prospect will not get from anyone else.

What you want to be able to do is add enough value that the sale is weighted in your favor. What I mean by that is let's say, for example, that your opportunity costs \$500 to join. Well, what you want to do is give more than \$500 worth of real value to Mary. Let's say for example that you say, "Okay Mary. This video training course on how to get traffic is a \$197 value. I'm going to throw it in free of charge. I've also got a ready-to-go squeeze page and an autoresponder you can use - and the value of that is another \$197. I've got a coaching program that I put together where I taught eight modules on how to build your downline very quickly. Now I sold it for \$497, but I'm going to send you that free of charge. That's a \$497 value."

You keep stacking bonuses and training until the amount of value that Mary is getting is more than the value of the money she is spending. So if you pile on all these bonuses that Mary really wants, she's going to want to part with her money to join your downline, right?

So let's say you give Mary \$2,000 worth of courses and training and coaching that she can use to build her business and she's getting all of that plus a business for \$500. Now you've weighted this in your favor. Now Mary doesn't look at this as she's risking \$500. Now she looks at this as she's gaining \$2,000 worth of value.

This is how you convert people from prospects into distributors. This is how you take a prospect and you convert them into distributors in your downline.

How to Present Your Irresistible MLM Offer

Now, once you've created your offer, the question becomes: How do you present that?

Well, you can present this in many different ways. **You can present this as an offer in a teleseminar.** Again, I talked about doing regular teleseminars to close your prospects. You can do it once - and then you can replay it on a regular basis.

Or you can put it on a replay line, and it can replay your call whenever anybody calls in.

Personally, I like the scheduled call and here's why. Let's say that Mary knows that she can just pick up the phone and dial our replay line phone number at anytime and she's going to hear a one hour call. Well, if Mary knows in the back of her mind that any time she

picks up the phone that message is going to play, what's likely to happen? Mary is likely to tell herself, "You know, I really need to go to run some errands. And the kids have so many things I need to take them to this week. And I wanted to clean out the bill drawer on Thursday. So I'll come back to that, because it's going to be around forever."

So there's a good possibility that Mary is not going to make that call. But if Mary knows that the only time she can hear the information about this opportunity is Thursday at 8 p.m. Central time, all of a sudden Mary schedules time. Mary turns off the TV or she records her favorite show on her DVR and she locks the door and she puts her kids to bed early. But now she actually makes that call and she listens to the entire presentation - because it's now an "appointment". Since it's only available at one time, Mary is in the mindset of scheduling that call into her daily routine. That's why I really like doing scheduled teleseminars, even if they are pre-recorded.

You can also do webinars. You can do webinars where you do a PowerPoint presentation right from your computer, and you get people in front of their computers watching your presentation. Then you just close them at the end of the webinar. And you can do these webinars on a regular basis.

In fact, there's software available where you can actually record your webinar once, and you can replay it at a regular time over and over and over again.

You can also create a sales letter and turn it into a PDF, and email that out to your new prospect. You can write a sales letter and put it on a website, and show people what they get when they join your team. You can add videos to it. You can video yourself and explain to your prospects exactly what they are going to get when they join your team.

Any of these methods works to share your new "better than" opportunity to your prospects. And if you can set these systems on auto-pilot, via pre-recorded teleseminars, webinars, or even 24/7 websites with the offer, you have the opportunity to create and close sales, faster and easier than you ever imagined possible.

It's a New Way of Looking at MLM Recruiting

In this report, we've taken the company's plain old "opportunity" - and we've added to it to help convert our prospects into distributors.

It no longer the same old MLM company you were promoting. **Now it's the company PLUS the upline success story, plus the system, plus the coaching, plus the added value.** And you're going to convert people into your opportunity, because people aren't getting this type of offer with other distributors.

With other companies, the prospects are saying “Eenie, meenie, minie, moe” - and just picking a sponsor at random, because NOTHING sets them apart from the thousands of other distributors in the same company.

For example, let’s say there’s a juice company that a prospect is really, really, really interested in. Now they’re looking for an upline sponsor. So they look, and they keep seeing all these ads, and they keep going to the same replicated website, and the only thing that changes on the replicated website is the person’s name and picture on it.

So they say, “Well, I’m looking for something more. I’m looking for a connection. I’m looking for the person that’s going to help me be successful in this, because I’m new to this, or I’ve been involved in fourteen things and nothing has worked. I’m looking for that person to save me.”

That’s why you have to position yourself differently as a person who is going to save them. Now of course, you’re not going to save them. You’re going to help them save themselves, but you’re going to give them the coaching and support and guidance they need to do that. So that’s why it becomes necessary to create the better offer, the irresistible offer that will get them to do what they already want to do.

What they want to do is find that opportunity, find a great upline sponsor, find a system, find someplace they can get coaching and guidance to be successful, and then join with that person. When you set that in front of them, their defenses come down, because now you’ve given them what they want. What they’ve been looking for. And in doing that, you’re going to find you’re converting a lot more people than any of your competition.

So I know it’s not cookie cutter simple. I know it takes some work, time, and effort. But all the good things in life usually take some work, time, and effort. It’s worth that investment because again, you’re going to become a top distributor in whatever network marketing company you get involved in. This is generic information that you can take to any company. I promise you. If you take this concept and you go to any company and you put it into action, you’re going to very quickly become a top earner in that company. Because virtually nobody is doing what I just told you about, and it’s what people really want and what they’re looking for.

End Transcript

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...