

MLM SURVIVAL GUIDE Tips, Tricks & Traps Revealed

This report, "MLM Survival Guide" is one of fifteen reports contained in the series, "How To Build A Lean, Mean, MLM MACHINE ... By Mail!" If you have not ordered the complete set, I urge you to do so immediately and take full advantage of this program.

The purpose of this guide is to provide a step-by-step procedure for starting, operating and optimizing a mail order & MLM based business ... and to do this without making serious mistakes along the way. There are volumes of books on this subject, so this guide will not attempt to "rehash" the "rose colored" views of these authors. Instead, this guide will show you a "lean, mean, cut-to-the-bone" quick and easy way to succeed in your business based upon the MLM MACHINE program. Also, you will be shown tips to use, tricks to be aware of, and traps to avoid.

WHY MOST PEOPLE FAIL IN MLM

As explained in other MLM MACHINE reports, MLM is an explosive growth opportunity and it is here to stay. Like it or not! Let's review some MLM facts. There appears to be thousands of MLM companies. Some of these are MLM companies, while most of them are not. Many people have become wealthy in MLM, but about 97% of the would be MLM'ers never make it! Therefore, before we go blindly into MLM, let's analyze why 97% of the would be MLM'ers don't survive. Then let's see if the MLM MACHINE program minimizes or eliminates any of these problems. That makes sense, doesn't it? Let's break down the problem in three categories.

1. MLM'ers can't EFFECTIVELY recruit new members.
2. MLM'ers can't keep his program going. It runs out of gas and dies a natural death.
3. MLM Company has serious problems.

I believe that sums it up. Either the MLM'er can't get his program started, can't keep it going, or the MLM company itself goes "belly up."

WHY NEW MLM'ERS CAN'T EFFECTIVELY RECRUIT NEW MEMBERS

1. THE MLM PARADOX

According to Webster, the word "paradox" means, "something with seemingly contradictory qualities or phrases." In MLM, there is a paradox that causes major confusion that must be understood and dealt with. Here is the problem. MLM companies by law cannot aggressively "push" the MLM opportunity as the main reason for joining their program. They must emphasize their products and services and explain the MLM opportunity as only a nice extra benefit. If they don't, all kinds of local, state and federal government officials will attack them. Therefore, they must be extremely careful about what their literature, advertising and promotional material states, what they say in meeting, etc. That is why we normally don't mention the MLM company

name when we use examples in these reports. We do this just to avoid this kind of problem.

All MLM'ers are aware of the MLM "paradox" problem. Look, everyone knows, including the MLM companies and all the distributors, that the real reason most people get involved with MLM is for the opportunity! Yet, the MLM literature and the MLM distributor cannot tell you this directly without crossing over the fine line of being illegal. In other words, it is illegal to promote a MLM company if the sole purpose is to earn profits by signing up new distributors with no regard to the usefulness of the product or service.

Where does this leave the new MLM distributor? Well, no one is officially allowed to tell him how to go out and aggressively recruit new members! Instead, he is always taught how to "promote" the product and then "as an after thought" explain the opportunity! All up standing MLM companies will follow this procedure. What's a fella to do?

TIP Keep your lead generating methods separate from your MLM promotions. In other words, it is perfectly legal to promote an opportunity any way you want to as long as you don't tie this directly with a MLM company. That means that you can write your own advertisements, etc. and generate all kinds of leads. But when it comes time to discuss a particular MLM company, then use the official MLM literature, guidelines, ect. when presenting that particular company, products, and opportunities. In that way, you are making a clear distinction between "lead generating" and promoting a particular "MLM company opportunity."

TRICK Use the MLM MACHINE as your lead generating vehicle. That's the "back bone" purpose of the MLM MACHINE program... to generate MLM leads! the MLM MACHINE is not speaking for any particular MLM company. Instead, it provides a method of operating a mail order "core" business that pays for itself while you automatically generate MLM leads. When it comes time to "promote" a particular MLM company, let your customers request literature for the MLM company(s) that interests them. Then use the official MLM literature.

TRAP Don't attempt to promote and advertise a particular MLM company's opportunity before explaining the product or service. This is in direct conflict with the MLM company's guidelines. Instead, find people who have a sincere interest in MLM opportunities, and then send to him the entire official MLM package.

2. MLM CONCEPTS ARE WAY TOO COMPLICATED

When most people are first exposed to their first MLM opportunity, they are over powered by the complexity and newness of MLM concepts and terms. They are confused with all those new terms such as "Network, Downline, Upline, Organization, Levels, Etc." Then there is the specific MLM plan that is being presented that is always anything but simple. There is too much to absorb quickly.

Then there is much suspicion. Is this a pyramid scheme? Is it legal? They have probably never heard of the MLM company that adds to the problem. They find it hard to believe that they can really make the

kind of money being discussed. They probably suspect the MLM distributor. And on and on. Right? So what happens? In most cases, nothing! They simply don't sign up'!

TIP Sell the MLM Machine first! That way, your potential candidate has been educated, and most of the initial education problems have been overcome.

TRICK Be selective! Don't try to sell your MLM program to everyone. Instead, spend your time selectively by writing, or phoning if you like, to only those that have already bought the MLM MACHINE program.

TRAP If you have signed up with an upline person who is not promoting the MLM MACHINE program, you can have a problem. Don't do it in the first place! If your upline is also promoting the MLM MACHINE program, he is in an excellent position to help you.

3. POTENTIAL MLM MEMBER CAN'T DECIDE WHICH MLM COMPANY TO JOIN

Put yourself in his shoes. If he has been investigating MLM companies, he is sure to be confused with all those offers and different companies! If he can't decide, he just doesn't sign up with any MLM company! Does he? Well, if you are using the MLM MACHINE package, and you are promoting only to those that have it and read it, you have a very important advantage, don't you?

TIP There are literally thousands and thousands of MLM distributors who will jump at the chance to tell you which companies you should get into and promote. If you want more "advice", there are many books written by the "experts." Understand one thing. Every book and magazine article that you read and everyone that you talk to will almost assuredly have a "vested interest." In other words, they are either openly or subtly trying to get you to sign up in their program! They will be quick to explain that there are "golden rules" and guidelines to follow. Some will tell you to stay away from "ground floor" opportunities since they are too risky. Others, will explain that this is where the big money is. Some will explain why matrix MLM programs are better than others - and visa versa. Some will adamantly advise you to be active in only one MLM company - "be loyal" is their motto. Others, try to sign you up in multiple companies. Still others have put together "Downline Building Teams," and will invite you to join them. They do all the work (You simply send them money). With all this "good" advice, what is correct?

I have noticed one thing about all these "good" advice sources. They never seem to ask me what my goals are. What is it that I want? How in the world can someone give another person advice before he understands what the objectives are? What is it that you really want? When? How much can you afford to spend? How much risk are you willing to take? What MLM programs and products do you like? Before we even think about selecting a MLM company, let's review the real world about MLM companies and opportunities.

Most new MLM companies never make it through their 2nd year. This is because they are not properly financed, don't really have a good

offering, or the federal (FED's) government shuts them down! The reason that the FED's shut down some of these companies is that there is a lot of unscrupulous people in MLM, mail order and in fact, all kinds of business.

MLM is no different from other companies that frankly have about the same survival length. New companies in any business, MLM or not, have a tough time getting through the first few years. The people that promote MLM companies never seem to get around to explaining the real facts to you. But you need to understand the dark side as well as the "rose colored glasses view." Sound scary? Well, if you were to invest \$5,000 to \$25,000 like some MLM companies would like you to do, yes it would be scary. The correct word is probably "foolish." Now let's take these facts and see if there is really a low risk, high potential waiting for you.

So, back to the question, "How Do You Select The Right MLM Company?" This is like asking. "What stock should I buy?" Brokers, advisement firms, and the like will be quick to give their advice. Wouldn't they? And why not - they all earn a fat commission or other fees. Do you think any of them really care about you? And if they really believed in their own "advice." why don't they mortgage their homes and buy in themselves? The fact is, "No one knows!" And that is true with MLM companies and buying stocks! A standard solution does exist however: Diversify! Spread your investment around! Why put all your eggs into one basket?

Now all of this doesn't mean that you should select your MLM company(s) with your eyes closed. There are some fundamental rules and guidelines for you to consider. But before I offer my "advice," I will make my intentions clear and I will make one assumption. First of all, my intentions are to use the MLM MACHINE program to build a large MLM organization for all the "Highly Recommended" MLM companies that are listed in this program. And I want you to do the same. The MLM MACHINE program is simply a way for you to generate leads and recruit new MLM members. Once you and your downline are recruited, it is up to the MLM company to provide quality products and services. That's my intentions and I make no bones about it! Before I offer advice, my assumption is that you are going to use the MLM MACHINE program to either launch or expand your existing MLM program. That being the case, I can now make sensible advice.

1. Select your MLM programs from the "Highly Recommended" listing in the report,

"30 Choice MLM Programs That Can Be Promoted FREE For You!"

These have

been selected for good reasons and all are compatible with the MLM MACHINE

promotions. There are plenty of other good MLM programs, but they may be awkward to promote through mail or through this program. Also, your upline can

help you since he is also using the MLM MACHINE program.

2. Enroll into at least 2 or 3 MLM programs. This just makes good business sense. As you know, the MLM MACHINE will automatically and effectively promote all your programs. There is no guarantee that any MLM program will survive, so let's not be naive about this. Safety is

in numbers! Although we have chosen these companies and have highly recommended a few to the best of our ability, one could go sour. But they all won't go sour... at least at the same time. And in the mean time, you should be making money with the one or two companies that you're in.

3. Build your own core MLM company that is at least five years old and is the best one that you can find. Write for literature on our #1 ranking program. Consider our #2, #3, #4 and #5 "Highly Recommended" for diversification. Since some of these can be promoted easier and faster, you may want to vigorously promote these programs while you are building your slower, but stronger #1 program.

4. Get into MLM companies that you have total confidence in. There is nothing quite as frustrating as trying to promote a product or a company that you don't really believe in. Stick with the winners with a few years of success behind them!

5. Make sure that the MLM company(s) that you select have inexpensive literature that you can send by mail in a cost effective manner. This just makes good mail order sense!

TIP: Request the literature for all five "Highly Recommended" MLM programs that we list. That way, you can evaluate these programs immediately without lost time. Then decide!

TRICKS: Concentrate on your method of lead generating, instead of trying to sell everyone your MLM company. Let the MLM MACHINE do your lead generating and "selling."

TRAP: Don't be a "MLM junkie" without a plan. Human nature is to entice you into many different exciting "ground floor" MLM opportunities. These can be fine, but you will lose your shirt if you don't have a coherent plan that makes sense. Work this program and its offering to the fullest before you take off in other directions.

4. NO UPLINE SUPPORT

Once a person joins into a new MLM program, he is vulnerable and needs a lot of help from something or someone. In many cases, his upline is not actively helping him for whatever reason. This happens a lot when the upline person is simply sponsoring as many people as he can with no regard to what happens to them after they get sponsored. In most standard MLM programs, it is important that the new person gets immediate assistance from a local person, meetings or what have you. Otherwise his chances for survival are slim to none.

TIP Depend more on your lead generating "system" instead of your upline personnel. Look, we are all human. If I sponsor you, and I die tomorrow, where does that leave you? If you are completely dependent upon by ability to help you, then you would be in big trouble. Right? Stick with the MLM MACHINE "system!" You can then survive with or without your upline. In that way, any help that you get from your upline is "gravity". Fortunately, with the MLM MACHINE system, there is also a lot of "gravity".

TRICK As explained in the report #4, buy some leads from your upline if you need them, and sell surplus ones to your downline.

TRAP Be wary of "Downline Building" companies. They want to sponsor you, and you could wind up paying as much as \$100 to \$200 for each person that they arrange to be sponsored for you.

5. NEW MLM'ERS CAN'T SELL

This is probably the major reason most people don't make it in MLM. By using standard MLM techniques, you have to sell and learn how to speak at opportunity meetings and the like.

TIP The MLM MACHINE simply removes this problem! You can promote 100% by mail!

TRICK Use the Mailorder offerings to earn profits while you are promoting MLM opportunities.

TRAP Don't attempt the conventional MLM methods of selling by mail. Since these methods are attempted by thousands of other distributors in the same company, they generally are ineffective and very costly.

6. MLM'ERS CANNOT GENERATE GOOD LEADS

Next to the selling problem, this has to be the next biggest reason most people fail in MLM. Let me paint you a picture of what normally happens. The new person has just signed up in an exciting MLM program. He is taught by the manuals, meetings and so forth, how he should "share" his product with his friends, neighbors and relatives. Normally, he is not comfortable with this, and if he is typical, he will have many sleepless, tossing and turning nights! He just doesn't want to "impose" on his friends! He would feel a lot more comfortable just presenting his opportunity to strangers. But to whom? Unless his upline sponsor can get to him immediately, this guy is sure to be a fatality!

TIP Use the MLM MACHINE mini-flyers to circulate locally and mail postcards to your "inner warm circle." That way you can generate all the leads you want, and you don't have to impose on anyone. Let the MLM MACHINE do all your selling for you.

TRICK Explain this program to a couple close friends and propose a business venture that you and they will do some local advertising. That way, you can sign up your friends and will generate a lot of fast leads.

TRAP Don't procrastinate! You may have a wonderful opportunity, but if you don't take action, you will be "dead in the water."

7. THERE IS NO TRUE DUPLICATIVE SYSTEM

If the MLM company must be promoted through expensive methods, this is not feasible. Also, if you must learn how to sell, or to speak and conduct an opportunity meeting - friend this is just not

duplicative. It just isn't! Only a few people can do this. Here again, is a very important reason a lot of would be MLM'ers die on the vine.

TIP Simple. Use the MLM MACHINE program. It is duplicative for both promoting locally and nationally. That problem is simply solved.

TRICK Follow up with your first level of people. You can do this by letter or phone. If you have signed up someone that is not active, replace him with someone new, but keep all your first level people alive.

TRAP You feel obligated to do your downline's work. Look, your job is fairly simple. After you sell the MLM MACHINE package, your downline, like you, knows what to do. The MLM MACHINE will do 98% of the training for you and your downline. Your only other job is to try to generate a few surplus leads that you can pass(sell) on to your downline. That's pretty much it. If your downline can't follow suit, don't waste time with him! Your objective is to have an active first level of people. But only a few!

8. MLM'ERS SELL BY MAIL USING STANDARD MLM TECHNIQUES

We have written on this in other MLM MACHINE reports, but because this can cause many "fatalities," it must be included here.

TIP Use the MLM MACHINE approach. You can start and operate a profitable mail order business while generating MLM leads. Run your "coore" business like a mailorder business instead of a MLM business.

TRICK Promote your mail order business locally first, and then expand it nationally if you like. That way, you keep your up front cost down and you get fast results.

TRAP Unless the MLM company has a proven mail order method (and that's very unlikely), never, never attempt to promote the MLM program by mail using standard MLM techniques. It's way to expensive, too competitive, and it is not duplicative.

MLM'ERS CAN'T KEEP PROGRAM GOING STRONG

9. MLM'ERS NOT 'SURE" ABOUT MLM COMPANY OR SERVICE

Often, a person will "sign up" in a MLM program in a "fit of excitement." After the dust clears, he comes down to earth and reality slowly sets in. He then starts having doubts about the company, the product or service and his own ability to promote it. If he has enrolled in a program that is not well established, he may have some well founded fears. If the company is not at least two years old, things can get very shaky very quickly. The slightest amount of financial problems or bad press can crater this company over night. Therefore, it is of utmost importance for the new MLM'er to align himself with a solid company with unquestionable products and services!

TIP Pick an established, financially sound MLM company that is at least two years old with unquestionable products or services. That way, you can feel good about the company and products that you are

promoting. There is nothing quite like being able to "tell the complete truth" to your prospective customers.

TRICK Don't select a MLM just because you are "in love" with the product. Put your emphasis on the business, the money making potential, and the capability of the MLM MACHINE to help you promote it.

TRAP Don't get awe struck with a company that is not being promoted by the MLM MACHINE. If you join one of these, the MLM MACHINE can help you some, but not near as much. Then you will be forced to use standard MLM techniques to promote this other company.

10. NEW MLM'ER DOESN'T STICK WITH IT LONG ENOUGH

TIP Starting any company takes time, and this is true with MLM as well. By the time you study the MLM MACHINE program, write and receive literature, study this and sign up; get the literature; etc. - it takes time! And then you have to generate your leads and so on. Also, there is a lead time before you get your first check. And then your organization has to take time to grow. And on and on. The point is, it will take several months before you can expect much of anything to start to happen. You should set in your mind that you are going to stick with this for at least one year! That just makes good business sense.

TRICK Use the mail order promotions to earn money during the interim time. That way, you are earning extra profits and generating a lot of surplus leads to help your downline.

TRAP Don't spend all your initial promotional money on one thing and all at once. Do a little testing. Spread it out and find out what works best for you. If you "blow it" all in one big shot, and it doesn't work, then what?

MLM COMPANY IN SERIOUS TROUBLE

11. YOUR MLM COMPANY GETS INTO SERIOUS TROUBLE

Here is something that can happen, so you had better be prepared for it. As I have mentioned before, there are some excellent MLM companies, and some not so good. But any company can get into serious trouble, and a lot of MLM companies certainly do. They can get into financial problems, or get bad "press," management problems, etc. Anything can happen, and if you are one of the unlucky ones to be promoting this company, you could quickly become another MLM fatality. Particularly if you are promoting only this one MLM company.

TIP Diversify. Look, we both know that MLM offers many wonderful opportunities. We also know that this is a volatile industry. That doesn't mean we should not participate. If you had to invest several thousand dollars in one MLM company, then I would be worried. But that is not the case here. You can partake in several MLM companies for less than \$200 a month, and still enjoy the benefits. Can't you? Let's face it. Although the companies that are listed "Highly Recommended" in the MLM MACHINE are excellent, solid companies, they may not be perfect. In fact, some may go 'belly up." But not all at once! Worst case, you will be in a MLM company at least a few months or

years before they get into trouble. Now tell me you won't have made a profit even with that company!

TRICK Sponsor your first level quickly. That way, your income will more than cover your costs. With the MLM MACHINE, this can be done with just a little extra effort. Then show your first level how to do the same. That way, you earn profits quickly and stay ahead of the game.

TRAP Don't be an MLM "junkie" without a plan. Diversifying with a good coherent plan is one thing, but just buying into a lot of MLM companies is a "no-no." But yet, did you know that they are many people that buy into dozens of MLM programs without promoting any of them? The MLM MACHINE program solves that problem - doesn't it?

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HOW TO BUILD A SECURE INCOME

TIP When you can afford it, buy into more MLM programs and other mail order offerings advertised in this program. Reinvest some of your profits and round out your MLM companies to at least three. Start promoting the MLM MACHINE again so you can recruit members into your new MLM programs. When you do this, you will generate surplus leads for your original MLM programs. At this point, you can either feed these leads to your existing downline, or start to build a second organization.

TRICK Consider forming a co-op advertising group made up of your downline. You can advertise locally or nationally. You simply put the advertising package together, and your downline pays you so much for a block advertising. That way, they get tons of leads, and your downline pays you so much for a block of advertising. That way, they get tons of leads, and your downline builds automatically.

TRAP Don't forget the method that you used to succeed. After you become successful, you will want to work closer with the individual MLM companies that you are promoting. All these companies have "grand" ways that they want you to use and teach. Beware! Stick to the system that worked for you. If you want to become active in speaking engagements, opportunity meetings and the like, then that's another story. But don't get caught up in the glamour and tinsel that could mislead you after you have become a highly sought speaker!

Best Regards and Good Luck!