



MLM

Success

Guide

Learn how to build your Network Marketing business with "New School" methods. Learn how to implement Attraction Marketing, Social Media and to take advantage of technology and the internet to attract a constant flow of people that want to join your team!

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MLM Success Guide

We are a team of professional network marketers with a combined 75 years of experience. We wanted to put a guide together to help out Network Marketers in their quest for success within our industry. After 6 long months and many revisions, we finally have our finished copy of our "MLM Success Guide". We have learned that there are 2 different types of network marketers. The first group is still using "Old School" methods and the 2nd group is using technology and the power of the internet to help build and grow their network marketing business.



What group are you in?

Network Marketing is one of those industries that gets a bad rap. People who are uneducated on this business model call it a Scam, Pyramid Scheme, Illegal etc...



When actually, Network Marketing is the best business model in the world.



If done correctly and if you treat it like a real business it can create financial freedom and a lifestyle most people only dream about. Which most people don't look beyond their own skepticism.

There are several factors why people fail in Network Marketing. We are going to discuss why people fail and also tell you what you need in order to succeed. You see, most people are being taught the outdated methods of building their business. We will show you what to implement in your business in order to thrive, constantly rank advance and build a multiple 6 figure network marketing business.

Failing in MLM

Let's first talk about the reason most people fail in Network Marketing. Maybe this has happened to you or maybe you have seen it within your own company or team.

Most distributors in Network Marketing don't fail because of a bad product, bad company, bad comp plan etc... They fail because they run out of qualified people to talk to. They don't have a system to follow, training to follow, they don't have anything that is Automated for them or their downline,



Most people when joining a Network Marketing are excited about the opportunity they have before them. Some people are so excited that they can't stop thinking about their new business. Some even lay awake at night and can't sleep because they keep thinking about the potential.

They love their newly found opportunity because of what it can provide them. The income potential, the flexibility in their schedule, the lifestyle it can offer, the residual income, the duplication it offers so their income isn't just based on their own efforts. They dream of being out of debt, financially free, being able to travel the world and finally have choices in life. Some even dream of "Walking on Stage" at their next convention to be recognized as the newest "Diamond", "Ambassador", "Director", "Executive" etc...



Then reality sets in. They have to get to work and create action. They have to develop a plan of attack. So what do they do? They talk to their upline and most of the time the upline really doesn't have much to offer in the form of training. We have discovered that most so-called guru's, mentors, uplines and even companies are still teaching old school methods. These old school methods and systems may have worked 10 - 20 - 30 years ago, but not as much in 2020 and beyond.



Their upline's training looks something like this:

List of 100 Names - They encourage you to make a list of 100 friends and Family, don't prejudge, and write everyone down. Go through that list and invite everyone on the list to a 1-on-1 presentation or webinar. Some companies even have a tool call the "Memory Jogger". It's basically a document that helps you remember people who you may not of thought of. It would have things like "Who do you know that is a Teacher?", "Who do you know that is a Realtor?", "Who do you know that is a Landscaper?" etc... It helps you keep adding to your list of people to talk to. Even though on average, 99% of these people have no intentions of joining you or would even consider network marketing, they still want you to put these people on your list

PROSPECT LIST

With the assistance of your Sponsor, make a list of 100 people you know. Suggest to increase your warm market contact list. Use the check mark system to identify your prospects. One check mark = prospects who you have a common request for. Two check marks indicate you know who are likely to be qualified to replace their current income and those check marks = people you know who can afford and need YoungLife Products.

Serial No.	NAME	PHONE #	ADDRESS
1			
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If you get through your 100 people, most uplines will just tell you to make another list of 100 - 200 people and starting calling them.

House Parties - Their upline is telling them to plan a "House Party" and invite as many people o the list to your House Party. Also, go and invite all of your neighbors over to your house. Do the product demonstration and show them the Comp plan so they know they can get the products for free. Your upline will encourage you to do this weekly.



Facebook & Instagram: Your upline will tell you to constantly post about your products. Tell everyone about the specials your company is running. Post pictures of you drinking your shake, vitamins, makeup, juice or whatever it is. Tell everyone on social media how thankful you are for these wonderful products and invite them all to try it as well.



Some of these Uplines and so called MLM Gurus will encourage you and even sell you courses on how to do Facebook ads. Major problem with that is Facebook hates Network Marketing. We don't know how many people that we have talked to that spent a LOT of money on Facebook and Instagram courses, spent a lot on writing Ad Copy and several months and revisions on getting their Facebook Ad approved, and once they started to pay in excess of \$300 - \$500 per month in Ad Spend, Facebook shuts off their Facebook Business Account and won't let them in. Ever try to get someone at Facebook on the phone? Yay, good luck with that. Won't happen!





Some Uplines are also teaching their people to "Friend" or "Connect" to 50 people per day and when they accept your request, private message them and ask them "Are you open to other ways of making Money?" If they say yes, reach out to them and pitch them about your opportunity. If they say No, just unfriend them and do another 50 people tomorrow.

Prospecting - Some Uplines Teach you to "Go out Prospecting". Some people call this the "3 Foot Rule". When you are at the store, library, park, ball game etc... Spark a conversation with people and get their contact info and call them later to see if they're are open to other ways of making money. Your upline will make you feel guilty if you let that one person get away without making contact with them. We have heard some guru's and uplines tell their team to go to the Mall each week. They would encourage them to make at least 5 contacts a day and follow up with them.



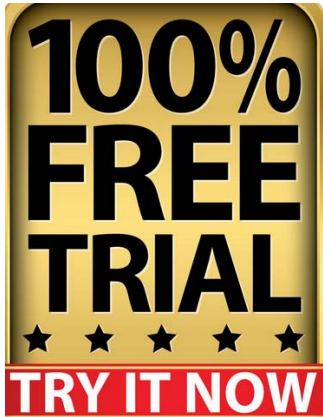
3-Way Calls - Most uplines will encourage you to make as many 3-Way calls with them as possible. They want you to get your warm market on the phone with them. They say it builds credibility bringing another person in who has already "Made it". Don't get us wrong, we know 3-Way calls can work, if done correctly. We have just seen a lot of people ambushing someone by getting the prospect on the phone and then automatically get the Mentor on the phone without the prospect even know what is going on.



Webinar's - We see way to many network marketers blindly promoting their company's webinars. They just tell their prospect something like "Hey Steve, here is a link to a webinar tonight at 6pm. Login and you'll see what I have been doing and we can make a lot of money together." Webinar work as maybe a 2nd or 3rd look, but most people are promoting them the wrong way. Don't be that pushy, sleazy sales person just ambushing people and pushing them in a direction they don't where they are going. The prospect won't appreciate it and quite frankly this approach doesn't really work.



Samples - Your upline will encourage you to buy a bunch of "Sample Packs" and give them out



to your list. Most sample packs we have seen get quite pricey and seldom to they work. Most health & wellness companies have products that will help people feel better, stronger, more awake etc... But having a prospect try one little sample of a product will not in anyway have any effect on them. They may not like the taste and therefore not even order anymore down the road. Even though the health benefits may make them feel like a million bucks several months down the road, they won't give your product the benefit of the doubt because they simply didn't like the taste. Most companies we have looked at, have a 30 day "Money Back Guarantee" so why not

have them order a months supply and if they don't like it, they get their Money back. No harm in that right?

Purchase Leads & Cold Calling - Another strategy is to purchase "Lead Lists" from vendors

out there. These Vendors place ads on a bunch of sites to capture the leads info. It might be something like "Earn Money From Home - Click Here", or "Start Your Own Home Based Business - Click Here" type ads. Some of these people are sincerely looking for opportunities, but a majority will not be qualified. From extensive efforts in working these leads ourselves in the past, we found that most leads are not in a position to invest in your business. Most have the "JOB" mentality and won't invest in their own future and business. Most of them are on a fixed income and can't invest. Also, we discovered that most leads are several months old. Most of the time when we actually got the lead on the phone, they didn't remember filling any form out. Also, another problem with buying leads is that the Vendor will resell the same lead to 7-10 people. There are very few "Exclusive" lead sources out there. Then when you have your list, you have to get on the phone and call all of them. Leave Voicemails, Text Messages, etc... You will need to be really organized or even have a CRM you put these people into to take notes on when you called them, voicemail messages, text messages and if you talked to them. Most Network Marketers do not have a system to follow up with these leads. They don't have anything to send them or a drip campaign after they talked to them.



There are other Old School methods, but these are the main ones. These Guru's or your Upline will tell you it is a #'s game and to keep trying. They tell you to have that "Go for No" mentality. They will keep encouraging you to go through all the No's because there are some yeses out there. They will keep telling you "Every NO gets you closer to a YES!".

If you are still being taught and implementing Old School methods in 2020 and beyond, you will have an uphill battle and the odds of you succeeding is very small. Don't get me wrong, these methods above may work...some of the time. But you will have a harder time hitting the higher ranks in your comp plan if you are using these "Old School" methods.

We have talked to 1,000's of Network Marketers over the years that are TIRED of doing it the Old School way. They constantly tell us, "**There has to be a better way!**".



Well, we are here to tell you there is a better way. Today our team uses technology and the power of social media to drive traffic to our sales funnel so we have a steady flow of people who are coming to us and wanting to join our business. These people are coming to us and already know that we are involved in Network Marketing, they know the name of our company, they know the exact cost it takes to join our Network Marketing Company, they know the cost of the extra tools it takes to implement the same strategies for themselves. When they are ready, they schedule a call on our Calendar and we call them. These people have already decided 99.9% to join our team.

Keep reading to see how we are doing this and how you can implement these same strategies into your network marketing business.

New School Methods

With our combined 75+ Years of Network Marketing experience we put together a system for what a professional network marketer needed in their business to succeed in 2020 and beyond. We have all been successful in separate Network Marketing companies in the past, and for the first time we have combined our efforts and joined the same Network Marketing company and are building the largest team within our company.



But in order to do that, we wanted to have a "Guide" or "BluePrint" or "System" that we could



use, our downline could use as well as other Network Marketers should follow and implement into their business. It had to be a systematic, step by step system or process to follow. It has to be a system that will help the most experienced networker as well as the newest rookie be successful.

In our professional opinion, in order to build a successful, profitable, duplicatable multiple six figure income in your network marketing business, your marketing strategy and business plan MUST have all of these elements in it. We have looked at hundreds of network marketing companies and the tools they offer their distributors. Most companies offer a few of these tools, but most don't even scratch the service.

Here is a list of New School methods you must implement in today's market:

- > Attraction Marketing
- > Providing Value to your Prospect
- > Social Media Marketing (FB, Intagram etc...)
- > Sales Funnels (ClickFunnels etc...)
- > Lead Capture Pages
- > Email Drip Campaigns
- > Auto Responders
- > Online Calendar scheduling
- > Online Marketing
- > Zoom Calls
- > Webinars
- > Video Marketing
- > Youtube Marketing
- > Educational Marketing

Let's go into a little more detail on each one of these:

Attraction Marketing: This is what separates the professional from the novice network marketers. Attraction Marketing is where you build brand loyalty (Yourself), instead of you chasing people down, they chase you down to join your team. You become the Hunted and not the Hunter. It is a different mind set when people call you or schedule a call on your calendar wanting to know more about what you do or want to join your team. You need to have systems in place in order to make this work. You also have to provide value to your prospects, which leads us to the next point.



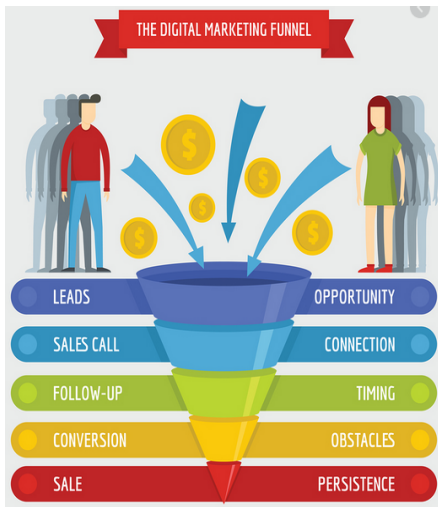
Providing Value to your Prospects - In today's world in sales and business, the business (You) needs to provide the prospect value before you get anything in return. In Old School MLM, it was all about take, take take. Now with the New School methods, it is all about give, give, give. You should want to provide as much value to people in their lives as possible. Give without the expectation of getting anything in return. We have friends in several Network Marketing companies around the World. We share our ideas, tools, systems that we are implementing. We want them to succeed, just like we want you to succeed. Business is like Tennis, "Those who serve the best usually wins!"



Social Media Marketing - If you are trying to build your Network Marketing without using Social Media these day, you are missing out. Facebook, Instagram, TikTok, Twitter, SnapChat etc... you are missing out. Don't get me wrong, there are good ways to promote your network marketing business on Social Media and there are bad ways. If done correctly, social media is a good way to build "Attraction Marketing". But if done incorrectly, you will look spammy and it will hurt you.



Sales Funnels - Most of you have probably heard of a Sales Funnel. It is something that has caught craze the last several years. Basically it is system that takes the prospect on a journey from first contact through the entire sales cycle until the complete purchase or sign up. Many people have heard of "Click Funnels". That is simply the name of the company who makes software for programmers to build a "Funnel". You can make a funnel for any type of business. Funnels are not cheap. For a good functioning MLM funnel, it will cost you anywhere from \$15,000 - \$20,000 and about 3-4 months of development to get it up and running. Some MLM companies claim to have a built in funnel as part of their company, but most of that we have seen are watered down and really don't do the job.



Lead Capture Page - A Lead Capture Page, Landing Page or some call it a "Squeeze Page". This is simply the first page of the website, where in order to proceed to the "Members Only" area, or to get a "Free Report" (Building Value). They must input their email address. Your job as a Network Marketer and Internet Marketer is to collect email addresses for your list. This Lead Capture Page does this for you. You hear some people say "Those with the biggest list wins!" Well, they are referring to your email list.



Email Drip Campaign - There are a bunch of email marketing companies out there: MailChimp, Constant Contact, AWeber, Active Campaign, Get Response, and many others.

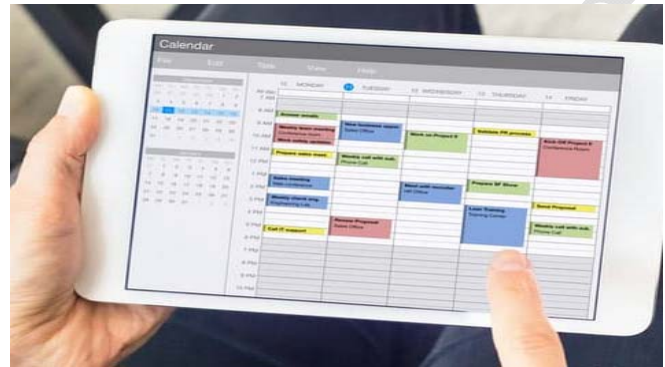


This part is crucial in network marketing. Once a prospect goes to your Lead Capture Page and input their contact info and email address that starts the Email Drip Campaign. Most people won't buy or join your company after just visiting you once. The average connections you need to make to a prospect is 7 times. Whether you pick up the phone, text, email, face to face etc... This automated drip campaign is a set of pre-written emails that goes out to your prospects in predetermined time frames. For instance, once your prospect inputs their info on your Lead Capture page, you can send an automated email that goes out instantly welcoming them. Then the 2nd email can be programmed to go out on day 2 etc... We can't count high enough how many people have reached back out to us 2 weeks later because the drip campaign was working on them and keeping our message and opportunity in front of them.

Auto Responders - This goes hand and hand with your email drip campaign. However, you can have auto responders on your email, calendar scheduling link, etc... It's a great tool to set up once and forget about it. Let technology work on your behalf.

Online Calendar Scheduling - This is key in today's day and age. We are all really busy and need a good calendar system to help us keep control of our workflow. There are several calendar options out there; Outlook, Zoho, Cozi,

Jorte, Calendly and many others. You need a Calendar program so that your prospects can book a call with you. That way, you control on your calendar what time slots throughout the day and week, you want to talk to people. If you want to take Friday off and not talk to any new prospects, you can go in and block off your day. Or if you don't want to take any



calls before 10am because you go to the gym in the morning, you can block off these hours off. When the prospect goes to book a call, they will ONLY see open time slots. They don't know you took Friday off for personal reasons. They don't know you programmed your calendar to only show time slots after 10am. This is great once you get this up and running, because it is nice to wake up in the morning and see that you have 5 appointments scheduled for that day of prospects that are coming to you. Remember "Attraction Marketing"? Also you are now the Hunted! It's a great feeling having a full calendar of people reaching out to you to learn more and potentially joining your team.

Online Marketing - This is pretty broad and covers a lot of things. Basically marketing your business online and not Face to Face, not having a "Brick and Mortar" business etc... Also, by having a Virtual online business you can work regardless of where you are at. As long as you have a Laptop, Internet Connection and phone, you are in business. We have all tragically seen to many traditional businesses go out of business because their overhead was too high, or worse yet, they were shut down by the government because they were deemed Non-Essential.



Zoom Calls - Zoom calls are important these days. Even though we mentioned above that your upline may have you promote the team or company call, there are some good aspects of it. You can get Zoom for free and use it to talk to people all over the world. You can activate the Video part of it so you can both see each other. This helps build the "Know" part of "Know ~ Like ~ Trust" aspect of business. You can also do a screen share through zoom if you want show your prospect something on your computer or site etc...



Webinars - Webinars can be a great tool. Most companies have "Opportunity" Webinars several times a week. You can even do your own webinar. This a great tool to have a bunch of people see the exact same presentation at the same time. You can even record them and send them to people that have missed it. Just don't be "That Guy" who just blindly tells people to go to the webinar without telling them what it is about.



Video Marketing - Video Marketing is King! Someone would rather watch videos than read a presentation. Some of the more popular companies are; Vidyard, Wideo, Wistia, VideoShop, Vimeo, YouTube and Shagr. Most network marketing companies have some really good videos about their comp plan, products, company etc... What we are talking about here is promoting yourself and these videos must be implemented into your Sales Funnel.



Educational Marketing - This goes with providing value to your prospect as well. You need to be seen a source of value when it comes to Network Marketing. Another aspect of this Educational Marketing is educating your prospect throughout the process. Throughout your Sales Funnel. You must educate your prospect on yourself so that they can get to "Know ~ Like~ Trust" you. You must educate them on the network marketing business model, you must educate them so it answers most of their questions, it should also overcome most of their objections as well. Your marketing should educate them on your company, products, comp plan and what makes your opportunity different. You want your system and funnel to do all the work for you so when the prospect schedules a call with you, they are 99% of the way to making a decision.



Systems

After all of the marketing we just talked about, we all determined that you MUST have a system you can point your prospect to in order to take them through a process (the Sales Funnel). If all of the above marketing worked and you had people calling you to talk to you about your opportunity, how would handle all of the volume? Let's say that you got to the point where you were getting 10 calls a day from people who wanted to learn more about your opportunity, company, comp plan, products etc... Do you really want to have the exact same 10 conversations each time. Trying to convince them that network marketing is NOT a pyramid scheme, that you do have a great company to work with, your comp plan is generous, overcome all of their objections etc... If your marketing works correctly, you won't have enough time in the day to talk to 10 people daily who you have to start from scratch with. Plus as your team gets bigger, you will need to teach, train and do 3-way calls with them. Not enough time in the day to do all of this.



That is why we determined that in order to be a successful Network Marketer, you must have a system or sales funnel that automates the sales process. This sales funnel must integrate all of the New School sales tools. This way, whether 1 person goes through it a day or 1,000 per day, every single person is getting the exact same message. This will help save you time and your prospects time. They can go through the funnel as often as they want, re-watch the videos that they need repeated. That way, by the time they talk to you, they are already educated and their objections are overcome. And the people who are not interested, well, you never talk to them. There are too many "Tire Kickers" out there.



Optimal Sales Funnel

During our Mastermind sessions, we spent a lot of time and effort to come up with what the Optimal Sales Funnel should include for Network Marketers. We collectively put together this list of what a successful and productive Sales Funnel should include.

You have to have a system that does this:

- > The system must capture the prospects info so you can add their contact info to your list.
- > The system must educate the prospect on why MLM is the best business model in the world.
- > The system must educate the prospect that this is a real business and we get paid well for it.
- > The system must answer most, if not all of the prospects questions.
- > The system must help overcome their objections before they even talk to you.
- > The system must be upfront on all of the cost associated with joining your team.
- > The system must have the ability for the prospect to schedule a call on your calendar.
- > The system must have a built in drip campaign or automated follow up sequence.
- > The system must be duplicatable so that people in your downline can use it as well.
- > The system must educate the prospect about the Company and Leadership.
- > The system must educate the prospect about the Products, Science and Benefits of them.
- > The system must be affordable for the average person. (Price Range around \$2,500)
- > The system must educate the prospect on the comp plan, potential and ROI time frames.
- > The system must have the ability to walk the prospect through signing up on your team.
- > The system must be easy to implement and replicate so that 1,000's of people can use it.
- > The system must give the prospect the ability to get to "Know ~ Like ~ Trust" you.
- > The system must be specific to your company.

What we have discovered that if you utilized "New School" methods and implement a Sales Funnel that has everything we discussed, you will have a well oiled machine.

Today our team uses technology and the power of social media to drive traffic to our sales funnel so we have a steady flow of people who are coming to us and wanting to join our business. These people are coming to us and already know that we are involved in Network Marketing, they know the name of our company, they know the exact cost it takes to join our Network Marketing Company, they know the cost of the extra tools it takes to implement the same strategies for themselves. When they are ready, they schedule a call on our Calendar and we call them. These people have already decided 99.9% to join our team.

What if it works?

What if you had a steady flow of people to talk to on a weekly basis?

What if you didn't have to worry about where your next lead was coming from?

What if these prospects knew what type of business you were in, knew what company you were with, what the product was, they knew how much it cost to get started and they are actually scheduling a call on your calendar to discuss joining your team?

You become the Hunted and not the Hunter from now on.

How would that change your business?

How fast could you Rank advance?

How would that change your paycheck?

How much more confidence would that give you in building your business?

Chase
your
WHAT IF

Two Categories

People who are involved in Network Marketing usually fall into 2 categories.

People who got involved because the product they are taking had a HUGE impact on them and they want to share it with the world. They have a great product testimonial. "I lost 50lbs", "I have more energy!", "I am now able to stop taking all of my other subscription medications because of these products."



The other group of people love network marketing because of the opportunity it gives them. They love the potential lifestyle it can give them, the residual income it offers, the time freedom it can offer. They are tied into the business model as a vehicle to get them to where they want to be in life. Debt free, travel, freedom, quick working, bring their spouse home from work etc

Which category are you in? For us, we are in the 2nd group. We all have testimonials of our company and product line up, but we are in it because of the opportunity and compensation.

Picking the Right Company

With that being said, it is CRUCIAL that your company still have great leadership, disruptive products, timing, great comp plan as well. You can be the best marketer and bring lots of people into your company, but if your company has bad management, they can't ship products, they get sued by distributors, get shut down by the FDA, don't pay their people on time etc... Well, you have just wasted a lot of time and effort in building something that could crash.



We have seen to many times over the years, where a company starts off and has some momentum, but their leadership can't manage the growth and the company shuts down one way or another. It's imperative to make sure you are with the right company.

We have also seen so called big distributors who "Made it Big" in their MLM so they decided to go start their own MLM and be the CEO/Owner. Just because you are a good distributor, doesn't mean you will make a good CEO or Owner. These types of businesses usually fail!

Closing

We have gone over a lot in this MLM Success Guide. We talked about why people fail in MLM and "Old School" methods of building your business.

We also talked about "New School" methods of building your Network Marketing business and that you need to take your business online. To use Attraction Marketing and have people come to you instead of you chasing people.

Remember at the beginning of this Guide, we said there are two different types of Network Marketers. People still using Old School methods and those have adopted New School methods. Hopefully after reading this guide, you will move over to the New School team. Don't get us wrong, old school methods still work to a degree. The purpose of this "MLM Success Guide" is to educate you that are different tools out there to build your Network Marketing Business a different way. And in our opinion, a better way.

We also talked about having an Automated System or Funnel to help take your prospects through the process. That way by the time they talk to you, they are educated, excited, knowledgeable and ready to get started.

There is a lot to building your network marketing business online. Most Guru's or uplines won't have the knowledge or know how to get this done. We hope you got value out of this Guide and finally see a way that you can take advantage of Technology and the Internet to build your dream business.

Next Steps

If you want to see what our Team has built and how we implemented and integrated everything in this guide to our own Network Marketing business, we would be happy to show you what we have put together.

Simply reach back out to the person who shared this "MLM Success Guide" with you and they would be happy to share with you our "Sales Funnel" that we are building our Network Marketing Business with. Once we implemented our system and sales funnel our team is growing exponentially. People on our team who were stagnant are now rank advancing like crazy.

New people joining our team, are achieving success like they have never seen before any another company they have been involved with. They were just missing the education and the "System".

Hopefully after reading this "MLM Success Guide", it has given you the "Kick Start" you needed in order to get your business up and running. We are sure if you implement some of these strategies, you will have similar success.

You deserve to succeed and we wish you the best of luck in your business.