

The Fastest Way To Build A Large MLM Downline

By Tracy Biller

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Tracy Biller is also the author of the following ebooks, tape programs, and reports:

Power MLM
The Winner's Edge
The Official Guide To MLM Success
How To Make A Fortune With MLM Genealogy Reports And Databases
How To Write A Powerful One-Page MLM Recruiting Letter For Faxing, Email, & Direct Mail
The Most Powerful Recruiting Strategy In The History Of MLM
How To Speak And Write Powerfully And Persuasively
How To Make An Extra \$100,000.00+ A Year In MLM With Back-End Products
It's Easy To Succeed In MLM When You Recruit The Right People
How To Strike A Deal With An MLM Company

Tracy's newest audio tape ***POWER RECRUITING: How To Build A Large Downline Quickly With MLM Genealogy Reports*** is now available at:

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Part I:

The Most Powerful Recruiting Strategy In The History Of MLM

Over the past decade, tens of millions of success-seeking MLM distributors have spent hundreds of millions of dollars on MLM “how-to” training books, tapes and magazines in an attempt to learn the “secret” to MLM financial success.

They devour the information.

They memorize all the wonderful MLM clichés.

They revel in all the tantalizing “rags to riches” stories.

They do everything the books and tapes tell them to do.

And yet the sad truth is that less than 1% of them will ever build a large downline and consistently earn \$7,500.00 or more in monthly income (\$90,000.00+ per year).

The question is: Why is it that over 99% of all MLM distributors fail in their attempt to achieve financial success in MLM?

The overwhelming majority of them fail because they recruited the wrong people and they apply the wrong strategies and tactics.

The Time-Proven Strategy Of MLM’s Top Earners

The whole process of building a large MLM downline and making \$10,000 or more a month seems so easy to accomplish. And in theory, it is.

But unfortunately, the MLM industry is overflowing with illogical theories and silly strategies that have proven themselves to be absolutely worthless.

There is however, a single time-proven strategy that has repeatedly earned savvy distributors exceptionally large five-figure monthly incomes . . . incomes in excess of \$10,000+ per month.

It is the simple and logical strategy of recruiting MLM distributors into your downline.

This strategy of recruiting MLM distributors into your downline is so logical, so powerful, so effective, and so consistently proven, that it is the primary reason why virtually ALL brand new MLM companies begin the downline-building process by recruiting some Heavy Hitters, because those Heavy Hitters, more often than not, quickly build large downlines!

And the strategy they use time and time again to build their downlines quickly, is recruiting experienced MLM distributors.

Rarely – if ever – do the Heavy Hitters quickly build large downlines and achieve MLM financial success by recruiting their “warm market” (family and friends) and/or “opportunity seekers”.

They do it by recruiting experienced distributors!

And if you copy their strategy of recruiting experienced MLM distributors, then you will be doing exactly what so many of the industry’s Top Earners and Heavy Hitters have done and continue to do to this very day!

Because when you recruit experienced MLM distributors into your downline, you significantly increase the odds that you too, will achieve incredible financial freedom in MLM.

You see, it’s not a question of whether or not this strategy works. It is an irrefutable fact that it DOES work, and it works extremely well!

Most MLM Distributors Want To Earn Big Money . . . But Don’t.

From the first moment I learned about MLM and the income potential, I was hooked. The possibility of working from home and earning a five-figure monthly income hit me hard, and it’s what kept me going through five difficult years of MLM failure.

I’m not alone. The fact is, the overwhelming majority of us who are in MLM want to make big money.

Unfortunately however, over 99% of all MLM distributors make little or no money from their MLM business.

In fact, most MLM distributors actually lose money.

Why does this happen?

Granted, there are MLM distributors who are lazy. There are those who procrastinate. There are those who have a hard time making decisions. And there are those who are scared of success (although they'll never admit it!).

But all of these types of distributors added together only make up a small percentage of all MLM distributors.

You see most MLM distributors are good hard working people. They're not afraid of making decisions. And they're not at all afraid of success!

But still the fact remains, that 99% of all MLM distributors are making little or no money.

Why Most People Fail In MLM

The primary reason why most people fail in MLM is because they are recruiting the wrong people. Which is exactly why I failed during my first five years in MLM.

For nearly five years I did exactly what my upline "heavy hitters" told me to do. Plus, during those five years I bought every MLM book and tape I could find and I applied everything I learned from the "experts". You name it and I did it. (In fact, I'll bet money that nobody in the history of MLM has worked their warm market as thoroughly and as repeatedly as I did!)

The results from all my work during those first five years was that I didn't even come close to achieving my goals.

I made very little money during my first five years in MLM. In fact, during those first five years I spent more money than I made trying to build the business! Many times I thought about quitting. Even to this day, I'm amazed that I didn't quit MLM for good.

The "Secret" Is Revealed

And then one night – almost five years to the day when I first got into MLM – I was taught "The Most Powerful Recruiting Strategy In The History Of MLM" by one of the MLM industry's all-time top earners, a fellow who's earned tens of millions of dollars in MLM over the past decade (and who is referred to as "The Mentor to the Millionaires" by industry insiders):

He said to me, "What I'm about to tell you isn't found in any of the MLM books, tapes, or magazines that are out there. This strategy I'm going to teach you is simple, it's logical, and it's extremely powerful. And it's exactly how I made my fortune, and it's exactly how the majority of the MLM industry's top earners have made their fortunes. Here it is: Recruit MLM veterans, not rookies. To build a large downline fast, and to make a five-figure monthly income in six months or less, you must recruit other experienced MLM distributors, the veterans. Do not recruit MLM rookies. That's the secret! Do not recruit your family and friends. And don't recruit opportunity seekers. In other words, don't recruit rookies, people who have no MLM experience. You see, when you recruit rookies, then you're relying solely on luck of the draw and the odds are against you ever succeeding in MLM. It's worse odds than a slot machine in Vegas! Forget luck, and go to where the odds are in your favor. Only recruit veteran MLM distributors. The reasons are logical. MLM veteran distributors have already been sold on MLM. They've already been trained. They know how

MLM works. They've already got the mind-set of working from home. They want to make money. And most important of all, they know other experienced MLM distributors they can recruit. Recruit other MLM veteran distributors and you'll create a downline explosion."

I asked him, "But why would MLM veteran distributors from other companies take a look at my MLM program if they're already in a MLM program?"

He answered, "***What you've got to understand is this: Contrary to all the 'success hype' that oozes from our industry, the fact is that the vast majority of MLM distributors are failing. In fact, about 99% of all the MLMers out there are making little or no money with their programs. And on any given day, over 85% of them will take a look at your program if it's presented to them properly and respectfully. So when you recruit other MLM distributors, don't act like everybody else. Be a contrarian! Get to the point. Be courteous. Be respectful. Show some empathy. Sell the benefits of your program. Solve their problems. And never put down the program they're currently with. Contrary to the what you may have heard, eight or nine out of ten MLMers will take a look at your program if they think it offers a better opportunity than the program they're with. If you can show them with kindness and sincerity that your program is better, then they'll join your company, and they'll bring a bunch of people with them."***

He didn't have to convince me that recruiting experienced MLM distributors was the way to go.

I knew he was speaking the truth.

Success!

I went home and did exactly as my mentor taught me. I began recruiting experienced MLM distributors. MLM veterans! I sponsored 17 veterans in the first two months, and told each of them to do what my mentor told me to do, to go out and recruit other MLM distributors.

My downline exploded and so did my income. In five months my income was over \$15,000.00 per month. I did as my mentor told me, and kept on recruiting and sponsoring other MLM veteran distributors, and I taught them to do the same.

Within just two years I was my company's #1 earner and I had approximately 12,864 people in my downline. It was awesome, to say the least!

It was all because I recruited experienced MLM veteran distributors AND I applied the right strategies and tactics.

And that's what I've been teaching people to do ever since. Whenever I speak at MLM conventions or on national conference calls, I constantly teach people to "recruit MLM veterans, not rookies." And it's what I teach on my audio training tapes and newsletters.

Because when you recruit MLM veterans, you greatly accelerate the downline-building process. Everything speeds up and things happen much more quickly. When you recruit experienced MLM distributors, your downline momentum can occur in just a couple of months. And the best result of all is that you can make a lot of money in a very short time.

Building a “Pro” Team

It’s a lot like building a brand new professional sports team. For example, take a look at the Arizona Diamondback baseball team.

The Diamondbacks won the 2001 World Series in just their fourth year of existence. That’s the fastest a new franchise of any professional sport has ever won the world championship. How did they do it? It’s no secret. The owner and his staff recruited a bunch of experienced veteran baseball players. Imagine what would have happened had the Diamondbacks recruited only rookie baseball players. They would have never made it to the World Series, let alone win the whole thing. (Incidentally, the team the Diamondbacks beat, the New York Yankees, was also full of experienced veteran baseball players!)

Recruiting experienced MLM veterans is exactly how the majority of the MLM industry’s “heavy hitters” have made their fortunes. And my advice to you is that if you want to build a large downline fast, and if you want to earn a large monthly commission check as a result, then do the same thing. Recruit experienced MLM distributors!

As I’ve been saying for the past several years, “It’s easy to succeed in Network Marketing if you recruit the right people. And the right people are experienced veteran MLM distributors!”

The Facts Speak For Themselves

If your goal is to make big money in MLM, then consider this:

- The single most important factor for quickly building a large downline is the quality of your prospects.
- It is a known fact among the MLM industry's top earners that it is easy to succeed in MLM when you recruit veteran MLM distributors.
- This time-proven strategy of recruiting experienced MLM distributors is exactly how many of the industry’s top earners have made their fortunes.
- When you recruit experienced MLM veteran distributors, you’re prospects are already highly pretargeted and prequalified.
- When you recruit experienced MLM veteran distributors, you are doing exactly what so many of the industry’s wealthiest distributors did to achieve their wealth!

Consider these two facts:

FACT #1: Most MLM distributors (an estimated 99%) are making little or no money with their current program.

FACT #2: Most MLM distributors will take a look at another MLM program if they think it can offer them a better opportunity than the MLM program they’re currently with.

THE MLM INDUSTRY'S #1 TRAINING TAPE

"How To Build A Large Downline Quickly With MLM Genealogy Reports"

Is there more to it than just "recruiting MLM distributors?" **ABSOLUTELY!** My mentor taught me specific strategies and tactics, and powerful philosophies and psychologies about the MLM industry. He taught me many "nuances" about the industry that don't appear in any other training programs out there . . . UNTIL NOW!

Everything I was taught and everything I did has been put into one 90-minute audio cassette tape called, **POWER RECRUITING: How To Build A Large Downline Quickly With MLM Genealogy Reports.**

To make lots of money as an MLM distributor, you **must** build a large downline. To do that, you **must** recruit and sponsor other people, and they must do the same.

Your strategies and tactics MUST be the right ones. Because if your strategies and tactics are flawed – even just one of them – then the odds are that you will fail in MLM.

Hard work will not make you successful in MLM, not if your strategies and tactics are flawed.

If your strategies and tactics are flawed, then everything is irrelevant. It doesn't matter if your MLM company has the best products or services. Or it has the best pay plan. Or it has the best promotional materials.

And it doesn't matter if you work hard twenty-four hours a day, seven days a week.

The fact is, if you're recruiting the wrong people and if your strategies and tactics are wrong, then you **WILL** fail in MLM just like the 99% of all other MLM distributors who fail.

It's all in **POWER RECRUITING: How To Build A Large Downline Quickly With MLM Genealogy Reports!**

Available at: www.OfficialMLM.com



Part II:

Who The Heavy Hitters Recruit To Quickly Create Downline Momentum

As I said earlier, during my first five years in MLM I made very little money and actually spent more money than I made. Most of my business expenses went towards phone calls, advertising, sales aids, and marketing tools, etc.

And that's the way it is for most MLM distributors. And they'll keep on spending more money than they make unless they change their strategies and tactics.

I Learned Who To Recruit

As I said earlier, midway through my fifth year in MLM I was told the "secret" of MLM success by one of the industry's all-time top earners who was featured in Success Magazine.

He said, "*The overwhelming majority of the industry's heavy hitters, in order to quickly create downline momentum, recruit other MLM distributors. This recruiting strategy compresses lag time and accelerates the downline-building process. That's because MLM distributors have already been sold on MLM, they have already been trained, they know how the MLM industry works, they have already shown that they want to make money, and they know other MLM distributors they can recruit. Recruit MLM distributors into your downline and you'll succeed. It's as simple as that.*"

He also taught me where to find MLM distributors to recruit, how to recruit them, how to close them, how to train them, and how to build my business with extremely low overhead.

He also taught me the philosophies and psychologies of MLM, along with the true nature of goal setting and what a true MLM leader really is to their downline.

I learned so much from my mentor that I'm forever indebted. Without the knowledge he gave me, I would have never made it in MLM. The strategies and tactics he taught me put the odds of success in my favor.

However for most MLM distributors – because their strategies and tactics are flawed – the odds are that they will fail in MLM. To put the odds of success in their favor, they MUST apply the right strategies and tactics.

Consider The Facts

If your goal is to make big money in MLM, then consider these six (6) facts:

1. The single most important factor for quickly building a large downline is the quality of your leads. The second most important factor is that you apply the right strategies and tactics.

2. It is a known fact among the MLM industry's top earners that it is easy to succeed in MLM when you recruit MLM distributors.
3. This time-proven strategy of recruiting MLM distributors is exactly how many of the industry's top earners have made their fortunes.
4. When you recruit MLM distributors, you're recruiting people who are already highly pretargeted and prequalified.
5. Most MLM distributors (an estimated 99%) are making little or no money with their current program.
6. Most MLM distributors (an estimated 85%-90%) will take a look at another MLM program if they think it can offer them a better opportunity than the MLM program they're currently with.



Part III:

How To Find MLM Distributors To Recruit Into Your Downline

When struggling MLM distributors make the decision to stop recruiting the warm market (family and friends) and “opportunity seekers”, and to start recruiting only MLM distributors, they are making one of the best decisions – if not **THE** best decision – of their MLM career.

On top of that, if they make the decision to learn, adapt, and apply the right strategies and tactics, then their MLM success is virtually guaranteed.

“How do I find MLMers to recruit?”

Whenever I train people on the right strategies and tactics for MLM success, I’m always asked the question, “How do I find MLM distributors to recruit?”

There are five ways to find them. Two of these methods are extremely inefficient, and I do not recommend them. Three are **EXTREMELY** efficient and I highly recommend you use them immediately.

Here are the five methods and the “pros and cons” for each one:

1. The ones you already know. (Not viable for most distributors.)
2. Advertising. (I do not recommend this method.)
3. MLM Genealogy Reports (The best! I highly recommend this method.)
4. MLM Distributor-Specific Databases (I recommend this method.)
5. Referrals from the MLM distributors you sponsor from MLM Genealogy Reports and MLM Distributor-Specific Databases. (I recommend this method.)

1. THE ONES YOU KNOW. (Not viable for most distributors.)

This method is only viable for distributors who’ve done a lot of “networking” within the network marketing industry. If a distributor is relatively new to the business, or he hasn’t done lots of “networking” within the industry, then they don’t know lots of MLM distributors they can recruit.

On my audio tape **POWER RECRUITING: How To Build A Large Downline Quickly With MLM Genealogy Reports**, I tell the story of “Jim”, one of the industry’s all-time most consistent Top Earners. Because several of the companies Jim’s been with have shut down, Jim’s had to start over a number of times. Each time he does he recruit’s from his personal “database” of MLM distributors he knows, or knows of. And each time Jim quickly builds a large downline and receives a five-figure monthly commission check.

But as I point out in the training program, Jim’s done lots of “networking” within the industry over the past 15 years, and knows thousands of distributors he can contact. Distributors who don’t know lots of MLM distributors must find them through another means.

2. ADVERTISING. (I do not recommend this method.)

There are many vehicles to choose with which to advertise and find MLM distributors, such as: card decks, direct mailers, MLM magazine ads, newspaper classified ads, fax broadcasting, email broadcasting (spam), flyers, business cards, etc.

Of these, the most “viable” is to place an advertisement in an MLM magazine as the readership of such magazines consists primarily of MLM distributors.

But there are several problems with placing ads in MLM magazines. First, all of the MLM industry’s magazines have a very small readership. Second, your ad must run for at least 8-12 months in order to consistently “draw” respondents and build credibility. Third, in order for your ad to get “seen”, it must be at least a half page in size. Fourth, half to full-page ads in the MLM magazines will cost you \$1,000 to \$4,000+ per month. And fifth, even in a good month, you’re only going to get a few hundred respondents, of which only a few dozen will actually be MLM distributors intent on looking at another opportunity.

3. MLM GENEALOGY REPORTS. (The best! I highly recommend this method.)

A “genealogy report” is a database of someone’s downline. Just about all MLM companies provide “genealogy reports” for their distributors.

Genealogy reports can be “big” (25,000+ distributors), “medium” (5,000 to 15,000+ distributors) and “small” (100 to 3,000+ distributors).

Genealogy reports contain the distributors’ “contact information” such as: the distributor’s name, address, phone number, fax number, email address, etc.

Genealogy reports are, simply said, a database containing lots of MLM distributors!

As I teach on my training tape “Power Recruiting”, it was with genealogy reports that I built my two huge downlines and made lots of money in MLM!

Too often, MLM distributors who’ve never before recruited from genealogy reports become way too “analytical” about genealogy reports, and wonder things like, “What was the MLM company? How old is the genealogy report? What was the company’s product? How many other people have the genealogy report?” Etc. Etc.

First, the MLM Company from which the genealogy report came from is irrelevant as most MLM distributors get into this business with the intent to make money.

Second, if you can get hold of a genealogy report that’s between one and five years old (since the MLM company shut down), then work it! I’ve worked genealogies that were 6, 7, and 8 years old and **ALWAYS** had success with them. (Granted, the “older” a genealogy report the more inaccurate information that will be on it. But so what! As I’ve always said, “There’s gold in genealogy reports, regardless of the age!”)

Third, the products that the MLM company had are irrelevant, same as which company it was. (It’s also irrelevant as to what pay plan the company had.)

Fourth, it never matters how many other people have the same genealogy reports, because few people will work it diligently and even fewer will work it correctly. Whenever I bought a genealogy report from someone, I **NEVER** asked them how many others were getting the same genealogy report, because it doesn’t matter. (As I say in my training tape “Power Recruiting”, ***“In MLM, there’s no competition at the top. The competition is at the bottom.”***)

Genealogy reports are hard to find, and it requires having “contacts” within the industry to locate them. In fact, there are only a handful of list brokers who sell them.

NOTE: Always get as many genealogy leads as possible. See below for training on this strategy.

4. MLM DISTRIBUTOR-SPECIFIC DATABASES. (I highly recommend this method.)

These are much like genealogy reports, except they contain many distributors from many different companies. Very few of these databases exist, and you should use them whenever you can!

NOTE: Always get as many genealogy leads as possible. See below for training on this strategy.

5. Referrals from the MLM distributors you sponsor from MLM Genealogy Reports and MLM Distributor-Specific Databases. (I highly recommend this method.)

Whenever you sign up an MLM distributor from a genealogy report or distributor-specific database, you should **ALWAYS** ask them to provide you with a list of **ALL** of the MLM distributors they know complete with the names and phone numbers. Doing this is a very powerful strategy for establishing and advancing downline momentum.

***** IMPORTANT *****

Always get as many MLM leads as possible!

It's important to get as many MLM leads as possible so that you always have leads on hand for your ever-expanding downline (especially when you're downline is in momentum, which can happen quickly when you recruit MLM distributors with the right strategies and tactics).

Many first-time purchasers of genealogy reports and distributor-specific databases are concerned that they may be getting too many leads. But you can never get too many. As you sign up MLM distributors and they in turn sign up MLM distributors and so on, the fact is that **ALL** of those people in your downline are going to need MLM leads for recruiting.

Therefore you **MUST** assume the responsibility of **ALWAYS** distributing leads to your downline.

A good friend of mine says it best. She says, "The first genealogy report I bought had 19,000 leads. I just about fainted. I'm thinking to myself, 'What am I going to do with all those leads?' The most leads I ever bought before that were 200 leads from Pro Step. But what Tracy taught me was right. After I signed up some MLM distributors, they needed leads. And they distributors they signed up needed leads. And within a month I needed more leads! It was amazing!"

NOTE: I teach all of this and much more on my audio tape. Something else I teach is that you never give leads away for free as you just build weakness among your downline. I always charged my downline on a per-lead basis, exactly what I paid for the leads.

The Facts About Successful Recruiting

If your goal is to make big money in MLM, then consider these six (6) facts:

1. The single most important factors for quickly building a large downline are: the quality of your leads and applying the right strategies and tactics.

2. It is a known fact among the MLM industry's top earners that it is easy to succeed in MLM when you recruit MLM distributors.
3. This time-proven strategy of recruiting MLM distributors is exactly how many of the industry's top earners have made their fortunes.
4. When you recruit MLM distributors, you're recruiting people who are already highly pretargeted and prequalified.
5. Most MLM distributors (an estimated 99%) are making little or no money with their current program.
6. Most MLM distributors (an estimated 85%-90%) will take a look at another MLM program if they think it can offer them a better opportunity than the MLM program they're currently with.

In my audio tape **POWER RECRUITING: How To Build A Large Downline Quickly With MLM Genealogy Reports**, I teach you all you need to know about how to build a large downline quickly and easily. Much of what appears on my tape has never before been taught "publicly" to MLM distributors . . . only "behind closed doors".

Simply said, what's in **POWER RECRUITING: How To Build A Large Downline Quickly With MLM Genealogy Reports** is lots of "insider information" that can cause your MLM business to explode, just as it did for me!

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**Build a large downline faster.
Achieve your financial goals quicker.
Learn how with...**

**“Power Recruiting: How To Build A
Large Downline Quickly With
MLM Genealogy Reports”**

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