
WHY

MultiLevel Marketing Doesn't Work for Most People

How to increase your chances of making money
online to 100%

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Why Multi Level Marketing Doesn't Work



Multi Level Fail

Why new members don't stay.

You've seen the MLM potential reports. In fact they are in the sales pages for every one of the MLM style offers out there. If you recruit just three referrals, and they get three who get three, then in a few short weeks, you'll be making a six figure income. The math is sound, the idea is simple, and they have the real case studies and testimonials to prove that it works.

The trouble is, if you join and begin to recruit, you'll discover it's much harder than you expected. You get people to join, and they quit. More people join, and most of them quit too. Why? Because they aren't making any money.

“

New members quit because they aren't making money.

”

Now, bear with me for just a moment as we analyze why it works this way.

How MLM Works

A Case Study

Let's say you are working a matrix, or MLM proposition, and you are building a downline three wide, and 8 deep. You are told if you fill this matrix, you will be a millionaire. In theory, and on paper, this works, but it makes a terrible assumption. Here are the numbers of people you will need to fill the matrix.

Level1	3 Members
Level2	9 Members
Level3	27 Members
Level4	81 Members
Level5	243 Members
Level6	729 Members
Level7	2187 Members

The assumption is that 3279 people, or 66% of your team, will either be dumb enough to continue paying even though they are making no money, or they will all be successful marketers, who are able to get several layers of people under THEM.

Total: 3279

A 5x6 MLM Matrix

Many offers are based on a matrix that's 5 wide. In this case the numbers look like this:

Level 1	5 members
Level 2	25 members
Level 3	125 members
Level 4	625 members
Level 5	3,125 members
Level 6	15,625 members

Total 19,530

If you expect to make consistent money on a long term basis with this pattern, you must assume that 15,625 people, or 80% of your team, will be dumb enough to keep paying in a program that isn't making them a dime, or that most of them will be great marketers, and have developed a team of their own.

Statistics Don't Lie

At this point we have to face the statistical reality that with this large of a group you will have an average cross-section of the population. The hard cold fact is that 97% of all people who attempt to make money online **NEVER MAKE A DIME**. So you have to be honest with yourself, and realize that no matter what you do to help them, you won't get 80% or even 66% of your team to place ads and develop their own team so they can keep paying to support **YOUR** fortune. You'll never rise above the average 3%.

Let's say you worked hard to train your team, and achieved an unheard of 5% of people who are making money and are happy to continue paying into the program month after month and year after year. Let's go back to our first example of a three wide matrix, and suppose that you have worked so hard, and so effectively, that you have filled the matrix, and with the help of a few zealous people on your team, have achieved that coveted 9840 members. Everyone on your first 6 levels has people under them, and are making money, because you've worked so hard that the spillover has placed them there. Does that mean your future is secure? **NO!** 97% of your level 7, or 6232 people, are not making money! That means they will quit, and if you don't replace them, your level 6 people will quit, and they will leave your level 5 people with no income. It's quite clear that eventually, you will have only a few tenacious stragglers on your team.

CHAPTER

2

How Successful MLM Users Do It



What the Gurus Do

So how do the very successful people get around this problem? They do exactly what you will have to do in order to succeed. Every single month, they **REPLACE** those 6232 people, and as they do so, 3% of **THOSE** or 186, end up being recruiters. Sounds good doesn't it. Simply learn to recruit thousands of people every month, and keep doing it, and eventually, as your team of active recruiters grows, there will only be a few hundred to recruit each month. It may take a while, but once you achieve this, you will be set for life.

Right?

WRONG.



Why Even the MLM Millionaires Never Achieve Residual Income

You see, as you work through this process, you will be leaving a trail of thousands of disappointed people behind you each month, and a few of those disappointed people will be **LOUD**. As soon as word gets around that the particular company you're in "doesn't work," your job of recruiting will be next to impossible! That's why the really wealthy people get involved in a certain number of "launches" each year. Bring your team over to a new thing, and it will be easier for your entire team to recruit. As soon as it becomes clear that this new offer doesn't work either, blame the program and move them over to something new. Each time, you'll tell your team that this new offer is doing something that's never been done before, and it's going to make them wealthy beyond their wildest dreams. But **YOU** know that it's just another MLM that has a shiny clean reputation simply because it's new, and a large portion of your team will never make a dime here either. **YOU** on the other hand will get commissions from all those thousands of unsuspecting followers, and will get a handsome cash infusion from the move. So, just keep moving indefinitely.

“ *Honesty is the **ONLY** road to
lasting success.* ”

You **COULD** work the systems this way. Many of the wealthiest marketers do, and it works for them. But you tell me. Is it honest? How many thousands of people will you need to lie to every day in order to keep your target income flowing? And wouldn't you be lying to yourself too? You would imagine that you are developing a residual income, but in reality, you'll have to be on your toes, researching the next launches, working to maintain the trust of your team (a hard job when you are really deceiving them), recruiting thousands of new ones each month. It will be a constant struggle, and the moment you quit, your team will start to dwindle.

CHAPTER

3

A Better Business Model



There Is Hope!

This all sounds pretty dismal. Surely there is a better way?

You know there is, or I wouldn't be writing this. The bottom line is: MLM doesn't work and never will, but there are several models that **DO** work. One of them is very easy to do and I highly recommend that you start immediately.



This model will reward you for **YOUR** work, rather than require you to sit and fret about whether your team is working. The income will be generous: 50% all the way up to 100% commissions in some cases.

The income will be lasting. It will involve many people paying you rather than just a few, and many sources of income rather than just one. Most of your customers will continue to pay for months and years to come.

It will empower you with more advertising muscle and potential traffic to your websites than you know what to do with.

Single Level Marketing

You see, the trouble with MLM is that you are relying on other people to make you a good future. You need to take your future into your own hands. If you are offering a product that people want and need, and simply selling it to them either directly, or as an affiliate, then your success (or lack thereof) is something you can control. Market a lot, and place good ads, and you will make a lot of money, plain and simple.

Many people are already doing this by selling on online markets such as e-bay, amazon.com or clickbank. It's simply direct affiliate marketing. I know of people who make a handsome online income doing this. There's one catch, though. You have to keep doing it. Stop marketing, and the next day, your income stops too.

“ *Residual income is the secret to financial freedom!* ”

Here's where the good news comes in. What if you could market something directly, with a single level affiliate commission, and it was something people bought month after month without you having to remind them? You could simply get enough people subscribing to your product to bring in the income you desire, then enjoy your profits.

Oh, I know, even with this model, a few will drop away each month, and you'll have to replace them, but it will be a few. Not thousands like in MLM.

CHAPTER

4

What to Market for 100% Success



The Best Product

What am I talking about? Well, remember all those people who hop from MLM offer to MLM offer, following their gurus who are scrambling to exit one offer before it's reputation gets too dismal, and find another that has some feature they can claim "has never been done before?" Each time they make a move, they need to promote the new offer like crazy. That's millions upon millions of people who **NEED** monthly advertising.



These people already know how to advertise, and they always need more. It's the one product that people can never get enough of. They love advertising, because it's the lifeblood of their dreams of wealth and greatness online. If you try to offer them yet another business opportunity, they will resist you with everything in them, but if you offer them a new safelist, text ad exchange or list builder, there is no resistance. They will immediately check their list to see if they are already signed up, and if not, they will join. Some will upgrade.

What Happens When They Upgrade

And when they upgrade, you will have generated a monthly commission. Even a small commission is significant when it's a monthly subscription. These people will tend to keep paying for the upgrade for as long as they are attempting to make money online. Even a \$10 commission will add up to \$120 for one year. If they keep their membership for 5 years, that's \$600! Let's say your goal is \$5000 a month - a handsome fulltime income. You would only need 500 of these commissions to reach your goal!

But what if you could collect commissions on not one, but many of your one customers advertising costs? If each customer is generating \$100 for you, you would only need 50 of them. That's doable.

“ *How to set up a stable income*

AND a large volume of free

advertising power.

”

CHAPTER

5

How to Get Started



Using a Referral Builder

Leveraging Your Efforts

Now, you COULD simply compile a list of these advertising venues that offer a large commission, and promote each one individually until each one is generating your target profit for that venue. It would be a great business model, actually. Many of these advertising venues pay between 50% to 100% commissions. If you were to choose say 25 of them, and promote each one in turn until it was generating \$400 a month, you'd be bringing in \$10,000 a month. Not too shabby.

But what if you could create the same income by promoting just one link, over and over again? If you were promoting a whole list instead of just one, people would choose the ones they aren't using yet, and join them. This would take you just a fraction of the time to generate the same income as the direct marketing plan would. Most advertising venues have a referral builder, and in many cases you can promote them instead of the one venue. Some business offers are basically just one of these lists to promote with a few tools to use them added on.

It's a great idea. The only trouble is, there really isn't any incentive for them to upgrade. You are basically leaving the upgrade issue up to chance.

The Turbocharged Referral Builder

Maximizing Each Signup

What if you could take the whole idea one step further, and recruit people who **BOTH** wanted to use the advertising, **AND** saw the potential for income, just like you do? You could direct them to upgrade in a list of advertising venues, one after the other. If everyone was upgrading at the same safelists in the same order, then you would reach your goals much more quickly. They would be able and eager to upgrade, as only upgraded members can receive the higher commission levels. You would want to carefully select the venues to have high commissions, and order your list so the less expensive ones are at the top, and the more expensive (and more profitable) ones are introduced later on. Each person would be encouraged to upgrade systematically from the top of the list to the bottom. As they got more people in their downline, they would make more from the project, and have more to upgrade in the next one. Each time they upgraded, **YOU** would make more money, **AND** get more credits to place yet more ads, and expand your business further.

What you would need is a website with your affiliate links for each of the safelists, a way to present and explain your system to them, and time to do the research on the safelists. Then you would need to train each member to do the same thing you are doing, teach them how to recruit, and find a way for them to create a website of their own.

It's All Done For You

Introducing THE PLAN

OR, like we mentioned before, you could use a referral builder. Inside most list builders and safelists, you'll find a list of others where you can put your affiliate link, and your referrals will be sent to your link when they click on them. The trouble is, they are all simply a random list, rather than selected and ordered for you to make an income. All, that is, except one.

Simple Safelist has a list that's very carefully engineered to do exactly what we have been talking about. There is a short page of instructions called "The Plan" that makes it very simple to understand and do. I suggest you go read it now, then come back and finish reading this report.

If you are not a member, you will have to create an account and log in at <http://simplesafelist.com> Don't worry. It's free, and will only take a few seconds.



How to Get Started

The Details

If you choose to use "The Plan," you'll have two options. Your first option is to simply promote Simple Safelist and tell people about "The Plan." This is an awesome method for making money! The website is there, the instructions are there. Everyone who joins under you will be able to promote the same website.

Your other option is a bit more complicated. I suggest you start with option one, so you can get started immediately. Then, when you've gotten going, contact me for a capture page to lead to this eBook. You'll need a [Traffic Wave](#) account and [hosting](#). I'll help you to set it up properly.

Either way you'll be building a solid, consistent residual income. Remember, business opportunities come and go, but advertising venues remain, and most people stay upgraded, since the next offer they hopped onto needs advertising too. If your income is coming from them, it will remain relatively constant for as long as people are trying to make money online. Get started today!



Contact

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My Skype ID is debbie..penner with the two dots in between. Please let me know you've read the Ebook when you ask to be added as a contact, as I tend to ignore people I don't know. Or email me by clicking the link below

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