

MLM MARKETING SECRETS

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MLM MARKETING SECRETS

How To **Navigate** And **Use** This Ebook

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MLM MARKETING SECRETS

Insider's Secrets To Your Own Million Dollar Multi-Level Empire BY MAIL AND OTHERWISE

There seems to be any number of appealing **Multi-Level Marketing** programs available these days. Our researchers haven't analyzed them all, but based upon the appeal of those for the participants--most of them look as though they could put money in your pockets.

However, don't ever delude yourself into thinking that multi-level marketing won't cost you anything nor require much of your time, or work on your part. Indeed, successful selling, and most assuredly, multi-level marketing, will require an investment--dedication--and a lot of hard work! However, before you "*sign-up*" for any MLM deal or begin one of your own, it's going to pay you to do a little bit of market research relative to the sales potential of the whole deal. For instances, if you can sell to a "waiting market" you'll make money.

But if the people you attempt to recruit as duplicates of yourself feel that they're going to have a hard time selling it to someone else, then you haven't got much of a winning MLM program; regardless of how much money you claim they can make, if only *they'll get out there and sell!* This specifically applies to MLM programs that offer "limited appeal" products such as gourmet recipes, health foods, household "knick-knacks", books on needlecraft or magazine subscriptions.

Beware also of deals that require you to purchase an inventory or maintain a certain sales level. Look for the "bad parts" of an offer, and then weigh these against the ease with which you'll be able to make a sale. At the bottom line, if you have a hard time selling it, then the people you recruit to sell it for you will find it even harder to sell, and that'll be the end of your "big money" multi-level program.

Countless waste of resources..... There are countless reports, manuals, books and other publications that "supposedly" tell you how to attain riches in mail order, party plan selling, and even street-corner sales. The thing is, all of these "how-to" publications try to instruct you how to put a mailing piece together, how often to send for you offers out, and even the importance of "neatness & quality" within your offer, but very few if any come right out and help you get your offer to your most likely customers. As you know, unless an interested buyer sees your offer, you're not going to make any money. What I'm saying is that most people thrash around, waste time, spend hundreds of dollars, and never make any money simply because they don't know how to get their offers to the people--without it costing them an arm and a leg. Hey, mentioning of an arm and leg, most **NETWORK MARKETERS**, place classified ads in newspapers. This is just fine until you rack up a high bill! But, there is a [software program](#) that will give you all the cheap resources you will ever need, in order to place ads in thousands of papers nationwide; and most of the time, with a single phone call you can have your classified ad in thousands of papers and save 90% doing so!

.Here's how it's done:

Regardless of what your offer entails, put together the most dynamic and mass-appeal "one-page" advertising circular you can come up with. As I've so often stated in the past, the best-selling and most-productive circular (or classified ad) is one that "tells the reader you have a solution to his many money problems." In other words, with your circular, promise him a way to make himself rich, and he'll not only be interested, he'll jump on your program. Next, make it as easy as possible for the people who see your offer to respond. That is, in addition to an order coupon at the bottom of the advertising circulars describing your offer, give him the chance to get involved in your program for least possible cost. If you've put together a "winning offer" most people seeing it will want to know more about it, but if you charge them \$5 for registration or enrollment fees, you'll lose about half of those "*wanting in*," because they're afraid of being ripped off. But if you charge them \$2 or less, almost all of the people seeing your offer will "take a chance," just to find out what kind of deal it is you're offering.

Conclusion

In summary, you must have a one-page advertising circular (or a very good classified ad) that really appeals to most of the people **CHANCE TO SOLVE ALL YOUR MONEY PROBLEMS!** It must include a coupon the reader clips off and sends in to you for enrollment or registration in your program. It has to be priced at \$2 or less to "get everybody" to at least check it out. And, it must

be complete on one page to hold your printing costs in line. If you were to use the software, called [Nationwide Newspapers](#), you could have your ad in thousands of papers within 7 days and putting the concept I just told you about to use. Assuming you're with us, and organized thus far, if you decide to do the circular, make sure to take this advertising circular you've made up in original form, to a quick printer in your area. Ask him to print up 10,000 of these one-page advertising circulars for you. This will cost you a few hundred dollars.

If you had a choice between placing classified ads and running the circular, I would do both. But if money is an issue, get your hands on a copy of [Nationwide Newspaper](#), and start placing ads everywhere. If you don't have the money, you can either work an arrangement with the printer to pay him in 30 days, or include him in as a "silent partner" in your program. Ask him to read over your offer, explain how you intend to get it to the people, and about how much money you expect to gross from it. Then, simply offer to split the proceeds if he'll carry your printing costs for you. While the circulars are being printed, and the ink is drying, line up your initial distribution efforts. The first thing is to contact the [Cub Scout](#) and [Brownie organizations](#) in your area.

Arrange with the leaders of these groups to pay them \$10 per thousands if they'll station people at the exits to all the shopping centers in your area and pass out one of your circulars to everyone as they leave the shopping center. Simply tell them that you've got 10,000 of these circulars to hand out, and that you'll pay them the \$100 for handing them out, on the first of the month. The best kind of places to hand out your circulars are those that feature discount stores, recycled clothing stores, and inventory reduction sales. Next on your list of places to hand out circulars should be Flea Markets, Swap and Shop events, and even garage sales. Anywhere there's a lot of people congregating or coming & going, is a good place to hand out your advertising circulars--all in your own home town and without postage costs.

Now comes the good part...

While your "hired helpers" are handing circulars out for you at strategic locations throughout the area, you should be calling in person on every shopkeeper and store owner or manager in the area. Show them each copy of your circular. Explain your program to them, and offer to cut them in on the profits if they'll help you hand them out by dropping one in with the purchases of each of their customers.

The stores won't want to become involved in extra bookkeeping nor the handling of money for you, so you'll have to devise a method of knowing where your orders come from--a code for each of the stores handing out circulars for you. This is very simple. Just assign a different "department number" to each store, and when you have the circulars printed for each store, insert the department code in the address the reader is supposed to send his order to...Generally speaking, you should offer to supply the circulars without cost to the distributors, including the "special coding" for each store. Thus the need for a good working relationship with the printer in your area.

The amount of commissions per order received that you allow to each store should range between 15 to 30 percent, but of course, always try to finalize each deal for the least amount.

Be Careful.....

Be sure to keep records of all your incoming orders. It would be wise to have a separate record book for each distributor. Thus, you can review the number of orders received from each distributor's customers with him when you pay him his commission at the end of the month. At the same time, you should jot the name, address and phone number of each person sending in an order, onto a 3x5 index card.

Arrange the cards in alphabetical and zip code order, and store them in an old shoebox. When you have 10, 15, or 25 thousand of them, you'll be able to sell them at \$1 per name to any number of mailing list brokers. Another thing you'll want to do, each envelope you receive--clip the stamp off and save these in still another shoebox--stamp collectors will pay you \$10 to \$25 for each shoebox full of stamps you can collect. After you've clipped the stamps off, place these envelopes with your customer's return address in still another storage box. When you have several boxes full of these envelopes from people who have spent money with you, there are any number of "list buyers" who'll pay you for them.

Progress.....

Once you've got your town saturated with circular distributors--be sure to leave a stack in all the barber shops and beauty salons, as well as at the counter in cafe restaurants, bowling centers, theaters, and the "lodges" of all the fraternal as well as labor unions in the area--your next move is simply to duplicate these efforts in a neighboring town or city. Basically, we're talking about [multi-level marketing](#) and total advertising-recruiting efforts on your part. Your main thrust should be to "pull in" as many people as possible--show them the program, and if they want it, let them get in on it--if not, forget about them and move on to the next prospect. This is called "*prospecting*," and it's going to cost you money and time, regardless of what you're trying to sell. So you put together an "invitation type announcement" which is your initial 42 advertising circular and you get it to as many people as possible. They pay you a "cover charge" of \$2 to find out what your program is all about. And before you get all upset and throw this report in the waste basket, think about this:

Let's suppose there are 42,000 people in your town--30,000 adults, and 18,000 separate families. If each of these 18,000 families were to send you \$2, how much money would you have? 436,000 right? Now then, tell me whether or not you'd like to have an extra \$36,000. The people send you \$2 for a "look see" at your program for solving their money problems. You send them back your multi-level program brochure which describes how they can duplicate what you're doing and make a bundle of money for themselves, and the cost of the supplies for them to get started. At the same time, you send out another one-page advertising circular that offers business success reports. Just another for instance, let's say that 30% of the people receiving your MLM Brochure enroll and send for a start-up kit or supplies. You've expanded your MLM distributorship and made money, right?

And now, let's suppose that of all the people who've sent \$2 to find out what your program is all about, a total of 40% spend \$5 with you for one of your business success reports--\$36,000 gross income for initial expenses of \$600--then, let's say your MLM brochures cost you \$100 per thousand for total expenses thus far of \$2,400--plus another \$600 for your business success reports circulars--with another \$11,250 as your commission from these reports, for a total gross income thus far of \$47,250--then, 3rd class postage and envelope costs of \$2,550. Subtract your expenses from your gross income of \$47,250 and you should end up taking \$41,700 to your bank, catching up on all your bills, or spending on a long overdue vacation to Acapulco or Hawaii...

Pretty Darn Simple.....

That's it! That's how easy and simple it is and it actually works! Once you've covered your entire state in this manner, simply start renting mailing lists of people listed as Opportunity Seekers, and shotgun your basic page, \$2 offer to all of them. By following these instructions and working according to this plan, you should easily take in more than a million dollars within the next twelve months. We've been using the attached "\$2 circular" for some time now, and it's proven to be a fantastic winner for us from the start. We had 10,000 printed at a cost to us of \$200--paid a couple of Cub Scout troops \$100 to hand them out for us; and from the initial 10,000 circulars we handed out, we received 2,341 \$2 inquiries=\$4,682. And, another 353 orders for the MLM Manual offered on the same circular=\$7,060- Total income from our initial \$300 investment was \$11,742...

Special Note:

I have personally made a lot of money with MLM, because of the above techniques. During my time in MLM, I learned how to develop software. I developed a software for Network Marketers only. As I mentioned above, the Name of the software is Nationwide Newspapers.

[Nationwide Newspapers™](#) is a professionally developed Windows® based program. It includes an electronic directory of over 4,000 Daily & Weekly newspapers. Other menu, on this software, options include statewide advertising associations. This option can place your ad in 100's of papers, with millions of readers, all with just one phone call. Many of these papers will cost you less than one dollar each! This powerful new software will also include Network and Group advertising associations. They can place your advertisement Locally, Regionally, or Nationally. This Marketing software will allow you to select from a variety of publications including, daily, weekly, free weeklies, shoppers and more. We include pricing, deadlines and contact information. You can save a large amount of money and time using these "secret" advertising sources.

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MLM MARKETING SECRETS

How To Parlay Any Multi-Level Program Into A Million Dollars

This is the way to go for most, but most don't know it....

Multi-level marketing is definitely the way to go for people aspiring to have more than just enough to get by on. Most of the world's leading economic forecasters say that by the turn of the century, fully 75% of the world's consumer business will be conducted via multi-level marketing plans, which is the reason why I developed [Nationwide Newspaper](#), strictly for Network Marketers and Homebased businesses.

Because, I knew that the Network Marketing industry was going to explode exponentially and never saturate. The thing to do is to learn all you can about this method of selling how it works, and why it works--and then to get going with a multi-level marketing program that can accumulate a fortune for you. Make no mistake about it, multi-level marketing has made a lot of people very rich already, and will make a lot more people even richer in the coming years. Multi-level marketing is based upon the idea of each person involved selling only to his or her friends, with each of these people in turn, introducing their friends into the program.

It's definitely an "endless chain" idea that has unlimited money-making potential. **Theoretically**, everybody knows or comes into contact with an average of 100 different people each week. If only 10 of those people were to give you \$10 per week, you would have an income of \$100 per week. And then, if these people were to duplicate your efforts, passing back to you, \$1 for each new person they enlisted into the program, and then each person recruited perpetuated the program, your income would soon be astronomical!

Undoubtedly, you've heard the story of how you can become rich simply by saving a penny a day, and doubling it each day for 30 days. And then, there are the pyramid or chain letter schemes that we've all been offered. Multi-level marketing, in principle, works the same way, with the only difference being in the product offered for sale. All of these programs work to some degree--because there are government restrictions and laws against the perpetuation of these ideas--most of them make a big splash when they are first introduced, and then quickly die out. However, the concept of initiating a program that sells itself via an endless chain will always be popular because it holds the promise of bringing riches if only the chain isn't broken.

So, multi-level marketing appeals to everybody because it's an opportunity for all the participants to get rich with a minimum investment, and very little time or effort or involvement. It works because everybody wants to become rich. It's an idea that anyone--regardless of education, background or basic financial status--can perpetuate from the privacy of his or her own home.

The basic fallacy of multi-level marketing is in the number of people each individual participant can easily enlist into the program. After you've talked to all your relatives, your neighbors, co-workers, and friends across town, you're more or less stymied as to new people to bring into the program. **The bottom line is simply that you cannot recruit everybody you talk to--in fact, if you enlist 10% of the people you attempt to interest in the program, you'll be doing very well. You're going to get some rejections, and these rejections are basically what turns most people off--deflates their ego, drains their enthusiasm, and in the end, is the primary reason they drop out.**

Regardless of what you sell, you must always have a goal in mind--you intend to sell 10 units of a product or recruit 10 new people into your program between now and the first of the month. You've got to believe that you can do it--want to do it--and then get out and beat the bushes until you do it! Once you've achieved this first goal you should take a day off and reward yourself with a night on the town or the splurging you've always wanted. But then, after setting a goal for yourself, and then proving that you can achieve it, you should set a new goal for yourself--if you recruited 10 new people into your program last month, then this month, you're going to bring in 15 new members.

Want to really make it big?.....

You're going to make the really big money in multi-level marketing by selling "business start-up kits," and not really from spending time inspiring or motivating the people you've already brought into the program. In other words, sell the program to as many people as possible, and count on the motivational/money-making opportunities within your dealer start-up kit to cause them to put forth the effort to get out and try to make some money on their own. In the end, and as the old saying goes: you can lead a

horse to water, but you can't make him drink it--any time and or energy spend "calling back" on the people you've already sold, is going to cost you money and limit your gross income.

To be successful in selling--and **this is the secret to multi-level riches**--you must present your program to as many people as possible. Close the sale with your first presentation, and let the buyer either get with it, or die from his own lack of initiative. It's as simple as that--the more people you present your program to, the more sales you're going to make. Don't worry about the people who have already bought from you--they either will or they won't and there's nothing you can do about it. Obviously, if you spend all your time on the telephone inviting people over to a Special Opportunity Party at your house, and then another 3 -hours presenting your program to them, it's going to take you a long time to present your program to 10,000 people and make \$10,000...

And, your costs to rent a hall--advertise--and present a seminar program--will amount to more than you take in. If you have the initial promotional abilities, the credit and/or cash, and a really dynamic program--you can make it big, and quickly, by staging seminar-type meetings at the rate of 3 to 5 per week. Still, this is expensive and time consuming-- a lot of work on your part, and not the easiest, most profitable way to go. The only logical way to go--to reach as many people as possible for the least amount of money and effort on your part--is via themails and [classified ads](#). In other words, the marrying of your multi-level marketing efforts to mail order will be the least expensive and most profitable for you. You can spend out 50,000 sales letters and multi-level program brochures in one month, and theoretically make \$50,000 from an expenditure of \$10,000 or less--a return of \$5 for every dollar invested, which isn't bad...

Here's my recommendation:



Write a short, one-page report outlining the basic Success Secrets of multi-level marketing. You can tag-line this report with an invitation for the readers to send for a complete or more detailed manual or tape relative to multi-level how-to; a directory or current listing of money-making multi-level programs; or even a listing of other reports relative to money-making home-based businesses you have for sale.



Once you have such a report, the next thing for you to do is advertise. Write an ad such as: FREE REPORT!... Money-making secrets of multi-level marketers. SASE to Your name, address, city, state, zip.



Place this ad in [newspapers](#) and one of the national publications carrying lots of mail order advertisements--such as The National Inquirer, American Business, Money-making Opportunities, Entrepreneur, Income Opportunities, Speciality Salesman or any one of the hundreds of other such publications. It is our recommendation that you contract to run such an ad over three issues. This will give your ad maximum exposure, and should result in an overwhelming number of responses for you.



In reply to each SASE you receive, first list the name and address of each respondent, along with the date received and what you send back to them, on 3 by 5 cards. Arrange these cards in zip code and alphabetical order, and store them in an old shoebox. Then, you take your one page report and along with your multi-level marketing brochure--your program--you stuff the envelopes and drop them off in your nearest mail box.

If your ad runs in the National Inquirer and in cheap newspapers, using [Nationwide Newspaper software](#), which will save you up to 90% on all your classified newspaper advertising, you could expect to get 1,000 or more responses each time it runs. So far, your cost is for the ad--the printing of the one page report--and your multi-level program brochures. From these 1,000 free reports you send out you should be able to convert about 300 into new members into the multi-level program you're promoting.

Thus, for an initial cost of \$30 for the ad--\$100 for the MLM brochures--and the time it takes you to stuff the envelopes -300 buyers at \$10 each will give you a gross of \$3,000... And that's how you parlay your multi-level program into a fortune, using mail order selling techniques. One very important thing to always remember relative to starting a new business: You cannot take any money coming in from your business advertising, and use it to pay your "everyday" bills. In other words, you cannot expect to use this money to live on--you have to pour it back into your business to perpetuate that flow of income.

Whenever you advertise, in addition to replies to your offer, you can expect a "ton of mail" from other people trying to interest you in what they're selling. Basically, you should go thru all of this "junk mail" and look over, save the stuff that looks interesting, is well done, or that you can learn from, and perhaps "lift" some ideas from for use in your own selling efforts. Compile the names of the people and/or companies sending these offers to you. Just as with those replying to advertised offer, jot down the date and a short description of the material received--and then send them a sales letter/brochure about your multi-level program. In sending out sales letter/brochures to the people, you don't have to send them out immediately. You can list these people in an "incoming offer notebook," and then include them with your regular direct mail packages you send out.

But for sure, clip the stamps and save the incoming envelopes along with those from your bona fide replies. So you've spent \$150 and made about \$3,000 in a period of about three months. Now you want to perpetuate this income, and build it to twice that

amount coming in every month. What you do is take the income from that first ad, and increase your advertising. In other words, use it to buy ad space in as many other publications as possible. If you first \$150 brought in \$3,000 from exposure in just one publication, \$2,000 will bring you \$50,000 from exposure in 10 different publications.

Continue multiplying your advertising exposure and it won't be long before you will be "snowed under" with dollar bills, checks and money orders. Remember this though, you cannot really spend any of that money on yourself until the business is bringing in several thousand dollars per month on a regular basis. You have to pour it back into the business in order to allow your business to reach its full potential. Make up a one-page "Money Tree" circular, similar to ours which included a reference material within this report.

Be sure that you keep the cost to "find out about your program" to \$2 or less. Then, with a listing of money making reports such as ours--printed on the back of your "Money Tree" circular--shotgun this out to as many people as possible. We've had outstanding success handing them out at local shopping centers, passing them out door-to-door, and by including them as "ride-alongs" with our bulk junk mailing program. The important thing again, is to present your offer to as many different people as possible--particularly to those people with an itch to get rich quick...In addition to circulating your "Money Tree" flyers by hand, you should rent or buy--on a regular basis--as many different mailing lists on income opportunity seekers as you can afford, and shotgun one of your circulars to each of these names.

For sure, you should spend the money to obtain a 3rd class bulk rate mailing permit, and then use it to send out all your mailings. Start by sending out 250 pieces per week, and then gradually increase your volume to the point where you're sending out 5,000 or more pieces per week, and you'll be in business. So the secrets to getting rich in mail order have to do with presenting a free offer most people will find hard to pass up. You make your money from whatever you send out in reply to the people taking you up on the free offer.

You send them a copy of the free report, plus your multi-level marketing brochure. You can stop there if you want, but there's lots more money to be made just from these initial efforts. Follow-up offers to people who, themselves are out beating the bushes attempting to drum up extra income, is the way the game is played. So, when you receive all these names and addresses of people interested in receiving a report on multi-level marketing, you compile the names and rent or sell them to other multi-level operators.

Besides including your "Money Tree" circular, and the mailing list rental offer, you should also include a one page circular describing and offering for sale, a listing of your money-making reports. And then, by soliciting co-op mailings from other mail order operators, you'll have a "pretty full" envelope of offers going out. Finally, the one thing you must always bear in mind is how your mailing package looks to the person receiving it. Your envelopes should be professionally printed with your return address--your sales letters should be written to impress the recipient; no misspelled words or smudges from erasures or worn out typewriters; and the eye-appeal of your coupons or offers which are included; and by all means, the quality of your multi-level brochure.

Although multiple colored printing does tend to pull better than just black and white, you can do very well starting with just black and white materials so long as the image you project is all professional. Photo-copying your offers hoping for the best, just won't do. The more affluent you appear to be, from your envelope to each offer contained within, the better your chances of making a sale. So, that's how it's done--you can take these methods of how we've done it, maybe even improve upon them a bit, and make tons of money--or you can set everything aside and tell yourself that you'll get started on it next week. The thing is, the instructions are valid and the opportunity is here and now--whatever you do is up to you.

Something to consider GREATLY...

If you are thinking of doing your network marketing program over the internet, then GREAT, because you will need the necessary tools to help you close as many sales as possible. I will be talking about one tool, here shortly, that is absolutely awesome..



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MLM MARKETING SECRETS

An Idea For Multi-Level People To Consider

Let me start off by letting you know that I am NOT involved in any MLM programs at this point due to the fact that I put all my time into developing software products for my own software business. I was a Diamond in Amway, but sold my distributorship to put more time into developing software. But, now that I am only speaking from a "consumers" point of view, I can see what consumers really see. This is important because I won't spend time cramming multi-level marketing down your throat and people who are already involved in multi-level marketing will appreciate the opinion of the general public.

Opportunities Abound....

A couple of days ago when I was reading through my mail. I came across a plan called United Dental Plan of America. Everything sounded great and wonderful! I wanted to get involved right away. I was ready to write a check and send in my application! The only problem was that it was a MLM (multi-level marketing) plan! What's so wrong with that? Well, there are a lot of people who don't get involved in MLM plans. It's not to say that I dislike them - I just lack the deep down enthusiasm that's needed for the long term in a MLM environment now days. Besides, I didn't want to sell their plan to others - I just wanted to purchase the product!

There are lots of people like this. My mother likes to order Avon products because she likes certain things that they sell. At 82-years of age, she has no interest in having parties at her home or running around town trying to be a representative to earn a car. She just wants a tube of hand cream once in awhile. So why don't MLM businesses advertise their product and have less emphasis on recruiting their downline? In fact, I never see advertising for products - just the invitation to join someone's downline. It's because most MLM organizations are set up with "money" being the deriving force in their business.

They make more money by recruiting people into the program and the purchase of marketing materials and sales aides. While this is not true with all MLM companies - it is true for most of them. Did you ever get one of those announcements in the mail for free tickets to a seminar that claims to set you up in business? Have you ever attended one? Well let me tell you - the speaker is trained to push and motivate their audience. Most people are hit with such a sales pitch that they almost run each other over buying the starter kit for \$349.95 at the end of the meeting. Then, when they get home they want to shoot themselves for buying something that still doesn't put them in business.

It's sad for the average guy or gal who really just wants to make some honest money in a business of their own.

Seems So Logical....

Wouldn't it seem logical - if someone put together a catalog of products that other people could purchase WITHOUT joining into a MLM program? In fact, they could generate some sales for their products instead. What holds them back from doing so? It is the fact that the organization wants people to sell the \$349.95 package today because the \$5.95 order for the product itself doesn't make them any money?

Please understand that I'm not talking about every company out on the market. Watkins, NuSkin, Nutrition for Life and Golden Pride/Rawleigh each have catalogs of products you can buy without joining their program. The only problem is that you don't see very many ads for them. Instead you find ads that state "Make money with me and increase your income" or "Earn a new car within the next 24-hours!".

Back in the 1940's if you picked up a mail order magazine you saw **REAL** products you could order from REAL people. If you wanted a saw blade for your saw, you sent in a check and ordered one. You didn't join downlines to sell the saw blades to others in your area. Now - if you want a blade for your saw you'd have to either wade through so much hype and bull that you may never find one. Instead, you just rely on Montgomery Ward or Sears. See people - money is being lost in the regular world of mail order simply because there are no REAL ads being run for **REAL** products. Pick up a mail order tabloid and you'll see immediately what I'm talking about. Why is everyone selling everyone else's stuff? What happened to our individual creativity? Most of the answer lies in the fact that so much hype is being pushed on the general public it is ridiculous.

People come on TV and tell you that you can make millions of dollars by running tiny little classified ads. They show you scenes of people relaxing on their yachts and making huge bank deposits. Society makes the mail order business world look like something easy, carefree and non-tiring! But perhaps, if I purchased a REAL product and loved it so much I might be enthused enough to join

the MLM concept later on down the road. Wouldn't the ultimate goal of building a downline be accomplished also while at the same time selling the product?



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MLM MARKETING SECRETS

How To Build A Massive Moneymaking MLM Machine By Mail

On a Shoe String Budget at Home

Before you can appreciate and understand how to promote MLM programs by mail, it is appropriate to review first the fundamentals of MLM (Multilevel Marketing) and mailorder methods that are proven. Let's talk first about MLM that is also known as **Networking or Network marketing**.

The Basics of MLM Programs

First understand that MLM is not an illegal pyramid scheme. It is 100% legal and many multi-million dollar companies market their product strictly through MLM promotion. Some of the best known MLM companies include Amway, Shaklee, Tupperware, Princess House. . . a subsidiary of **Colgate Palmolive**, A.L. Williams, **MaryKay Cosmetics**, U.S. **Sprint**, **MCI**, and **NSA**. These companies have been around for decades. There are actually 100's to 1,000's more of MLM companies.

Like other companies, some are good and some are not so good. But one thing is for sure, MLM is here to stay, and it is an explosive growth field!

So, what's all the hooply about.....

So what's the big attraction to MLM companies and programs? Well, it represents a wonderful opportunity for the "little fella" to start his own business on a part time basis and make a whole lot of money! How is this possible? The concept is fairly simple, MLM companies offer their products and services through independent distributors who can then recruit other distributors.

That way, a distributor can buy the MLM products at a discount and earn money selling the product directly to others. He also earns "overrides" for the distributor that he has sponsored. And it gets better. Normally, a distributor also earns "overrides" for several levels that are deep in his organization. These distributors are called his "downline" or his "organization."

You have probably seen how an organization can grow, but I'll show you again just in case. Let's say that your organization has 5 levels. Let's assume that you sponsor 5 people, and everyone does likewise. Your downline would then grow like this:

Level 1: 5 Distributors

Level 2: 25 Distributors

Level 3: 124 Distributors

Level 4: 625 Distributors

Level 5: 3,125 Distributors

Total = 3,905 Distributors.

Now that's quite a few distributors. If you earned \$10 a month for each distributor in your "downline," you would be earning \$39,050 a month!

So theoretically, you can earn a lot of money! If everything worked perfectly. But it normally doesn't since your downline will not build perfectly. In fact, in most cases if you are using standard MLM techniques, you'll be lucky to build anyone on your second level!

Now, I'm going to tell you the way it is in the real MLM world. You can make a lot of money in MLM, but most people don't! Let me explain what it takes to succeed and also to fail in MLM. You need to understand the underlying principles of MLM first.

You Must Build Your Organization Deep!

Notice in the previous table that you earn your big money on your 5th level. That's because that's where most of your distributors are. To build a deep organization, you **MUST** train and help your first level! In other words, you must have a method that is

duplicative! Your first level people must have a way to help their first level (your 2nd level) and so on. Otherwise your organization will die on the vine! Most new people in MLM make the serious mistake in trying to build their first level wide. That is, they personally want to recruit as many people as they can. Here is how they reason. If he can't or doesn't want to sell, surely if he sponsors enough people on his first level, some of these people will magically sell for him.

Bad mistake! If you can't sell the product or service, how can you expect to train others to sell? You have just got to have a duplicative method that you, your people, and their people can easily duplicate. This is the fundamental basic rule that makes MLM promoters wealthy! Violate it and you're dead in the water!

Sell...then teach..

You Must Learn How to Sell and Teach Others to Sell Yuck! This is the kiss of death for most people! Let's face it, most people hate to sell, can't sell, and don't want to learn how to sell! But don't fret. In these reports, I will show you how to succeed in MLM without direct selling by using mailorder techniques. But for now, understand that if you are strictly in MLM only, you "gotta" sell. There is no other choice! Another unique problem with MLM'ers is that they find it difficult to generate leads. That is, once you have joined a MLM company, who do you find to sell? Where do you find interested people to talk to? Lead generation is generally very awkward. Since the very principle of MLM is that all selling is done by word of mouth, advertising just doesn't seem to fit.

If advertising is used, it is mostly used nationally, and the long distance phone calls for following up gets to be very expensive very quickly. Generally, if your upline gives you a few leads a month, you're lucky. Or sometimes, you will be invited to participate in cooperative advertising. This is OK, but these leads generally cost \$1 to \$5 each and then again you have the long distance problem. Oh yes, the MLM companies come up with all kinds of disguised ways to overcome the selling and lead generation problems. They try to teach you how to "share" your product with friends and relatives.

They want you to bring your potential distributors to rah, rah, rah "Opportunity Meetings." All selling techniques! And yes, they show you how you can lose a lot of money by trying to sponsor new distributors by "long distance." I say "lose a lot of money" because the MLM companies in general don't seem to understand the first thing about how to use proven mailorder techniques.

Another theory that MLM companies will tout is that you should be 100% loyal to only them. That is, they insist that you are active only with their MLM company. This goes against human nature! I know many people who are in MLM, but not one of them is in only one program! Most MLM'ers get into several MLM companies. Yes, I know some of the "old timers" that have been in only one MLM company, and they adamantly advise you to do the same. But it seems that most MLM newcomers all get involved in more than one MLM program.

Imagine seeing this....

Can you imagine K-Mart or drug stores if they handled only one brand of products? So this is a contradiction in the minds of most MLM'ers. They want to handle several companies, and most people want to "buy into" several companies, but no MLM company openly discusses it. Certainly no MLM company trains you how to do it.

How to Go Broke Promoting MLM by Mail

Let's review how MLM companies operate in general. Mostly, all quality MLM companies have first class promotional material and services that you can use. This can include expensive full color literature, audio tapes, video tapes, local and national meetings, training seminars and the like. They encourage you to have #800 phone numbers, voice box mail services and FAX machines.

This is all geared primarily to sponsor local people. And it works when you are primarily selling face to face! But none of this is worth a "plugged nickel" if you are trying to sell by mail! It's way too expensive. Here's how the typical MLM **"BIG TIME"** promoter can lose a lot of money. First, he signs up in a wonderful MLM program. And it probably is. Next, he decides to sponsor as many people as he can. (Surely if he gets 100 people in his first level, he can get 1,000's in his organization? Wrong!) Let's continue on.

To sponsor 100 people fast, he advertises in USA Today under **Business Opportunities.** Ninety percent of all ads in this section are MLM companies and distributors! He gets to spend about \$500 for one weed with a tiny ad! Next, he gets a voice box mail service with a pre-recorded message. (I hate those!) Now he sits back and, sure enough, he gets about 50 to 100 leads. (That's \$5 to \$10 a lead cost!). Now guess what next? He now has about 100 leads that he must call back at HIS cost!

And he'll probably have to call several times to catch these people. Another cost of \$5 to \$10 for everyone that he talks to! Well, sure enough, some of the people are genuinely interested and they want more information and literature! Remember that expensive literature I told you about? Well, now he has to send it! Let's see. He has to send the expensive \$10 to \$20 video with the expensive literature. Otherwise he can't possibly "sign" anyone up without meeting him face to face. So be it. Send it all out.

Now we're up to \$30 to \$50 cost on just this one person! Whew! Oh well, we have now sent out the expensive packages and we'll see what happens? Probably nothing! Well, that's what follow up phone calls are for. Another cost. More time. And if he is lucky, he will finally sign up 1 or 2 new distributors. What a messy, costly way to do this!

But, it don't have to be this way.....

But what was that fundamental principle that I taught you earlier? You must be able to duplicate your system! Now that you have finally signed up 1 or 2 people, you are now going to try to show him how you did this! You would be nuts if you tried this! But nevertheless, there are plenty of people that try to do it this way. Just read the ads in the USA Today if you don't believe me! OK. Let's recap on MLM. If you want to succeed in MLM using standard MLM techniques you need to:

- 1. Handle Just One MLM Company**
- 2. Sell Face To Face**
- 3. Recruit Only a Few On Your First Level**
- 4. Have a Duplicative Method**
- 5. Build a Deep Organization**
- 6. Help and Train Your First Level**
- 7. Primarily Sell Locally**

Mailorder Techniques

Now that we have covered MLM, let's now see how the professional mail-order dealers operate. It's entirely different! Let me explain to you the fundamentals that all mail-order dealers will use. First, the basic idea in mailorder is to get as many customers as you can get so you can sell to your customers over and over again. The very first objective in mailorder is to develop your own customer base. Once you have a customer base of, let's say, 100 to 10,000, you can keep sending them your new offers or catalogs and keep reselling them!

Professional mail-order dealers talk in terms of the "front end" and "back end." The "front end" is the method of simply getting customers . . . even at no profit or at a slight loss! No professional mailorder dealer will ever attempt to make a "killing" with advertising or mass mail to non-customers! It just doesn't happen. They will, however, do a lot of advertising and mass mailings to build their customer base! A customer base is pure gold! These customers like to deal with you and they buy again . . . and again. . . and again. As long as you have several offers! And that brings up another fundamental point. To succeed in mailorder, as with any business, you just have to have several products or offers to sell. If you don't, you will most likely lose money in trying!

Advertising and the pro's.....

When it comes to advertising, these guys are pro's. All will use tiny classified ads that you see in the back of national advertising. If these ads get results, they will test and test and then place small 1" ads. When they have an offering and a publication fit, they then might place a large ad. Only then. You will rarely see them advertise in USA Today. Way too expensive! They will use "leader items."

A leader item is an inexpensive report or item that typically sells for less than \$5.00. By advertising a leader item that costs 2 or 3 dollars, you can expect to get orders directly. The objective is break even with your mailing and advertising costs and build your customer base. Reprintable reports are excellent for this. Sometimes you can actually make money right up front if you have a "HOT" item. Everyone that buys the "leader item" will then get another literature included. It generally goes postage FREE!

Do you see how they operate? Slowly but surely. Making money as they go! Testing and re-testing! Mailorder dealers know that they can make a lot of money! Some reports say that there are over 50,000 small mail-order dealers quietly earning over \$50,000 a year operating out of their homes! You and I also know that there are also many big time mailorder operators that become very wealthy by selling by mail.

Let me recap what successful mailorder dealers will do.

- 1. Develop as many customers as they can**
- 2. Promote nationally**
- 3. Have several offerings**
- 4. Develop cost effective ways to generate customers**

How to Combine MLM with Mailorder. If you look at the "recaps" above, you will not find many common ties between MLM and mailorder . . do you? But yet, there are a lot of amateurish MLM distributors and companies that try to promote MLM via mail without understanding the first basic principle of mailorder techniques! But it can be done! With astounding results! Do you see some of the main differences between promoting MLM and mailorder? In MLM you should "Sign Up" only a few people on your first level. Say no more than 10 and then help them. With mail-order, you want to develop as many customers as you can. . .1,000's if you can!

With MLM, you want to sell locally, and with mail-order, you have to sell nationally! With MLM, you are told to be loyal to just one company, but with mailorder, you should have many offerings. Wouldn't it be nice to be able to take all the good techniques from both MLM and from Mailorder Techniques and throw away the nasty ones? Well, that's just what these reports are all about! Mailorder dealers operate lean and mean. If they don't make a profit on everything that they do, they are out of business!

That's a good premise to start with. don't do ANYTHING unless you can make some up front money, or at least break even! If mailorder dealers were to make deals like a lot of MLM distributors do, they would be out of business immediately! Let me give you a few examples. Avoid them like the plague!

MLM Offers to Avoid!

In these examples, remember that the offer that is being made must be duplicated (by you) if it is any good!



"Join my program and I'll pay your way in." What a miserable offer! This guy is willing to pay his money to get me into his program. What is he really saying? If I join him, I will have to pay for my new people? This can't get any worse!



"Sure, I'll send to you the information FREE." Now let's see. If he is sending me video's and expensive literature, I'll bet that is costing him at least \$10 to \$20! Hmmm. If I get into this program, does this mean that I will have to send out this FREE stuff? At my cost? No way!



"Join now, and I will build your downline." This guy is absolutely naive or just a flat out liar! It is impossible for him to build your downline. And you cannot possibly duplicate this method. Watch your wallet and stay away! While you may be able to help a few select people by "signing up" a few people for them, you cannot possibly do this for your entire downline! You must provide a logical method that your people can do this for themselves!



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MLM MARKETING SECRETS

How To Make Up Front Cash Generating MLM Leads By Selling Moneymaking Reports By Mail!

As explained in , "**How To Build A Massive Moneymaking MLM Machine By Mail** . . .On A Shoe String Budget At Home!" The most important objective in running a mailorder business is to develop your customer base. You can then generate repeat business from your customers. Selling reports may be one of the easiest and fastest ways to do this. **WHY SELL REPORTS BY MAIL?** Selling reports by mail is one of the safest and most profitable ways to start and operate your own mailorder business. They are easy to promote and you can generate repeat business by including other sales literature when you send out the reports to your customer. The literature goes postage free since it is being sent with the report.

That way, you can develop a solid customer base that buys over and over from you. If you are promoting a MLM program, the MLM MACHINE series will automatically generate leads(imagine if you had the total resources to save up to 90% on all your classified advertising, using [Nationwide Newspaper tool](#)...you would nearly turbocharge your total effort) for you! There are many advantages in selling reports by mail, and a few of them include:

- 1. They Have A High Profit!** When you sell reports, you are selling information. Valuable information! The person that buys these reports will place value on the information that he is getting. If he pays \$2.00 for a 2 or 4 page report, he is not thinking how much it is costing you to reproduce it. Instead, he is looking at the value of information that he is getting. Therefore, if you can print or copy a 4 page report for 10 to 20 cents, and you sell it for \$2.00, your profit margin is 10 to 20 times your cost. In the mailorder business, you need to have a high profit margin on your orders to pay for your advertising and mailing costs. You should be selling your products for at least 3 times your cost. Five times is better, and 10 times is excellent. Therefore, selling reports can be a good core business.
- 2. Easy To Promote** Since you can sell reports on just about any subject, you can generate interest from a wide range of people. As you will see later in this report, you can use just about any mailorder method available to you to effectively promote and sell reports.
- 3. Low Up Front Cost** There are actually hundreds of reprintable reports available that you can buy and then reproduce them yourself. In these cases, you become the publisher! Your cost is minimal to buy these reports, and your reproduction costs are pennies.
- 4. Little Inventory Required** Since you can reproduce reports as you sell them, there is no need to buy or reproduce quantities of these reports and store them. Again, your initial cost to get started is minimal.
- 5. Grow At Your Own Rate** You can start a business selling reports literally on a shoe string budget. As your business gets bigger, you can add more reports to your offering. You also may want to sell books by mail.
- 6. Shipping Costs Are Minimal** Since you are selling "ink on paper" you can generally mail a \$2.00 report with a simple envelope and one stamp. It doesn't get much simpler.
- 7. Easy To Get Repeat Business** When you fill an order, you can easily include a circular offering other reports. Since many reprintable reports are offered in a set that sells for \$10 to \$20, your repeat business can be quite substantial.
- 8. Good Way To Generate MLM Leads** If you are participating in MLM program(s), you know that generating good qualified leads is the life line of your business. Since you can sell moneymaking type reports, the people who buy from you are excellent candidates for your MLM programs as well. By promoting reports, you can easily generate 100's to even 1,000's of leads per month!
- 9. Sell Your Name List** If you are serious about starting and operating a mailorder business, you will want to rent or sell the names of people who write to you. If, you say, generate 10,000 names, you can earn a nice side income. Name lists generally

are rented for \$30 to \$70 a 1,000. If you rent your 10,000 name list, 20 times a year for \$50, your income for 10,000 names would be $10 \times 20 \times \$50 = \$10,000$. Not a bad side income!

10. Perfectly integrated With Cross Pollination Techniques

● **Use Tiny Classified Ads To Generate Leads** Did you ever notice those tiny classified ads in the back of nationally distributed magazines? Did you ever wonder what was really being sold? Almost always, these are mailorder dealers selling either books or reports! Most of these ads sound exciting and you can normally send for FREE details! If the mailorder dealer is selling a book, you will normally get a cover letter, a brochure, a return envelope and an order form. To break even, or to make a little, the mailorder dealer must be selling a book or service that will sell between \$10 and \$30.

You simply place an ad in one or more magazines that says something like this, "Sell Moneymaking Reports By Mail!" FREE details! Your Name, Address. The cost of generating this kind of lead will vary from magazine to magazine, and how well you write your ad. But for a rough rule of thumb, you can expect the lead cost to be from 20 cents to \$1.00. About 50 cents is the norm. In other words, if you place an ad for \$100, you probably can expect to get $100/.5 = 200$ leads.

Here's a money making idea for you:

Use ebook as a total report for you to distribute so that you can get leads for your **Network Marketing** program!! It will work perfectly. Listen, you already have a product in your hands to give away for FREE. Use it to get leads out the ying-yang....Give it away to all your online MLM friends, put it on your site, etc....

Be aware of the economics of promoting your reports in this fashion. You not only have the cost of advertising, but you have the cost of printing your literature and sending it out to your leads. It works something like this. Let's say you spend \$100 for ads and let's assume your cost is \$.50 for each lead. That means you will get 200 leads - right? Let's assume that you include a one page cover letter, a one page brochure (circular on the MLM MACHINE), a return envelope, plus your mailing envelope.

That will cost you about 10 centsworth of printing. Add \$.32 for a postage stamp. Now with total promotional cost is $$.50 + $.10 + $.32 = $.92$ for each lead that you generate. Your total cost so far is $$.92 \times 200 \text{ leads} = \220 . If you make about \$22 for each order you get, you will have to sell $\$220/\$22 = 10$ or about 10 sets of reports to break even. That's $10/200 = 20.0\%$ closure rate. That can be done. Most mailorder dealers will shoot for 8 to 15% closure rate. If you get 8%, you will have more than doubled your money! And don't forget the repeat business! When you sell the **MLM MACHINE** package, you are automatically advertising your other services. In that regard, you may choose to include more circulars or details on your other offers.

A personal letter of thanks will go along way in generating repeat business!

Use Classified Ads To Sell Directly If you have a product or service that sells for less than \$4 or \$5, you can sell this directly by using a classified ad. The higher the price, the fewer orders that you can generally expect to get. A \$2 price tag has proven over the years to be generally the best. Therefore, you can advertise any of the reprintable reports and sell them directly for \$2! As with all mailorder offerings, you will want to test and retest to see what works best for you. If you used [Nationwide Newspapers Software](#) to find every single cheap classified advertising resource to place your ad in, it wouldn't be uncommon to make a few thousand dollars your first week. Did you ever see those ads that offer big money for stuffing envelopes? They must pull a lot of leads since there are several companies advertising it. And they have been doing it for years and years. People like things that are easy and simple to do. That's why the postcard offering is good. It also makes good business sense. When you get an order for the postcard report and the Wealth Builder's Program reports, these reports explain this program and the basics of MLM.

Sell Directly Through 1" Space Advertising There are 100's of small mailorder type publications that you can get your ad inserted for \$10 or less. Many will run your ad for \$1 or \$2! This is an exciting way to start since you can promote any of the reports. Also, you will get checking copies of all the publications that will show you what offers the other mailorder dealers are promoting. You can then write to the other 100's of people that advertise and offer your reports. If you like, just send them a postcard! If you have used the classified approach described above, and you have found magazines that are really working well for you, now is the time to consider a 1" space ad! These magazines circulate to 100,000's of people! Just think how many orders you might get! Not to mention that if you placed your classified ad in thousands of [weekly papers](#).....Let's just say you would be overwhelmed.

Use the Postcard or Mini-flyer as Space Advertising The postcard copy is designed so that it also can be used for space advertising. That is, it can be used for a space ad that is 3" x 2" columns. As you will see in the small mailorder magazines, there are 100's of 1" ads, so your large postcard ad will stand out. In that way, nearly everyone getting the publication will see your ad.

Use Full Page Advertising If you can afford it, the circular on the MLM MACHINE can be used as a full page advertisement. I recommend using the mailorder type publications for this. Depending on the publication, you can expect to pay \$50 to \$1,000 per page. But you will instantly get orders for the entire MLM MACHINE PACKAGE. This is the primary method that this program was initially promoted. If you place a full page advertisement, you can be sure that anyone reading the publication **WILL** see your advertisement. If you spend about \$200 on a publication that is circulated to about 10,000 people, your cost per person is only 2 cents! Can you think of any quicker more cost effective way to get your message out to thousands of people?

Use Print & Mail Services There are dozens if not 100's of companies that will print and mail your circulars for pennies each! These companies are generally all printers who offer "**BIG MAILS**." Here is how that works. These companies will advertise offering "BIG MAILS" that are full of offers that sell for \$1 or \$2. When you send your \$2 to them, they will send to you, by bulk mail, various circulars from their customers, adsheets and offers of their own. That way, they make a few bucks for selling the BIG MAIL package, and make money for charging people like you for sending out their circulars. Since you can have 1,000 circulars printed and mailed for only \$20 to \$50, this is a quick and easy way to get started.

Use Personal Postcard Mailings Mail To Your Warm Inner Circle! This is probably the easiest, fastest and most effective way to sponsor new people. Sit down and make a listing of all the people you know that you think might be interested in this program. There are estimates that the typical person knows about 800 other people! We all have a few personal friends and associates that might be interested in this program. Write a little personal note on the front side of a postcard that says something like this, "John, I thought you might be interested in this. It's a great program!" Your name. You are NOT imposing on your friends when you do this. You are simply inviting them to respond back to you if they are interested.

A personal mailing like this will out pull anything else that you can do. There is just nothing like getting a personal note from a friend! If he is interested, he can order the report or call you and talk to you about it. After all, if you can earn serious money in this program, wouldn't you expect your friends to let you know about this kind of opportunity? I bet you would! This technique works!

Circulate Postcards & Mini-flyers Locally - Postage Free! Now this has to be one of the quickest most cost effective ways to get started. If you don't agree, read and study our report, "How To Make Money With Postcards. . .65 Easy Postage FREE moneymaking methods Revealed!". If you like, you can even make "mini" circulars of the postcards to keep your costs down even lower.

More Ways To Consider!

Use Card Packs. Did you ever receive a stack of postcards in the mail that has all kinds of offers? If you contact a local ad agency in your area, he will be glad to explain these offers to you. However, be aware that although they will send this card pack to 100,000 or more people, it will cost you one or more thousand dollars for this service. **Send Out News Releases.** All mailorder dealers will attempt to get free publicity by sending out news releases to 100's of magazines and newspapers. If you can get a few local news releases, this would be great!

Get Free Reviews. There are hundreds of free lance writers that write columns for many different magazines and newspapers. If you send a letter and a copy of this plan for their review, you may get a free mention in their writing. You also may sponsor him in your MLM program(s) and he has many contacts!

Write Your Own Column. If you have a flair for writing, write your own column and get it published in various publications. In doing so, you can mention your offerings. You get paid for your column writing, and you get free publicity.

Write Your Own Newsletter. There are 1,000's of newsletters now being published on every conceivable subject. Again, if you have a flair for writing, this is an excellent way to earn a nice income while getting free publicity.

Publish Your Own Adsheet. Hundreds of small mail order dealers publish a small 1 to 4 page adsheet. In it, they sell advertisements to others and also promote their own products and services. If this is done correctly, you make money by selling advertising and your ads are then essentially free. **Sell Books By Mail.** This is an excellent way to start a mailorderbusiness. There are hundreds of publishers and book dealerships available that will sell you their books at deep discounts. You essentially advertise by classified advertising and sell your books at a nice profit. You can then offer this promotion to them as well.

Use All Profit Ads. Many mailorder firms offer small space ads that advertise products or services that can be purchased for a few dollars. If you purchase one of these, you can resell this product and service and keep all the money. You simply send your order to the prime source and he fills the order free. The reason he is doing this is so he can build up his customer base.

Become A "Big Mail" Dealers. If you look at mailorder publications, you will find 100's of dealers who offer a Big Mail. You send in a buck or two and they will send to you a big fat package of all kinds of offers. They make a buck or two up front, and then have a chance to sell something else. You can do this too, if you like and of course, offer this plan as well.

Make Money With Circulars. Many books and mailorder dealerships are sold and advertised by an 8 1/2" x 11" page circular. The profit that you earn is normally at least 50%, so you can generally earn \$5 to \$10 promoting these. A good deal and you get to promote this program free.



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MLM MARKETING SECRETS

How To Build Your Downline Deep By Selling Leads... And Literature!

If you are promoting a **MLM program**, your ability to generate quality leads to help your newly sponsored people is perhaps the most, single important challenge that you have to conquer. It is therefore, the most important concept for you to understand and implement! This powerful strategy is quite simple. If you can recruit a few active distributors, let's say 10, and if you can help them and teach them to do the same, you can build a deep organization. One that can earn you serious income. Right? OK.

So how do you absolutely make this happen? **WITH LEADS! HOT, FRESH QUALIFIED LEADS** that you pass on (sell) to your newly sponsored distributors! You make it happen! Maybe a better way to say this is, that you **FORCE** this to happen! Can you see that if you can generate good leads for your people, they can quickly build their organization?

Having (or not having) the ability to generate quality leads will generally make you or break you in MLM programs. And incidentally, when I say "quality leads," I'm not talking about the run of the mill "names" or "Opportunity Seekers" who simply sand for free information just to accumulate your expensive literature. I am talking about sincere people that are "chomping at the bit" to get started!

If you can generate this type of lead - and plenty of them - I think you can see how you can build a large strong organization. Can't you? Being able to generate good quality leads will be the "**back bone**" of your MLM business. If you want to succeed in MLM, there is probably nothing more important! Therefore, at the risk of being redundant with other reports in this series, this report will show you the exact methods, reasons and importance of lead generation for you and your downline organization.

You're in the right place at the right time....

Let me share some figures with you. If you analyze the "Business Opportunity" type magazines, you will find that there are magazines that have about 200,000 subscribers. That tells me that in any given day of the year, there are at least 200,000 people who are looking for a business opportunity. Actually there are a lot more because there are many magazines of this type. I estimate something more like 500,000. Now how many people do you suppose are already active in MLM programs?

Well, I have gone to the library, and in one thick directory, I have found that at least one Name List Broker offers a listing of over 6,000 MLM companies. That's companies - not distributors! Many of these MLM companies have over 100,000 distributors! Therefore, when I see estimates that there are over 5,000,000 MLM distributors, I believe it. 5 million! Since the population of USA is about 250 million roughly, that tells me that 1 out of 50 people are involved in MLM. Well, not quite, since many people are involved with several programs. Let's be on the safe side and say 1 out of 250 are involved with MLM. That sounds about right.

Millions on the horizon....

That means that there are millions of people who are interested in business opportunities, but they are not looking in magazines for business opportunities. Are they? That means that if you circulate postcards **LOCALLY** - you and your downline have virtually an unlimited number of people that could be interested in your offers . . . doesn't it? And you can reach these people with little or no competition! That's why you and your downline can be sure of finding a lot of people right in your own back yard! That doesn't mean to say you should not advertise nationally. But be aware the **HUGE** supply of leads is from strangers right in your own neighborhood!

MLM MARKETING SECRETS

Turn This Ebook Into Your Own Personal Salesman

I hear the same complaints and concerns from people who email me daily. The complaints basically come down to these:

- I can't seem to find a very GOOD product to sell. Where can I find some good products that is worth giving to people?
- How can I safely and easily promote my product online without bothering people too much?

Good News....

Your reading the solution right now! You can give away this ebook for free, collect the emails, while using a software tool called Postmaster. I still use Postmaster to 'automatically' do all of my follow-up emails with my prospects, without blinking twice. It's a powerful piece of software. It relieves me of alot of time that I would have had to otherwise invest for doing my follow-ups with my prospects. The company that makes this software is [Online Automation, Inc.](#)

I would **highly** suggest that you go to their website and take a look at this software. All I know is that it is powerful, easy to use, does all of my online follow-ups for me, and saves me 90% or more of '**time investment**'. So do yourself a favor and go visit [Online Automation](#). Remember, Network Marketing is not about working too hard, it is about those who know how to work smarter than most.

Something else you may want to know about....

Lately, we have been charging people \$150 to create, produce, and put their ebooks in .pdf(Portable Document Form)form, create a **professional installation** for the ebook(so that when their prospects download the ebook, the prospects will see how professional the download installation looks and feels) and email them their books as attachments to their email or give them the .exe file(and .zip file) for them to put on their website and server. And believe me, we have had an overabundance of responses! But, since you already have the liberty of giving this FREE ebook away for your own business, I have decided to make a small change. So what's the change?....

Instead of creating an ebook for you, I am more than willing to personalize this whole ebook for you. Personalization includes having all **your links, email, and website addresses** in this book. So, instead of charging the \$150 that I charge to create a fantastic ebook, I will only charge \$50, thus saving you \$100, which is a bargain if you ever heard of one!! But, I'm just doing this for people who have downloaded and read this valuable ebook. I will still charge \$150 to create people's ebooks. The people who reads this ebook will have a special privilege of the \$110 discount.

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MLM MARKETING SECRETS

A Personal Note From Hilton Moore:

I would like to personally thank you for giving us a chance to prove our worth, by giving **first**. To many would have you pay first just to learn that they dished out "hype and BS" and what you receive, even **after** you pay them is more information on how they got rich - telling you how.....

My partner and I have worked hard to bring you the best news, from our **experience** while in Network Marketing. Since the advent of the internet, I have personally, been training myself to develop software for online and offline. I sold my distributorship to another fellow friend who also proved his worth to me.

If you have finished reading this FREE ebook, I hope you enjoyed it. If you are still reading, but skipped to this section just to see what I had to say, then I hope that you enjoy all the valuable information in this FREE ebook.

Kindly,

Hilton Moore [HCM Marketing](#)

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MLM MARKETING SECRETS

The Fortune Is In Your Follow-Up: How To Keep a Constant Flow of Information to Your Prospects Until They Have No Choice But To Join You!!!

Start growing your downline like a "big hitter" right now. How to get your prospects to join you automatically. Providing the personal touch you need with a presentation and system second to none. You can automate your follow-up and your new distributor training. Insure your prospects and partners receive the information they need when they need it.

Flush.... That's the sound of all your advertising dollars going down the toilet because of one fundamental rule we all seem to neglect...follow-up, follow-up, follow-up. It just does not make sense to start an advertising campaign, spend hundreds even thousands of dollars on the advertisements and materials to send our prospects, then **NOT CLOSE THE DEAL**.

Mistakes being made.....

What most distributors do not know is that there are two campaigns in advertising. The first campaign is your advertisement. This obviously is the actual ad copy, classified, etc... The second campaign is your most important. The follow-up campaign is a series of stages and actions. What does that mean? As you know it would be silly to just place one ad and call that your advertising campaign. We all know that we have to be consistent with our advertising and continually get our message out. The same goes with follow-ups. It would be insane to just contact the prospect one time and forget about them. You need to set up a follow-up campaign. In a perfect world we would sign up everyone that responds to our advertisements. But in reality, only a few if any ever join. The people that do not immediately join your program are the prospects that get fed into your follow-up campaign. And you'll never run out of those.

Follow-ups are sooo simple....

Setting up a follow-up campaign is simple. Just figure out 6 or 7 exciting aspects of your program and promote one aspect every time you follow-up with your prospect. The easy part is you only have to talk to your prospect one time and that is the very first time you follow-up. Here's an example of a follow-up campaign:

The phone call to your prospect. At this stage all your doing is introducing yourself and determining what interest they have in your program. What you want to be sure to do is never sell or pitch anything. First see if they even read your material or listened to your tape. Next see what they liked about it. If your prospect didn't review your material or they seem the least bit dis-interested...then politely end the call. Do not waste your time or energy with these people, but don't worry...you're not done with them yet.

The I want to help you letter. This stage takes place about two weeks after your follow-up phone call. What you want to do with this letter is list everything you are willing to do to help your downline. It doesn't have to be anything special, just all those normal things you do to support your downline (ie. three-way calls, co-op ads, marketing materials). Be sure though that you personalize the letter. It's amazing how many people will actually go back and review what you originally sent them or call you to request it again.

The check this out letter Two weeks after stage two, you want to send everyone who has not signed up yet an aspect of your program that is really exciting. Take this aspect and build it up **BIG TIME**. If you have daily conference calls, exploit it. Tell your prospect how great it is and how easy it is to build this business by plugging people into this call. It doesn't really matter what it is, but that you took the time to tell them about it. Now your name is becoming more recognizable. Hmmm, I bet you your prospect now knows you are serious and professional. Be ready for more phone calls.

The self promotion newsletter. Here's the stage where we go for the "kill". This again is about two weeks after stage 3. At this time your prospect knows about your program, they know how much you want to help them, and they know you are serious. What you want to do here is solidify the point that you are a leader and your prospect would be lucky to have you as a sponsor. And I don't

care if you have zero people in your downline, you still have to self promote yourself. One of the best ways to do that is write a simple newsletter, it doesn't have to be long (one or two pages), and get a bunch of testimony from your downline and upline promoting all the things you are doing. Sure you will have a couple articles about your program, but it will be filled with these testimonies throughout. This is where all your "fence sitters" start calling. At this point you have really maximized your follow-up campaign but you are still not finished.

It's time for a cleanup....

The clean up stages: With these stages you are pretty much just promoting another aspect of your opportunity. Instead of every two weeks as in the previous stages, break off into monthly segments. The reason for the clean up stage is that sometimes it takes that new aspect you have shown them in addition to everything else that you have done that will do the trick. It may seem incredible but you will have people joining you even after 4 or 5 months after the original advertisement.

The key element in the follow-up campaign is that you become more recognizable to your prospect. Just imagine when your prospect finally decides to join an opportunity or quit their current deal...who's name has the most influence to them? Do a follow-up campaign and you will be one of those names.

TOOLS FOR YOUR SUCCESS

NEW.....[Postmaster Follow Up Software](#)

When I was in the Network Marketing Industry, I bought a software Called Postmaster, which you can buy from their website, which is located at www.post-master.net. It only took me, about, 30 minutes to grasp on how to use this software. It did wonders for me when it came to doing all of my follow-ups 'automatically'.

Remember, the thing that people fail in the most is **FOLLOW UP**, let this software do it for you. Now you can have automatic mailings and follow-up with a series of sales letters and training for your downline. Like I mentioned before, do yourself a favor and test drive this software on postmaster website and buy it. It will be one of the best, if not the best, investments you will make in your Network Marketing business.

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