

**CONFIDENTIAL**

# **SEVEN MLM SECRETS**

**THEY Don't Want  
You To Know**

**Network Marketing's  
Best-Kept Secrets Exposed**

**MR. X**  
A U T H O R

# 7 MLM Secrets THEY Don't Want You to Know

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# 7 MLM Secrets THEY Don't Want You to Know

The following 7 **MLM secrets** have been uncovered over a lifetime of being involved in the network marketing field. They're simple "truths" that will help you grow your downline in virtually any legitimate MLM opportunity. Use them wisely - and you'll begin to see a level of success you may have never experienced before.

"Poor people will do almost anything to avoid problems. They see a challenge and they run... The secret to success, my friends, is not to try to avoid or get rid of or shrink from your problems; the secret is to grow yourself so that you are bigger than your problems."

- T. Harv Eker

Author of the bestselling book, *Secrets of the Millionaire Mind*

## Secret #1:

### The Right Message Attracts the Right Prospects

You've seen the headlines and promises in MLM company ads:

"Massive Spillover"

"Your Downline Built For You!"

"We Close Sales for You!"

"Company Helps Build Your Downline For You!"

"Company Does 100% of the Work For You!"

"No Work Necessary!"

**While these messages do attract people interested in network marketing, they often attract the wrong type of prospect.** A prospect that will eat up your time, energy, and resources.

People who respond to marketing messages that promise “something for nothing” are inclined to do nothing to build their own business. They will sit back, relax, and wait for their downline to grow without their involvement.

Once the reality kicks in that their downline is not growing - and that they’re expected to do something - they quickly abandon that company and hustle over to the next hot MLM that promises they’ll pocket millions with no work or effort.

**You can’t build a solid MLM business with people who won’t take action.** The point of a network marketing business is to create a residual income on your efforts AND the efforts of your entire organization. If you attract an organization of people who won’t take action, you’re killing any chance you have to get paid on the efforts of others.

Instead, use messages that let motivated entrepreneurs know that there is a system they can follow to grow their business.

**These messages include:**

- ✓ “Proven step-by-step marketing plan”
- ✓ “Weekly training calls”
- ✓ “Ready-to-go ads and promotional tools”
- ✓ “One-on-One Mentoring”

**These messages show new recruits that you’ve got systems and training in place to support their efforts.** The message behind this is that “We’ll supply the training and the tools. You supply the time and effort”.

**Always make sure that your marketing message attracts the right type of prospects.** Avoid messages that attract those who are looking for someone else to build their business for them. You’ll achieve the success you’re looking for much faster by attracting those who understand that they’re building a long-term income, not “winning the lottery”.

## **Secret #2:**

# **Quality is More Important Than Quantity**

The point behind Secret #1 is that **“Quality is More Important Than Quantity”** when it comes to generating prospects for your MLM opportunity.

With the wrong message, you can attract thousands of interested prospects, but if they’re low-quality prospects who expect to get paid with no effort, you’ve wasted your time and money. You may have a large QUANTITY of prospects, but they’re the lowest quality.

**To grow your MLM business, you want to focus on generating the HIGHEST QUALITY prospects.**

**10 high-quality, motivated entrepreneurs will create more long-term residual income for you than 1,000 low-quality people who do nothing to build their own business.**

As you start to build your MLM business, you’ll discover that there are many methods for generating prospects. Before investing your resources on any particular method, ask yourself this question:

**“Is this method more likely to generate QUALITY prospects - or will it simply generate a large QUANTITY of low-quality prospects?”**

The reality is that (as you’ll see in Secret #5), it can be difficult to generate a large quantity of high-quality prospects. People who are self-motivated and will build a long-term income in ANY MLM company are few and far between. Therefore, it’s important that you focus 100% of your time and money on methods and messages that generate the highest quality prospects.

## **Secret #3:**

# **Lead with a “Solution”, Not Your Opportunity**

**Go online... or open any home business magazine... and you're deluged by ads offering you the “Next Big MLM Opportunity”.** Millions of distributors worldwide are all competing against one another, hunting down new distributors to add to their downlines.

This competition is a losing battle. The people who are most likely to join your MLM do NOT want to hear about another opportunity. They've been involved in 5 to 10 prior to the one they're currently in. And they're losing money (and patience) on the one they're in now.

The absolute LAST THING they want to hear about is the next big “ground floor opportunity” with “massive spillover”, a “breakthrough product”, and an “innovative new comp plan”. They've heard it all before, joined about half-a-dozen, and they're **TIRED** of the unfilled promises of MLM.

**So what do they want?**

**They WANT to know how to make money with the programs they're already in.** They're STARVING for honest, high-quality TRAINING on how to actually find quality leads... recruit new distributors... and create the full-time income they've been promised.

**Their PROBLEM** is that they've spent \$1,000's on MLM's... advertising... leads... and marketing tools... and they're **DESPERATE** to find out what they're doing wrong... and how they can turn everything around and finally **SUCCEED!**

**In a Nutshell:** SELLING your MLM opportunity is a “Recipe for FAILURE”.

**Instead...**

**OFFER A SOLUTION to the MILLIONS  
OF STRUGGLING NETWORK MARKETERS.**

Imagine: If you offer free or low-cost training that will help a distributor in their downline find leads, recruit distributors, and build a business, that distributor will likely want to join your downline.

**After all, many distributors are or have been frustrated with their upline sponsor.**

The individual who made them wild promises of “fast money” and “big downlines” disappeared the moment they joined - and offered no help or advice. Or, in other situations, when they do offer advice, it’s the “clueless leading the clueless”.

By offering training (what most network marketers are starving for), you position yourself as a leader who can truly help distributors achieve their business and income goals.

**Oddly enough, the REAL SECRET to recruiting MORE DISTRIBUTORS is by NOT selling your MLM.** Instead, start by providing a SOLUTION to network marketer’s problems... and once you’ve done that... you’ll find that they’ll be much more likely to join your network marketing opportunity. When you show up with the solution to their problems, you’re now a “welcome guest” instead of an “annoying pest”.

## **Secret #4:**

# **Recruiting Never Stops**

**I’ve heard the story many times before:** A network marketer, after much effort, finally recruits 2 or 3 distributors into their opportunity.

Putting all of their “hopes and dreams” on the efforts of these few new distributors, they quickly jump from “**recruiting mode**” to “**management mode**” - hoping that these new recruits will take off and build a massive downline.

**What usually happens is that these new recruits don’t do anything.** One immediately stops returning phone calls from their sponsor. The other two assure their sponsor that they’ll “do something soon” - but never get around to it. The sponsor continues to try to prod and push these distributors to get onto training calls, invite friends to hotel meetings, or do ANYTHING to build their business.

**Ultimately, all of these distributors “go cold” and end up doing nothing.** Their sponsor, upset and unhappy, leaves that opportunity for greener pastures - or leaves network marketing altogether, because it’s just “too hard to get people to do anything”.

**The reality is that people will do whatever they're already inclined to do.** A motivated entrepreneur who wants to build their network marketing business will do so whether you support them - or ignore them completely. Someone who joins because they dream of riches, but are unwilling to do what it takes to build their business, cannot be poked or prodded to take action.

**If you understand this reality, you'll also realize that you should never move out of "Recruiting Mode".** No matter how long you're in any particular MLM company, your number one focus will always be on recruiting new distributors.

**As you'll see in Secret #5, success in MLM is a numbers game.** Most who join will do little or nothing to build the business. Even some who appear excited and motivated at first, who you are sure will become "top recruiters", will reveal themselves to be full of talk, but no action.

If you stop recruiting and spend your energy trying to motivate people who will never be inclined to build their business, you're wasting valuable time.

**Those who will never do anything cannot be "activated".** Until they personally want to build their MLM business, there's virtually nothing you can do to jar them into action.

**Instead, your efforts should be spent constantly recruiting new distributors.** As you recruit new distributors, you're going to be adding motivated entrepreneurs to your ranks. These people will begin to duplicate, on their own, without your guidance or coaching.

These are the people who are going to help you build a long-term passive residual income in your opportunity.

**The only way you get these motivated distributors is through a consistent, never-ending recruiting process.** After all, you might have to recruit 25 to 50 distributors before you find ONE person who is going to fall in love with the opportunity and build a solid business.

It's very likely that you'll have to recruit another 25 to 50 to find **ANOTHER** motivated distributor who will do the same.

Very quickly you'll discover the reality that the real way to build a six-figure or seven-figure passive income is by recruiting more distributors, not by "motivating the masses" that have chosen not to take action. **Recruiting never stops for top earners in the MLM industry.**

## **Secret #5:**

# **Less Than 5% Can Make You Rich**

**Recently, I interviewed a top earner in an MLM company who was making over a million dollars a year in passive residual income.**

Over the previous 6 years, he'd personally recruited roughly 200 distributors. His goal from day #1 was to **recruit just 2 to 3 people per month** - every month. By focusing on "Constant Recruiting", he was able to achieve this seemingly small goal of 2 to 3 new distributors per month.

**In digging deeper, I discovered that 193 of these 200 distributors did little or nothing with the business.** They either started out strong, but slowed to a stop over time... or quickly "went dormant" after paying for their distributor package.

Because of his recruiting efforts, this "Top Earner" was only attracting high-quality prospects who were looking for a way to make a full-time income working for themselves. Some of these new recruits were even his friends.

However, after 6 years, even enrolling the highest quality people, 193 of his 200 recruits did little or nothing to build the business.

**Fortunately, 7 did build the business.** And those 7 were so motivated that, through their efforts, and the efforts of a few people they recruited, this top earner today has a total downline of almost 70,000 distributors (and still growing).

**Yes, he has almost 70,000 distributors and a passive annual income of over 1 million dollars - thanks to the efforts of only 7 of his original 200 recruits.**

7 recruits is 3.5% of the 200 people this top earner enrolled over the last 6 years.

**This is why understanding Secret #5 is so important.**

Your long-term passive income is not going to be built by "the masses". In fact, most of the people you recruit into any opportunity will do little or nothing. Some will stay on as retail customers who enjoy the company's products. Others will do a little. But most will do nothing to build their own MLM business.

When you understand that less than 5% of those you recruit will be responsible for massive growth in your downline, you soon wake up to the fact that the only way to increase the number of “Business Builders” is by recruiting more people.

**This also keeps you from getting discouraged during the first year or two in your opportunity.** If you know that it’ll take a few years of consistent recruiting to find even just a few motivated business builders, you’ll find you have the patience necessary to “stay the course” and keep recruiting.

For example, if we use the 3.5% figure - and assume that you, like the top earner mentioned before, only enroll 2 to 3 people per month, you’d have a maximum of 36 people enrolled your first year.

**3.5% of 36 people is 1 motivated distributor.** While that’s good, “one motivated distributor does not an MLM empire make”. That’s why it’s important to keep recruiting, month after month, year after year.

**It’s also instructive to let you know that this “Million Dollar Earner” did not replace his income through his recruiting efforts for the first 3 years in his chosen opportunity.** Even with consistent daily action - and steadily recruiting 2 to 3 new distributors per month - it took him about 3 years before his MLM income was more than his non-MLM income.

However, as he added motivated entrepreneurs to his downline, because of his non-stop recruiting efforts, he ultimately hit a “tipping point” - where the actions of his downline started to compound quickly.

**For the last 3 years, his downline - and monthly income - grew faster than the first three.**

Why? Because it took time for those motivated entrepreneurs he recruited to duplicate his actions and recruit a small percentage of motivated entrepreneurs into their downlines.

**When your “Top 5%” find their own “Top 5%” - and they do the same, throughout your downline, the growth of your entire organization can be monumental.**

The key here is to understand that even if you sign up “the masses”, the real growth in your organization and your income is going to be based on the efforts of “the few”.

When you get this, it'll keep you from being disappointed in the actions of most of your distributors and cement the concept into your mind that you can never stop recruiting if you want to achieve financial freedom in network marketing.

## **Secret #6:**

# **Sell Your Training for Extra Income**

NBC's show Dateline did an investigation of large network marketing company and some of its top distributors a few years ago.

**The story was called:**

## **In Pursuit of the Almighty Dollar:** *Inside story of a business that attracts people with promise of easy money*

**The investigation is the same story you've probably heard before:**

- ✓ MLM's distributors lie about "income claims" to lure in new distributors...
- ✓ New distributors spend \$1,000's to build downlines...
- ✓ Distributors are not successful, have lost \$1,000's, now upset...
- ✓ Unhappy distributors go on TV, slam MLM company...

This is an all-too-common story that's been played out in the press over and over again.

**What was different about this story was the revelation by Dateline that...**

"...many of those high-level distributors singing the praises of (the company) on stage are actually making most of their money by selling motivational books, tapes and seminars -- not (the company's) cosmetics, soaps and electronics."

**As investigative reporter, Chris Hansen, said during the show:**

## **“This was their dirty little secret”**

Now, “selling training” is NOT illegal...

**In fact, it’s one of the best ways to make money while you’re training your downline.**

However, as Dateline discovered, only a handful of “elite” distributors were able to sell training to the company’s hundreds of thousands of distributors.

**From their investigation:**

“In fact, about 20 high level distributors are part of an exclusive club, one that those hundreds of thousands of other distributors don't get to join. For years only a privileged few, including (name withheld), have run hugely profitable businesses, selling all those books, tapes and seminars -- things the rank and file distributors can't sell themselves, but are told over and over again they need to buy in order to succeed.”

## **Now, Dateline calls this a “dirty little secret”.**

**And I have to agree.**

The problem here is that “Top Distributors” were making most of their income selling training programs, courses, and events - while they were claiming that most of their income was coming from the MLM they were presenting.

- ✓ When you get up on the stage at a corporate event and use your income and lifestyle as an **“inducement”** to get others to join the MLM...
- ✓ But **50% to 75%** of your income is coming from “selling training materials” - and you don’t disclose that fact to prospects - plain and simple, that’s a lie.

**There’s nothing wrong with selling training.**

What’s wrong is lying about where your money is coming from - and making people believe that your income is from the MLM - and NOT from selling training.

Personally, I think EVERY MLM DISTRIBUTOR should be able to create their own reports, booklets, CD's, webinars, and live events - and train their downline on how to make money.

Whether it's a \$5 report... a \$97 webinar... or a \$1,000 live event, there's nothing wrong with getting paid for giving real solutions... **real value**... to people who need help.

**“Coaching” has become a huge industry in the last 10 years.**

There's life coaching, success coaching, business coaching, relationship coaching, and on and on. There are even coaching associations and training organizations, like the International Coach Federation and the International Association of Coaching.

**And I believe that an MLM distributor can be a “Network Marketing Coach”.**

In fact, there's an entire industry of “MLM Coaches” who package and sell their expertise to the MILLIONS of network marketers worldwide who are seeking help and advice. **Most of these MLM coaches actually got their start by selling training to their own downlines.**

They started by sharing what was working for them with their own distributors.

**Over the years, many of these network marketers have generated MILLIONS of dollars selling their booklets, CD's, ebooks, webinars, multi-module coaching programs, and live events.**

In fact, in many cases, the profits they've made from selling their training has DWARFED the money they've made from their MLM opportunities.

**A great way to create an extra income is to create training and tools for your downline to use to build their business. Making these optional materials available for purchase can add significant extra income to your monthly MLM commissions.**

## **Secret #7:**

# **“YOU” Are The Secret to Your Success**

All too often, people look for success in the wrong places.

**In the network marketing field, beginners usually look for:**

- ✓ A ground-floor opportunity
- ✓ A breakthrough product
- ✓ A hands-free turn-key system
- ✓ Slick, professionally-designed marketing tools
- ✓ A compensation plan with unheard of payouts

**...and on and on and on.**

The truth is that none of these “things” are responsible for making an individual successful in network marketing.

**True success comes from the individual.**

If you need proof, all you have to do is look at “Success Stories” promoted by various MLM companies.

**There are thousands of MLM companies worldwide, both large and small, and tens of millions of network marketing distributors.** (*Direct Selling News* shows that the top 10 MLM and direct sales companies have over 22 million distributors combined.)

**In each of these companies, you’ll find stories of people who went from “Rags to Riches”.** You’ll see photos of smiling distributors, standing on stage, accepting bonus checks and keys to new cars they just won.

**You’ll see lists of top earners who earned a cruise or all-expense paid vacation for their stunning efforts.**

**These stories exist in every company.**

And, in every company, you'll also find people who've made no money. You can find one story after another (obviously not promoted by the companies themselves) of people who tried and failed to build their MLM income.

**Every company has stories of success and failure.**

If a company's products, compensation plan, marketing tools, or executive team were responsible for a distributor's success, wouldn't it make sense that **EVERYONE** in that company should achieve some level of success?

**However, regardless of what the company brings to the table, you'll find that every company has successful distributors.** And every company has thousands of distributors who have lost more money than they've made.

**The real difference is the  
INDIVIDUAL within the company.**

You can see this in action a company shuts down - and top earners from that company move to a different one - and re-build a similar or greater income in the new MLM.

**Winners continue to win.**

When you understand this concept, you'll also understand that it's infinitely more important for you to develop the habits and skills of a winner - than to spend your time finding a "perfect" MLM opportunity.

**There are no perfect MLM opportunities.** Every company has strengths and weaknesses. Some are better than others, no doubt, but none will guarantee your success.

**YOU are the only person who can guarantee your success.**

Therefore, you'll want to spend time every day working on "You" - and creating the habits and skills that will help you succeed in the network marketing industry.

There are two main areas to focus on if you want to become an unstoppable network marketer.

## #1: Personal Development

**Your daily thoughts and beliefs are a bigger determinate of whether or not you'll be successful in MLM - than any company, product, or comp plan.** What you believe about yourself and your capabilities will have a bigger impact on your income than ANYTHING the company can offer you.

If you'll focus on studying personal development books and courses - and creating the mindset of a winner - you'll discover that success will come to you easier than ever before. Often, the key to unlocking success is simply reprogramming the gray matter between your two ears.

Invest in training and tools to develop a positive, winning mindset - and that'll pay you big benefits (personally AND financially) for years to come.

## #2: Marketing

"Personal development" gives you the ABILITY to take constant, focused action in a positive direction. **"Marketing" gives you a step-by-step plan of action to take.**

**Understanding marketing... how to promote and sell... is key to your long-term financial freedom.** This is NOT an overstatement. If you understand the basics of generating leads and selling your opportunity, you'll have the skills necessary to succeed in any MLM.

**"Top Earners" in the MLM industry are simply "Good Marketers".** They know how to present their opportunity in such a way to easily attract the best prospects and consistently close these leads. Because they "own" these skills, these distributors not only create large incomes, they also become hot commodities in the MLM industry. Often, they're wooed by executives starting new companies, because of their marketing prowess.

**If you want to invest in something that will pay you back many times over, spend your time and money learning all you can about marketing.** The skills you'll acquire will help you build the income you want in ANY company. These skills, once earned, can give you what you really want: A lifetime of financial and time freedom.

# Final Word

**Behind the hype is an industry that is truly helping people achieve their dreams of financial freedom.** However, to increase your chance of success, you must know the “real facts”. While it’s not as easy as some will have you believe, creating a full-time residual income in network marketing is possible - when you know the insider secrets.