

# Secret Affiliate Weapon 2.0: Module 3

The Power Of A Network  
"How To Profit When Other People Sell For You"



**Ewen Chia**

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# Introduction

If you've never heard of network marketing (NM) or multi-level marketing (MLM), count yourself fortunate.

Why? Because you won't know any of the bad press the techniques get, and that won't keep you from seizing the massive profit potential.

If you've heard some of that bad press, I'd like to do you a favor quickly...

Forget it!

Sure, dishonest people can engage in network marketing or MLM, but that doesn't mean the business model itself is flawed. If you do things right, and you're honest about what you do, there is huge money to be made. I know, because I make a lot of money doing this.

In this module, I'll give you a quick overview of network marketing and MLM as I see it.

Then I'll tell you how to set up your own NM/MLM income stream, without being a crook or trying to convince everybody in your family to buy vitamins.

If you're skeptical, that's good. It's healthy. But put that skepticism aside for a moment so you can learn about what I think is probably the biggest income opportunity on the Internet for *honest* business people.

Here we go...

# How NM/MLM Work

Becoming involved in network or multilevel marketing is another way to generate a passive, residual income. And my own experience tells me it's a huge income opportunity.

NM and MLM are probably different at some level, but those differences really aren't worth worrying about. When you get down to how the business actually works, they're the same...and I'll use the terms interchangeably here.

The mechanics are pretty simple:

- You find a product that you want to promote
- The company behind the product encourages you (and usually offers at least some help) to build your own sales team or *downline*
- Generally speaking, someone else who is already promoting the product will recruit you into their downline so they are your *upline*
- When somebody in your downline sells a product, they get a commission, as does everybody in their upline

The network marketing business model has been around for decades.

Over time, there have been thousands of different products and services that have been actively promoted through network marketing.

Indeed, some of the best known business organizations such as Amway and Herbalife are network marketing organizations, and nowadays, there are increasing numbers of companies of this type operating on the net:

Web	Groups	Results 1 - 10 of about 39,800,000 for MLM
<b>MLM-Free Startup Manual</b> <a href="http://www.mlmlegal.com">www.mlmlegal.com</a> Babener Assocs. Leading Legal Counsel for Direct Sales Companies		Sponsored Links
<b>My Traditional MLM</b> <a href="http://www.IdealFinanceSolution.com">www.IdealFinanceSolution.com</a> Methods Didn't Work Anymore Free Report Tells Why		<b>Mlm Marketing?</b> 3,568 Leads and 156 Recruits \$73,568, All in 3 Months! <a href="http://www.TheSpiderWebSystem.com">www.TheSpiderWebSystem.com</a>
<b>MLM Warning</b> <a href="http://www.AnnSieg.com">www.AnnSieg.com</a> Secrets about your company your upline won't tell you!		<b>A MLM Dream</b> Automated online sponsoring system. No Selling.. No Hype.. No Hassle.. <a href="http://www.nProSystems.com">www.nProSystems.com</a>
Related searches: <a href="#">mlm opportunities</a>		<b>Entrepreneur Warning</b> Do not waste money.Proven system. Earn realistic \$5k/week.Turnkey.Fee <a href="http://www.Bigwealthidea.com">www.Bigwealthidea.com</a>
<b>Multi-level marketing</b> - Wikipedia, the free encyclopedia Multi-level marketing (MLM), also known as Network Marketing, is a business- distribution model that allows a parent company to market its products directly ... <a href="http://en.wikipedia.org/wiki/Multi-level_marketing">en.wikipedia.org/wiki/Multi-level_marketing</a> - 42k - <a href="#">Cached</a> - <a href="#">Similar pages</a> - <a href="#">Note this</a>		<b>Free "Insider MLM Report"</b> Use My System To Start Adding 5 Reps A Day - Shocking Report <a href="http://www.Add27RepsADay.com">www.Add27RepsADay.com</a>
<b>MLM Watch</b> Exposes pyramid schemes get-rich hype and dubious product claims. Authored by Stephen Barrett, MD of Quackwatch. <a href="http://www.mlmwatch.org/">www.mlmwatch.org/</a> - 28k - <a href="#">Cached</a> - <a href="#">Similar pages</a> - <a href="#">Note this</a>		<b>Mlm Marketing?</b> 10 Successful 400+ in Under 6 Months
<b>MLM.com - Multi-level Marketing - MLM Information - MLM Opportunities</b> Multi Level Marketing and Network Marketing Companies. Find MLM opportunities and browse		

There are 39.8 million web pages indexed by Google that include the term *MLM* and yet there are only 273 people a day searching Google for the term:

**mlm**

273 searches (top 100 only)

It might seem odd that there are so many web pages for a term that is searched relatively rarely until you think about how people search for information. While there will be a few people specifically searching for an *MLM opportunity*, the majority of people will search for something like 'home business':

**home business**

4,769 searches (top 100 only)

*Make money online* would be another term that people use when searching for home-based business information:

**make money online**

1,664 searches (top 100 only)

The passive income element of working in network marketing comes about in two ways, depending on the product that you're promoting.

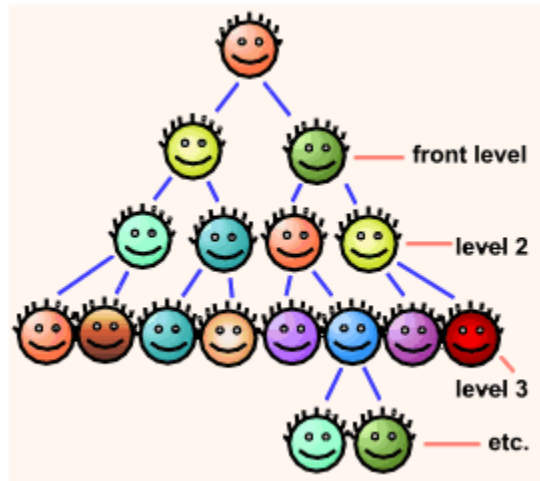
If the product itself is a *consumable*, your own direct customers will come back to buy the same product time after time. When they do so, you will earn a commission every time.

More importantly in network marketing terms, you will receive a percentage of sales revenue from every member of your own sales team (remember, that your downline).

The exact way that this is structured depends on the network marketing organization that you are working with, but in simple terms, this is how it works.

You join a network, and as well as promoting the company products, you will also promote the business opportunity presented by working as a member of your network team.

You directly recruit a certain number of new networkers and (at least in theory) you then train them to do exactly the same. In this way, you build up a network that looks a little like this:



Thus, the ultimate success of your network marketing venture depends upon your ability to do two things in terms of business building.

You have to be able to recruit new team members, and you have to be able to train them to be successful, because that is the only way you are going to be able to retain them.

Traditional network marketing companies relied upon your ability to convince coworkers, colleagues, fellow sports club members or friends and family members that your opportunity represented a great chance to generate an additional income.

While this still happens, more and more network marketing companies are moving on to the Internet in a big way.

Consequently, it is now easier than ever before to become a network marketer, but that does not necessarily mean that it is easy to be a successful network marketer.

## Why Does Success Elude So Many?

If you are thinking of becoming a network marketer, there are a few facts that you need to be aware of:

**Fact:** A minimum of 995 out of every 1,000 MLM-ers will LOSE money in their MLM of choice.

Add this to [this article](#) which suggests that only 3% to 5% of network marketers earn enough money through their networking activities to support themselves, and you have to ask why so few people manage to succeed in MLM.

There is no one simple answer to this question because there are as many possible reasons why people don't make it as there are people in the industry.

A lot of people initially come into network marketing with a great deal of enthusiasm but with little knowledge of what they are getting into. The organization that they work for offers "training," but in reality there is no genuine training at all.

Some organizations create a compensation scheme that is unnecessarily complex and difficult. While in theory it should be relatively easy for individual team members to earn reasonable money, it never actually works out in reality.

Consequently, the majority of people in an individual network will quit, meaning that you have to spend the majority of your time finding new team members simply to replace those who have decided to call it a day.

Nowadays, with more and more companies focusing on promoting their network marketing opportunity online, there is another problem.

It is likely that the company will give you your own copy of the corporate website with your affiliate link embedded in that page. It is through this page that you are supposed to recruit new people into your network and promote the product.

In this situation, it is very common to see a network marketing homepage that tells you that because the company has already built a website for you, they have done 95% of the marketing job on your behalf.

If you are an inexperienced network marketer it is far too easy to believe this claim, but it is simply not true.

The success or failure of any online business is entirely dependent upon the number of visitors who see the information that you are presenting on your website.

Irrespective of how good the site is or how many thousands of dollars have been spent on its creation, if no one ever finds your affiliate site, you will never make any money or recruit anybody to your downline.

Sending traffic directly to a product sales page is not the way to build your own business. In fact, if you were to do so in a network marketing scenario, you are building the business of the company and that of your upline sponsors as well.

You also have a website that is an exact duplicate of hundreds or even thousands of other websites. If you have one, so does every other individual network marketer who is working with that particular organization.

As long as you have a system in place that can drive visitors to your own affiliate web site, this should not be a major problem for you.



Nevertheless, because your site is a duplicate of many hundreds or even thousands of other similar sites, it is unlikely you can expect any natural traffic from the search engines to find your particular version of the main site.

Fortunately, there's a simple solution, as you're about to see.

## **Your Gateway Site**

You must adopt the same marketing strategy you saw in Module 2 about affiliate marketing.

You need your own webpage that acts as a gateway to the networking company website with your affiliate link embedded.

One way of doing this is as follows.

First, register a domain name that has some relationship to the product or the name of the organization that you're going to promote.

Write your own reviews of both the product and the business opportunity, and then create a WordPress based site. Make sure that you try to subscribe your visitors to your own mailing list from your site by offering them some kind of incentive bonus gift in return for their e-mail details.

When you have a website that is acting as the gateway, you must always actively collect visitor information and in order to do so, you have to give them something of value in return. In other words, you will need a giveaway product.

This assumes that you are going to promote only one network marketing product. What about the situation where you want to promote several products?


This is something I will come back to later, because this concept changes the network marketing picture completely.

## **Recruiting Your Downline**







One way that you might consider finding new recruits for your own network is to use one of the many sites whose business it is to generate guaranteed signups for MLM programs.

The problem with doing this, however, is three-fold.

First, paying for guaranteed signups is never a cheap option. For example, this is the price of international guaranteed signups from RedHotSignups.com:

Quantity	Google Checkout**
25 signups for only \$15	<div>\$55.00 - 100 International Signups ▾</div> <div> <a href="#">Buy Now</a>  </div>
100 signups for only \$55	

And from the same site, this is the cost of guaranteed signups from the USA:

<b>25 USA Guaranteed Signups \$30.00</b> <a href="#">Buy Now</a> 	<b>RUSH 25 USA Guaranteed Signups \$40.00</b> <a href="#">Buy Now</a> 
<b>50 USA Guaranteed Signups \$50</b> <a href="#">Buy Now</a> 	<b>RUSH 50 USA Guaranteed Signups \$75.00</b> <a href="#">Buy Now</a> 
<b>100 USA Guaranteed Signups \$95</b> <a href="#">Buy Now</a> 	<b>RUSH 100 USA Guaranteed Signups \$140</b> <a href="#">Buy Now</a> 

You will note that there is different pricing for guaranteed signups and “rush” guaranteed signups.

This highlights the second difficulty with using a service like this, which is the fact that there is often a waiting list.

Although they will fulfill your order eventually, if your guaranteed signup company does not have people on their books who are prepared to join your network, you will simply have to wait until they can find people willing to do so:

## **Important To Read**

The below are just a few programs running slow - due to so many orders  
(# of days delay - means you'll see activity # days after activation)

*\*Direct Matches, MPO TIB, TrafficSwarm & DHS - 190 days delay*

*\*Aspiritus, GlobalWon, FSC, PAS - 270 days delay*

*\*AutomaticBuilder, SFI, GDI 8 to 12 months BERRY TREE is NOT FREE*

*\*ProBuilderPlus, MyWorldPlus etc - 150 days*

*(all of Ben's programs are delayed)*

*\*SuccessUniv - 6-8 mos delay & we can only deliver to /new (ecourse)*

**MY POWER MAIL - 90 PLUS DAYS DELAY**

*\*Below Programs are running at least 100 plus days behind*

*Agloco, Free1Up, PayItForward,*

*The1995Plan, e41, Evo, Swiss Cash (45 days)*

*The above programs and dates can change at anytime  
and without notice - we may also add other programs w/o notice*

**Remember, delay does NOT mean defeat...**

The third issue is that you have no idea how the company concerned managed to find people who are willing to sign up for your program.

Perhaps the most common way of encouraging people to become a guaranteed sign up is for the company is to pay them to do so.

Often, people will be paid \$0.10 or \$0.20 for every MLM network for which they complete the sign up procedure.

Consequently, it is probable that these people are never going to become active and productive members of your network. After all, these individuals agreed to sign up for your network marketing program without having any idea of what your program is, and they did so only from money.

There is nothing intrinsically wrong with people becoming semiprofessional "network joiners," but it is doubtful whether they are likely to be of any benefit to you.

For this reason, sites that specifically claim that the people who they are working with have not been paid to agree to sign up for your MLM are probably the best ones to work with:

### Order Real-Time Guaranteed Sign Ups

These are REAL-TIME sign ups. They will express their interest to join an online Business Opportunity and they will go DIRECTLY to your website to view your business with their details **ENTERED in your website!**

These are **all USA only signups**, and are not paid to join -- they WANT to work from home!

**Order 25 Real-Time Guaranteed Sign Ups - \$40.00**

URL



**Order 50 Real-Time Guaranteed Sign Ups - \$75.00**

This is a screenshot from [Good MLM Sign Ups](#), which is a site that you should definitely look at, as is [Signups-Guaranteed](#).

Another option is to use the services of a website that will provide leads of various kinds.

These leads are likely to be categorized according to how 'qualified' they are.

The higher the quality of the lead is, the more expensive it is with the different levels of qualification indicated in the next screenshot from the [Cutting Edge Leads](#) website:



### Real-time Surveyed Leads

Leads that answer one of our online advertisements requesting delivered to your email in real-time with complete contact information leads in the US, Canada or even if you prefer Female only leads

#### Highlights:

- » Choose from the US, Canada, or Female leads
- » Delivered in real time
- » Sold up to 2 other times
- » Complete online survey
- » [Click here to view a sample ad](#)

Note: For your convenience your order will automatically renew when an auto-renewal at any time from your online Account Manager, where you features.

**ORDER LEADS**





### Phone Interviewed Leads

The problem with paying for leads is that, firstly, they are still only leads. You are going to have to do the work of cold calling the prospect to convince them to join your particular network.

Depending on the quality of the leads, this could be a very time-consuming or expensive option if you cannot convince these leads to join your network:

 Shopping Cart: 0 Item(s)

Product	Price Per Lead	Quantity	Price	
 Real-time Surveyed Leads	\$2.13	<input type="text" value="70"/>	\$149.10	<a href="#">Add To Cart</a>
 Real-time Surveyed Leads	\$1.99	<input type="text" value="100"/>	\$199.00	<a href="#">Add To Cart</a>

How much better is it going to be if you can get people to visit your website voluntarily so that they can make their own decision to join your network?

Because they do everything voluntarily, they already have a genuine interest in the opportunity you are presenting.

It is therefore far more likely that they will be motivated and that with adequate training from you, they will become a valuable member of your network as opposed to just being a name in your system.

It would be even better if you had a system in place that drives visitors to your webpage that does not need you to be actively generating traffic every day. After all, if you have to do that, it would entirely defeat the idea of generating a passive income!

In the next module, I'm going to show you how to drive lots of traffic your networking marketing gateway site. That will make it easy to build your downline, and remove the need to do any cold calling at all.

Before looking at traffic generation, however, let us consider one final but extremely important aspect of generating a passive income using MLM as your main business model.

## Multiple Streams of NM/MLM Income



Over the past couple of years, I have been one of top performing affiliates for one of the premier online network marketing related organizations, [Plug-in Profits](#).


I want to explain exactly why I chose to promote this particular product.


In the spirit of the rest of this report, I am going to tell you the exact, specific reason - multiple streams of income.


To get an idea of how this particular product works, and how it will generate an increasing passive income over the years to come, open the homepage and scroll to the bottom to find the **Get Started** application form.


It will look like this:

### Affiliate ID's

**SFI ID#:** You can get your ID# [here](#). This program is FREE. If you do not wish to participate in this program, enter: **7927579** into this field which is the ID# of your sponsor. The ID# you enter here will be built into your website and email follow-up campaign. Enter an SFI ID# into this field now: 

**Traffic Swarm ID#:** You can get your ID# [here](#). This program is FREE. If you do not wish to participate in this program, enter: **157448** into this field which is the ID# of your sponsor. The ID# you enter here will be built into your website and email follow-up campaign. Enter a Traffic Swarm ID# into this field now: 

**ClickBank ID:** You can get your ID [here](#). This program is FREE. If you do not wish to participate in this program, enter: **rrsecrets** into this field which is the ID of your sponsor. The ID you enter here will be built into your website and email follow-up campaign. Enter a ClickBank ID into this field now: 

**Internet Warriors ID#:** You can get your ID# [here](#). This program is FREE. If you do not wish to participate in this program, enter: **34620** into this field which is the ID# of your sponsor. The ID# you enter here will be built into your website and email follow-up campaign. Enter an Internet Warriors ID# into this field now: 

Can you see what is going to happen here? If you have your own [Plug-in Profits](#) page, then everyone who visits the page and decides to become a Plug-in Profits member joins each of these programs in your downline.

From there, your downline is further expanded by the efforts of everyone who signs up for all the individual programs from your page.

As a consequence, you are building a massive downline in several programs at the same time, so creating many different passive income streams.

As far as network marketing is concerned, this is an essential element that you have to understand. While the vast majority of people will promote only one MLM opportunity, that is not the most sensible or profitable way of doing things.

If you do this, you automatically limit your ability to market because you only have one product or product range to promote.



However, by focusing on something like Plug-in Profits, you offer several products packaged together and by doing so, you generate a passive income from several sources.

Consequently, even if your visitor is not particularly interested in one of the products in your 'package offer', you still earn money on all of the others that they decide to take advantage of.

So when you are thinking of creating your own website for network marketing purposes, you have a couple of options to consider.

The first option is to promote a ready-made packaged product like Plug-in Profits. This has the significant advantage that all of the hard work has already been done for you. Also, because the product has been on the market for many years, it is proven and all of the potential teething problems were ironed out a long time ago.

Consequently, working with a product like Plug-in Profits is going to make your life as easy as it could possibly be.

However, if this is a product that you are just about to start promoting, I have to tell you that it is an extremely competitive market place. There are already many thousands of affiliates actively pushing Plug-in Profits and it may not therefore be a particularly easy market to break into.

The alternative is to use your own website to create your own package of complementary network marketing products, all of which can be offered from the same page in a similar manner to what Plug-in Profits is doing.

For example, you might decide to register a domain name that is related to the general concept of *wellness*.

Within this concept you might include health, education, fitness and so on. You would then build a portfolio of several network marketing opportunities, and feature them all on the same page.

As an example, these three wellness related programs all complement one another very nicely, and could therefore form the backbone of such a site:

- [Ameriplan](#)
- [Like Minds](#)
- [iLearning Global](#)

After this original setup, there will be nothing to stop you adding another 5, 10 or even 20 network marketing programs to the same site, as long as they all fitted in with the general "wellness" concept.

Anyone who signs up for your system would want their own duplicate website and hosting account, so you would include affiliate program signup forms for the domain name company you represent on your site, plus a web hosting company and even your autoresponder provider.

By presenting multiple opportunities on the same page, you immediately give yourself the ability to build a downline in many different programs at the same time.

I guess that you see the power of this particular network marketing model.

As you're going to read in future modules, the last piece to the passive income jigsaw is using the net to drive visitors to your webpage, and in this particular example, you would be driving all those visitors to your main gateway page.

Consequently, every promotional activity that you get involved in is automatically promoting a multitude of passive income generating opportunities, as opposed to just one.

Over time, this is going to generate many passive income streams, and that is probably the number one key to long-term passive income generation through network marketing.

## Conclusion

In this module I gave you a brief overview of network marketing (NM) and multi-level marketing (MLM).

It risks beating a dead horse, but I hope you don't assume these businesses are disreputable. Some are, but the ones I've told you about simply aren't.

What makes NM and MLM so powerful is that they're inherently word-of-mouth businesses where people can both buy and sell products they believe in.

From your perspective as a smart business owner, what really counts is that the NM/MLM model gives you an easy way to make passive income, and also has another huge advantage that most affiliate marketing opportunities don't...

You're not only make what amounts to affiliate income here, but you're also building your income over time as your downline grows.

With a typical affiliate product, you get paid a commission on ever sale (it might be a recurring commission, but it's still a single commission).

With NM/MLM, you not only get commissions your direct sales, but you also get a cut of the commissions of people in your downline.

**This is a massive income building opportunity, and now you know how to capture it!**

I showed you how to find programs.

I told you how to build your own gateway site to funnel prospects into your downline.

And I told you how to establish multiple passive income streams.

All that's left now is for you to learn how to drive crowds of likely prospects to your site. That's what I'll show you in the next module (and yes, the same techniques apply to affiliate marketing too).