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DISCOVER THE SECRETS OF
**MULTILEVEL
MARKETING!**

Nizam Shapie

How To Make A Living And Be Successful Beyond
Your Dreams In Network Marketing World!

Nizam Shapie's

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MULTILEVEL MARKETING!

**How To Make A Living And Be Successful
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Introduction: Multi Level Marketing

So you've been thinking of getting a new car, taking your family for a vacation or maybe buying your dream house but thanks to your 9-5 job, your inconsiderate boss and limited source of income, you couldn't!

You've been hitting that “search” button on Google too often trying to find information on “how to make money online” and had no luck.

Well don't despair!

I welcome you all to our world of MLM where you can fulfill your dreams of earning the money you've always wanted and be a full time internet entrepreneur!

Don't believe us?

Well we **won't** force you to.

Take a look at the eBook, read on and you will know why thousands of people from all over the world **are quitting** their regular jobs and are now earning six figures income and fulfilling their dreams!

BTW If you think that we are offering you cash without you having to work at all then think twice.

We all know that greatness is achieved; you have to work for it!

MLM is not a temporary business, it's for a lifetime! It's your empire! And you are the entrepreneur!

So steady your horses and let's start our journey towards the world of Multi Level Marketing (MLM) and uncover the principles, the tricks of the trade and everything else that you need to know to make unbelievable income!

To Your Success,

Nizam Shapie

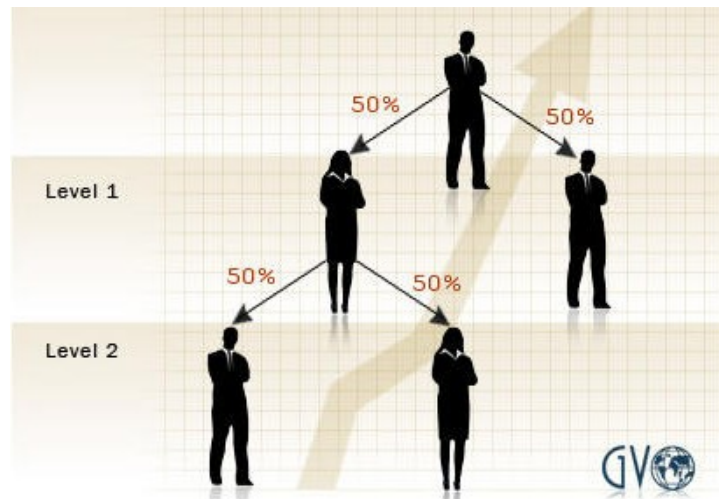
Chapter 1: What Is MLM?

What’s This Hype about Multi Level Marketing That Has Taken Internet Business by Storm?

Simply stated, an MLM or Multi Level Marketing is based on the principle of you selling products, be it Private label resellers or any affiliated product after joining an MLM and then recruiting other people to do the same work for you, on which you get a commission.

They can then recruit more people to work under them and the chain continues.

So it’s really quite simple choose-recruit-sell and you are good to go towards a steady income! The diagram below illustrates this:



The people that recruit you to an MLM program and people above your recruiter are your **upline** and the people you recruit and the chain moving down is your **downline**.

It is extremely important to learn as much information as you can from your upline and to have *good relations* with them to succeed in this business.

Often times there is a limit to the number of people you can recruit under you so it’s always a good idea to look into the kind of “model” your MLM follows to avoid confusion.

Choosing the Right MLM!

So let's face it, the most important step after your decision to join the internet MLM is to choose the right one, but how?

Well there are millions of people out there but you don't choose just anyone to spend your life with, right?

So when doing business why chooses just any?

The **most important** characteristics to look for in an MLM should be that it is current and has not saturated in the market, it's progressing, *has a good number of tools and resources for you to work with and provides training* to you as well.

The advent of network marketing in the MLM industry has revolutionized it and has expanded the limit of clients you can reach.

Traditionally the MLM worked based on personal references for e.g. introducing the product to your family and friends, your social circle, advertising it in your community etc. and generally the people you recruited were also from your social circle.

This limited the number of products you can sell and your downline as well.

Network marketing has broken this barrier and you now have access to people from all over the world to market and sell your products and your ideas to and you may be sitting on your desk in Malaysia but you can recruit people from USA to work as your downline!

This increases the amount of commission you can receive to literally infinity!

So where does an MLM get the products and services from?

Why do they want us to sell it?

Well to answer this question let me introduce you to the network marketing 'industry'. They are the people and more often companies who sell products and services to an MLM and their distributors.

So **why** does an MLM buy products from them instead of creating our own?

It's quite simple there are usually a lot of companies who are willing to provide a licensing agreement (usually a private label company) that allows an MLM to place their own name and logo on products and distribute them.

Using this method yields top notch profits without having to go through all the work and process of creating a certain product and the monetary investment associated with it.

A great PLR and in turn a great MLM can literally mean great profits without a lot of investment!

Flexibility is *an important* aspect of your personality that will impact your success in internet marketing.

Let's face it, any one MLM will never cover the entire market so if you see an opportunity come by where you can cover a market different then your first MLM is covering then you should consider joining it too.

Even if you do not recruit a lot of people it, you will still have a large customer base that trust you and would gladly buy anything you offer.

Certain MLM's may be good for mature people and others with all the excitement, a new fresh idea and working system in an MLM might be good for younger entrepreneurs so it all depends on the kind of environment you want to put yourself into and the kind of customer base you want to capture.

Before we discuss all the tips and tricks to recruit the maximum number of people in our own downline and sell products, let's quickly discuss the different kinds of compensation plans that any MLM can offer.

Compensation Plans of Any MLM

Compensation plans are very important to understand before joining any MLM.

It shows the amount of work you have to put in to get a certain amount of commission and the number of people you can have in your downline.

Also remember that if your MLM offers a lot of commission rate to you then it's not necessarily good because, you won't be able to have a long term customer base.

If the rate is too low then it might get difficult for you to survive.

Demotion and maintenance are also two concepts that every MLM has. Demotion means losing your current position to a lower one which results in a sudden loss of income.

Maintenance is a minimum amount of sales volume that a distributor has to buy to maintain his rank. It might be on an individual sale level or collective sales of

his group and varies from MLM to MLM. Let's look at some pros and cons of different levels of maintenance.

Compulsory Maintenance

The biggest advantage of high level of maintenance is that it ensures guaranteed income for large organizations.

Not great if you are new and in struggling phase of your business.

No Maintenance and Optional Maintenance:

No maintenance is good for people in their initial phase of business as it lets them work without any pressure.

Disadvantage would be that your downline might not be working as hard and in as challenging way as they would under pressure. So unless you have a strong customer base or no desire to succeed then this approach is best.

Another option that falls in between the two extremes is of optional maintenance where you only buy a certain volume of products when you wish to override your commission by the company.

It creates enthusiasm problems because you wont have to buy anything when you are not making good enough sales so it takes the pressure off your shoulders and well as your downline's but this effects how much you get paid from the company since neither you nor your downline is making enough sales.

Let's now discuss various plans that MLM's have in their organizations so that you know what are being offered when you decide on which MLM to join.

Chapter 2: Structural Plans Of An MLM

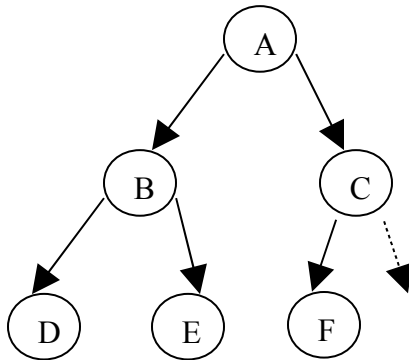
1) THE MATRIX

The matrix or sometimes called a **FORCED MATRIX** is like a pre-order tree. A computer driven plan puts into your group by computer, and they go in the next available slot.

Usually this plan is combined with some form of a Binary (sometimes 3 by 9 or 5 by 25 matrix depending on the maximum ‘width’ allowed), and it does work well if there are a lot of people that are recruited and **WORKING TOGETHER TO FILL THE MATRIX**.

When you recruit someone, the computer searches down for the next open slot, and positions them there. There are some plans that allow you to override the commission of those that you personally sponsor even though they are not positioned directly under you within the tree.

How the computer works is like this:



A sponsors a new friend. That new friend doesn’t get slotted under **A** but rather fills the last position which is the dotted line under **C**. Once they fill up to a certain level, the distributor gets paid a lump sum.

Once again, the advantages here is that every single distributor in the tree all work together to fill the matrix and the duplication result is fantastic!

Imagine if everyone finds 2 and everyone does the same thing, the matrix will be filled very fast.

The matrix approach lets you recruit a fixed number of people. Let's learn this by taking an example of [Global Virtual Opportunities](#).

For example they use a **2x10 matrix** and they pay **5% commission** for each one. So you make **5% per month on 10 levels!**

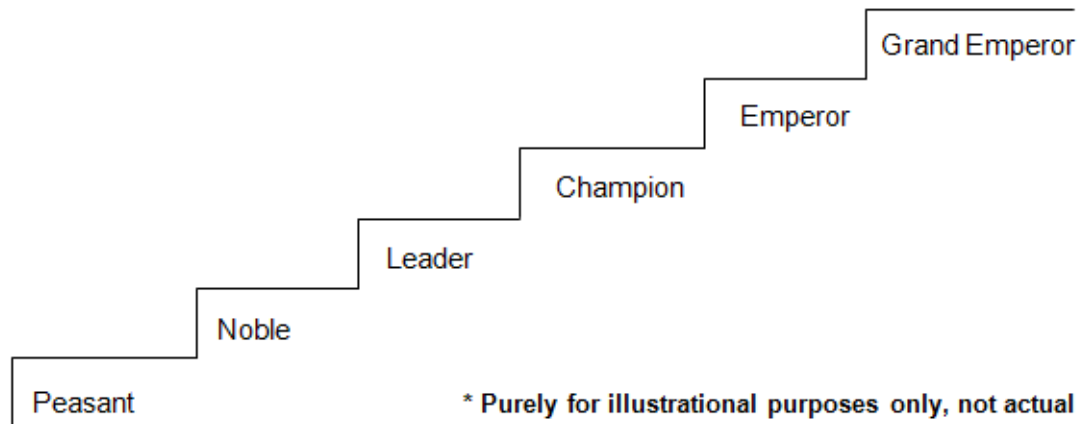
A full matrix of 2046 people will earn you over **\$4,600!**

2) STAIR UP

If the MLM you choose works on stair up approach then you have to meet certain requirements to move up the ladder of success.

This usually means that you will be promoted if you achieve a certain volume and in return you will get a larger cut by the company.

Some companies might also move you down the ladder hence demoting you if you do not do well or maintain a certain volume every month.



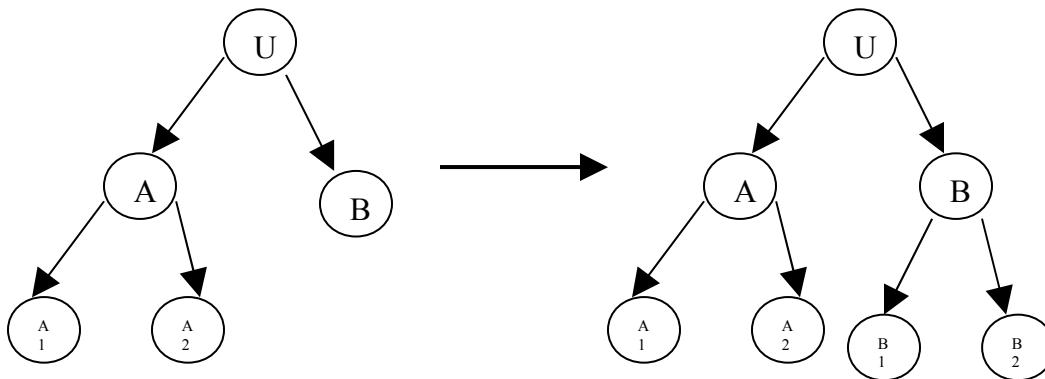
Beware that maintenance will play a major role in this kind of plan and renders guaranteed income as apposed to no maintenance which might not guarantee high pay even at the highest positions when sales are low.

3) UNILEVEL

A rather simple approach where you don't have to work your rear off fighting for positions, and in which instead your income comes from the volume of people in your organization is unilevel.

You can sponsor as many people as you want under you but maintenance plays a huge role in unilevel plans for long term income.

4) BINARY



In binary plan every distributor is allowed to sponsor 2 people under him and so on. Usually MLM's that support binary approach is very attractive to unmotivated people because it allows spill over.

Spill over basically means that if anyone in the chain is unable to find their downline, their upline's can help fill the positions.

A big disadvantage of this approach is that a strong system is unable to be developed because the downline's are waiting for their upline's to fill their positions.

5) THE HYBRID

If any company offers a combination of any of the above discussed methodologies then it's called the hybrid approach.

[Global Virtual Opportunities \(GVO\)](#) offers binary hybrid matrix approach so this means that not will you receive all the benefits discussed in matrix approach but you will also earn based on personal referral up to 10 tiers down on all levels...

That's double the income!

Chapter 3: Establishing Your ‘Virtual Shop’

Now When You Have Joined An MLM There Are A Few Things That You Need To Do To Mark Your Presence On The Web.

Domain Name

Just like you would name your shop meticulously in the real world, you choose you domain name relevant to your business on the web.

When people are looking to buy products or join under you, they will search for you, using a keyword so your domain name should be specific to what goods and services you are offering.

Web Hosting

Web hosting is where you put your website and it contains the content about your business and opportunity. Usually people who sell domain names will also provide webhosting services to you.

Website

Your website is basically your shop on the web. People will come there to buy products and services and also interact with you from there.

The information and content of a website after being designed will be uploaded via ftp to your webhosting server.

Companies like GVO provides you with unlimited domains, easy video producers, conference rooms etc that provides you with one stop solution to all your hosting needs, are an excellent hassle free idea. [Look out these amazing special offers by GVO.](#)

Autoresponder

An important feature after the creation of your website is the auto responder.

It emails people on the list after a certain pre determined amount of time about updates to prospective clients and to provide trainings to the newly recruited members.

Copywriting

The art of writing a sales copy is the sales letter.

Since the goal of this sales letter is to turn the traffic into buyers and recruit them to work for you, the letter needs to be written in a way that motivates people to join your downline or at least buy the product.

After you have done the above we now need traffic on our website so we may capture leads! Let's look at various ways to do it!

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