Showing Shy MLMers how to Make Serious MLM Money
By Art Rayburn

My name is Art Rayburn. I am an average, ordinary Network Marketer, just like yourself. My first four years in the industry I failed miserably and lost thousands of dollars… but I was determined to succeed. Through studying the industry and a lot of trial and error I discovered what worked. What made the difference between MLM failure and Network Marketing success is explained in this report. By implementing these generic strategies I was able to build a downline organization of over 12,000 members in only 3 years time.

The two companies I represented at that time, Debt Free and Tel-3, have since gone out of business. And I stepped out of the MLM industry for about the last 7 years to pursue full-time Christian ministry. I am now a Pastor/Church Planter and have entered back into the Network Marketing industry for financial reasons.

After researching many opportunities, I noticed the same problem existed with most MLM opportunities: NO DUPLICATABLE SYSTEM. That is why I launched ExpressMLM.com. I wanted to offer a great opportunity, with great products to the thousands of ordinary Network Marketers searching for the truth about Home Business Success.

Most of the information in this report is completely generic. Just remember: setting up an easy to duplicate system isn’t as easy as working one that is already in place. That’s why I have developed an easy to duplicate system at www.ExpressMLM.com based on the time-tested principles found in this report. I am convinced that those ordinary Network Marketers who take advantage of our system will profit greatly as we once again build a huge MLM organization.

Enjoy the report!

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Rags to Riches?

Network Marketing has taken more people from “Rags to Riches,” than all other Business Opportunities combined! Yet, thousands of people fail or quit MLM every day. Why? Because they don’t have access to a Business Building System that is easy enough for the average Network Marketer to duplicate. Oh, their system may work for some “Infomercial King” or some In-Your-Face Sales Person… but it doesn’t work for you and me.
The “Super Salesman” Pitfall!

Hassling your friends and family (warm marketing), Cold Calling, talking to everyone that comes within 3 feet of you, Trade Shows, etc… just DO NOT work for the average Network Marketer. The Super Salesman can use all these tactics to convince you to join their opportunity. But once the average Network Marketer tries these same tactics, the personal rejection causes them to give up. And believe me, try any of these “in-your-face” type sales tactics and you will face some major rejection.

The *Super Salesman*, who recruits you into their opportunity, will tell you that you must change yourself if you desire true MLM success. You too must become a Super Salesman. In my humble opinion… that’s just CRAZY! Most MLM’ers have the desire to build a huge business… and are willing to work… but simply don’t have the ability (or personality) to build it through face-to-face marketing!

Besides, Network Marketing is a numbers game. How in the world would you talk to enough people every week to build a business? You would need to talk to at least 250 people a week (maybe more)… 10% (25) of these would look at your opportunity… and hopefully, at least one would join you! No Way! I won’t do this! And I doubt if you will either. Can the part-timer make 250 face-to-face or cold call contacts a week? No Way!!! But this is exactly what some sponsors expect of you.

Most people are not sales-types! They’re basically shy, just like you and me! So even if a sales-type person can recruit tons of people, 99% of those they recruit CANNOT do the same thing!!! After approaching their best friend or uncle or making a few cold calls… and getting turned down and laughed at… the new recruit quits!!! End of story! Another MLM career ends up in the networking graveyard!

There has to be a better way! Don’t worry; there is a better way that works for the 95% of us who are not Super Salesmen. Read on!

The $1,000 Pitfall!

I’m going to keep this section short and sweet. Way too many MLM companies and sponsors think you’re made of money… and you’re not! If a Network Marketing opportunity requires you to purchase $250 worth of product or more a month as a compensation plan qualification, your chance of success has just diminished greatly! Once you add advertising costs, business material cost, etc to your $250 product qualification… you could easily be spending $1,000 or more every month on your business.

These “high product qualification” companies will tell you that the higher product qualification means more money in your pocket. But that reasoning just doesn’t stand up in the real Network Marketing world. Just because you can afford to spend $1,000 a
month on your business doesn’t mean everyone else can. Joining this high-end type of opportunity immediately reduces your “new recruit” pool.

- Some high-end opportunities say you won’t spend any money on advertising, because their methods of recruiting will cost you nothing. Refer back to “The Super Salesman Pitfall” section of this report to see the problem with this way of thinking.

- Some high-end opportunities say you can make retail profits from their product requirement. All you have to do is sell a few bottles of product to your friends and family every month. This might work for some, but once again refer back to “The Super Salesman Pitfall” section.

If you are an independent distributor for one of these “high qualification” MLM companies… and you have a Super-Salesman personality… plus you have an extra $1,000 a month to put into your business… then I wish you the best. If this is not you, then please keep reading.

“No Work” Systems Don’t Work!

Some sponsors will tell you that their duplicatable system requires no effort on your part. Just join their opportunity and they’ll make you rich! What a Lie! “Hands-Off” systems are DREAM BUSTERS. The MLM industry is full of Hype! You know it and I know it. As a matter of fact you’ve probably experienced it, just as I have. Have you ever joined a program that promised to “Build your downline for you” and all you had to do was send them $200 to $500 a month (depending on how many people you wanted placed in your downline.) Or maybe you were promised a HUGE MLM INCOME by simply mailing 100 postcards a month. Whatever! The truth is that these so-called “hands-off” systems DON’T WORK!!! And they end up costing you thousands of dollars before reality sets in.

Network Marketing is a real home based business opportunity, not a chain letter. Building a PROFITABLE BUSINESS will take time, effort, and a small amount of capital on your part. If you want someone else to do everything for you, or you want a “get-rich-quick” scheme, you’re better off playing the lottery!

There must be a real MLM Business Building System for the 95% of us “shy” types. Well there is. Keep reading!

A “Turn-Key” System that works for Ordinary MLMers!

Franchises blow away most “mom and pop” stores. Why? Because every franchise store looks the same, uses the same equipment, is operated in the same way and even trains
employees the same! In other words, they use a “turn-key” system. The franchise owners DO NOT have to “re-invent the wheel!”

The same is true in Network Marketing. To be successful in MLM… you must be part of a “turn-key” recruiting & training system! This business building system MUST enable you to have prospect after prospect educate themselves about your MLM opportunity. And this MUST happen while you’re sleeping, at the lake, playing golf, or spending quality time with your family.

Seven years ago, when I built large MLM organizations, the best way to accomplish this “turn-key” recruiting system was through voice mail-boxes, cassette tapes, and fax-on-demand. With the advancement of the Internet, many of these services are no longer needed. A prospect today can receive all the information necessary to make an educated decision directly from the Internet. And the greatest part of all is they can review your MLM opportunity in the comfort of their own home without the FEAR of having a high pressure networker call! This instant information system does the “selling” for you!

Here is how this simple WEB BASED System works!

**STEP 1:** You generate “qualified” prospects by simply mailing postcards or flyers… placing your own ads in Business Opportunity Magazines… Internet advertising… mailing a flyer to your old MLM downline or upline… etc…

**STEP 2:** Your “qualified” prospect responds to your MLM opportunity by going on the Internet and typing in your UNIQUE URL. This unique URL directs your prospect to your very own self-replicating web site. If an MLM opportunity doesn’t offer you a self-replicating web site with your very own unique URL… I wouldn’t even bother with it. A self-replicating web site is a major tool in building an MLM business. This way you have an identical web site as the company web site… accept with one major benefit:
When you refer a prospect using your unique URL… and they join that opportunity… they are automatically placed in your downline. And then they too receive an identical web site with which to build their business; which in turn also builds your business. This is duplication at its finest!

**STEP 3:** Not every “qualified” prospect will immediately join your MLM opportunity. So you must have an automatic FOLLOW-UP SYSTEM. This can be achieved through 3 follow-up letters, Email Auto-Responders and Special Reports.

Once prospects have reviewed all the information on your opportunity, a certain percentage of them will join. Most prospects don’t want to feel manipulated into joining an MLM company. They simply want a reasonable shot at home business success… and they want to make an educated decision on choosing the right opportunity. That’s exactly what a quality online recruiting system offers.
ExpressMLM is a perfect example of how a “Turn-Key” AUTOMATED ONLINE RECRUITING SYSTEM should work.

1. You refer a “qualified” prospect to your self-replicated web site by placing ads in Home Business Magazines… mailing postcards… contacting old business associates… etc…

To help you generate “pre-qualified” MLM prospects, we offer the best LEAD GENERATING COMPANY available. You can find complete information on this company on the “Programs” page at www.ExpressMLM.com. This Lead Generating Company sends you 100 “pre-qualified” leads every month. Each lead includes name, address, phone number and email address. And each lead is already “pre-qualified” by a phone call before you ever receive it. These leads are a thousand times better than any cheap mailing list. Don’t waste your money on any cheap mailing list.

2. You send a postcard to the 100 leads once a month for 3 straight months. Remember, no one gets rich by simply mailing a hundred postcards a month. That’s why using true “pre-qualified” MLM leads… and mailing a postcard to them 3 times is key to your success. We provide our members with a Postcard Template and information on the best & least expensive printers available. Your postcards will include your ExpressMLM.com unique URL.

3. At least twice a month, you also send a prospecting email to each of your 100 prospects. We also provide our members with an email template. Make sure your phone number is part of your email. This way, if a prospect has questions, they can call you. This helps to build a relationship with your prospect.

You continue to email your prospect the same email every 2 to 4 weeks… until they request to be taken off your list or join ExpressMLM.com. As you can see, each month your email list would continue to grow… but it doesn’t cost you any more to send one email or 20,000 emails.

4. Your interested prospects types in your unique URL… then receives a total education on the ExpressMLM.com opportunity by reading the web site information. It’s free to join ExpressMLM.com, so those new members join for free and continue to receive an MLM education through this special report, our monthly newsletter, and email Fast Start Course.

It doesn’t matter whether you’re a factory worker, student, homemaker, or professional person, your credibility is taken out of the equation… because the system does the “selling” for you!!!

5. If a prospect or new member still has questions, they can email the home office at art@expressmlm.com and we will promptly reply. Or they will call you from
the phone number you placed in your prospecting email. This is not “cold calling” by any stretch of the imagination… because they are calling you!

6. When the prospect is ready to join, they simply return to the ExpressMLM.com web site… sign-up as a member… and are placed under the correct sponsor. And here’s the great part. Because our system utilizes “cookies”… your unique URL information is stored in the computer browser of your prospect. So even if they return later by typing in www.ExpressMLM.com .... YOU STILL GET CREDIT AS THEY ARE PLACED IN YOUR DOWNLINE!

Is this work? Sure it is. Can anyone do this… even the most timid person in the world? You bet they can… if they’re serious about building a $50,000 to $100,000 a year MLM business. Can this be worked in your spare time? Say 5 to 10 hours a week? Sure it can! This is comfortable, part-time work!

I hope this information has been of help to you. I encourage you to start your ExpressMLM.com business right now. Join the MLM Company and Lead Generating Company and get things going. This is very inexpensive to do. Then start referring people to ExpressMLM.com using your unique URL. You are now part of the best Online Recruiting System available. Take advantage of it!

Thank you for your time.

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