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“How To Find MLM Distributors To Recruit Into Your Downline”

**By
Tracy Biller**

Tracy Biller is also the author of the following ebooks, tape programs, and reports: “How To Make A Fortune With MLM Genealogy Reports And Databases” -- “Power MLM” -- “The Winner's Edge” -- “How To Write A Powerful One-Page MLM Recruiting Letter For Faxing, Email, & Direct Mail” -- “The Most Powerful Recruiting Strategy In The History Of MLM” - - “How To Speak And Write Powerfully And Persuasively” -- “How To Make An Extra \$100,000.00+ A Year In MLM With Back-End Products” -- “It's Easy To Succeed In MLM When You Recruit The Right People” -- and “How To Strike A Deal With An MLM Company”.

Tracy is also the author of the phenomenal new MLM training program called **“The Official Guide To MLM Success: How To Make At Least \$10,000 A Month In Network Marketing”**, now available from Owens & Lane Publishing, LLC.

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Free Report #3:

“How To Find MLM Distributors To Recruit Into Your Downline”

When struggling MLM distributors make the decision to stop recruiting the warm market (family and friends) and “opportunity seekers”, and to start recruiting only MLM distributors, they are making one of the best decisions – if not **THE** best decision – of their MLM career.

On top of that, if they make the decision to learn, adapt, and apply the right strategies and tactics (such as the ones I teach in my training program “**The Official Guide To MLM Success**”) then their MLM success is virtually guaranteed.

“How do I find MLMers to recruit?”

Whenever I train people on the right strategies and tactics for MLM success, I’m always asked the question, “How do I find MLM distributors to recruit?”

There are five ways to find them. Two of these methods are extremely inefficient, and I do not recommend them. Three are **EXTREMELY** efficient and I highly recommend you use them immediately.

Here are the five methods and the “pros and cons” for each one:

1. The ones you already know. (Not viable for most distributors.)
2. Advertising. (I do not recommend this method.)
3. MLM Genealogy Reports (I recommend this method.)
4. MLM Distributor-Specific Databases (I recommend this method.)
5. Referrals from the MLM distributors you sponsor from MLM Genealogy Reports and MLM Distributor-Specific Databases. (I recommend this method.)

1. THE ONES YOU KNOW. (Not viable for most distributors.)

This method is only viable for distributors who've done a lot of "networking" within the network marketing industry. If a distributor is relatively new to the business, or he hasn't done lots of "networking" within the industry, then they don't know lots of MLM distributors they can recruit.

In "The Official Guide To MLM Success" training program, I tell the story of "Jim", one of the industry's all-time most consistent Top Earners. Because several of the companies Jim's been with have shut down, Jim's had to start over a number of times. Each time he does he recruit's from his personal "database" of MLM distributors he knows, or knows of. And each time Jim quickly builds a large downline and receives a five-figure monthly commission check.

But as I point out in the training program, Jim's done lots of "networking" within the industry over the past 15 years, and knows thousands of distributors he can contact. Distributors who don't know lots MLM distributors must find them through another means.

2. ADVERTISING. (I do not recommend this method.)

There are many vehicles to choose with which to advertise and find MLM distributors, such as: card decks, direct mailers, MLM magazine ads, newspaper classified ads, fax broadcasting, email broadcasting (spam), flyers, business cards, etc.

Of these, the most "viable" is to place an advertisement in an MLM magazine as the readership of such magazines consists primarily of MLM distributors.

But there are several problems with placing ads in MLM magazines. First, all of the MLM industry's magazines have a very small readership. Second, your ad must run for at least 8-12 months in order to consistently "draw" respondents and build credibility. Third, in order for your ad to get "seen", it must be at least a half page in size. Fourth, half to full-page ads in the MLM magazines will cost you \$1,000 to \$4,000+ per month. And fifth, even in a good month, you're only going to get a few hundred respondents, of which only a few dozen will actually be MLM distributors intent on looking at another opportunity.

3. MLM Genealogy Reports. (I highly recommend this method.)

A "genealogy report" is a database of someone's downline. Just about all MLM companies provide "genealogy reports" for their distributors.

Genealogy reports can be "big" (25,000+ distributors), "medium" (5,000 to 15,000+ distributors) and "small" (100 to 3,000+ distributors).

Genealogy reports contain the distributors' "contact information" such as: the distributor's name, address, phone number, fax number, email address, etc.

Genealogy reports are, simply said, a database containing lots MLM distributors!

As I teach in my training "The Official Guide To MLM Success", it was with genealogy reports that I built my two huge downlines and made lots of money in MLM!

Too often, MLM distributors who've never before recruited from genealogy reports become way too "analytical" about genealogy reports, and wonder things like, "What was the

MLM company? How old is the genealogy report? What was the company's product? How many other people have the genealogy report?" Etc. Etc.

First, the MLM Company from which the genealogy report came from is irrelevant as most MLM distributors get into this business with the intent to make money.

Second, if you can get hold of a genealogy report that's between one and five years old (since the MLM company shut down), then work it! I've worked genealogies that were 6, 7, and 8 years old and **ALWAYS** had success with them. (Granted, the "older" a genealogy report the more inaccurate information that will be on it. But so what! As I've always said, "There's gold in genealogy reports, regardless of the age!")

Third, the products that the MLM company had are irrelevant, same as which company it was. (It's also irrelevant as to what pay plan the company had.)

Fourth, it never matters how many other people have the same genealogy reports, because few people will work it diligently and even fewer will work it correctly. Whenever I bought a genealogy report from someone, I **NEVER** asked them how many others were getting the same genealogy report, because it doesn't matter. (As I say in my training program "The Official Guide To MLM Success", "*In MLM, there's no competition at the top. The competition is at the bottom.*")

Genealogy reports are hard to find, and it requires having "contacts" within the industry to locate them. In fact, there are only a handful of list brokers who sell them.

Owens & Lane Publishing, LLC is a provider of genealogy reports, and they offer free training programs with special package offers. You can see their list of genealogy reports at: www.officialguidetomlmsuccess.com/mlmleads

NOTE: Always get as many genealogy leads as possible. See below for training on this strategy.

4. MLM Distributor-Specific Databases (I highly recommend this method.)

These are exactly like genealogy reports, except they contain many distributors from many different companies. These databases are usually more accurate than genealogy reports. Very few of these databases exist, and you should "grab them" whenever you can!

Owens & Lane Publishing, LLC is a provider of MLM distributor-specific databases, and offer free training programs with special package offers. You can see their list of them at: www.officialguidetomlmsuccess.com/mlmleads

NOTE: Always get as many genealogy leads as possible. See below for training on this strategy.

5. Referrals from the MLM distributors you sponsor from MLM Genealogy Reports and MLM Distributor-Specific Databases. (I highly recommend this method.)

Whenever you sign up an MLM distributor from a genealogy report or distributor-specific database, you should **ALWAYS** ask them to provide you with a list of **ALL** of the MLM distributors they know complete with the names and phone numbers. Doing this is a very powerful strategy for establishing and advancing downline momentum.

Always get as many MLM leads as possible!

It's important to get as many MLM leads as possible so that you always have leads on hand for your ever-expanding downline (especially when your downline is in momentum, which can happen quickly when you recruit MLM distributors with the right strategies and tactics).

Many first-time purchasers of genealogy reports and distributor-specific databases are concerned that they may be getting too many leads. But you can never get too many. As you sign up MLM distributors and they in turn sign up MLM distributors and so on, the fact is that **ALL** of those people in your downline are going to need MLM leads for recruiting.

Therefore you **MUST** assume the responsibility of **ALWAYS** distributing leads to your downline.

A good friend of mine says it best. She says, "The first genealogy report I bought had 19,000 leads. I just about crapped. What am I going to do with all those leads? The most leads I ever bought before that were 200 leads from Pro Step. But Tracy was right. After I signed up some MLM distributors, they needed leads. And they're distributors needed leads. And within a month I needed more leads! It was amazing!"

NOTE: I teach all of this and much more in my training program. Something else I teach is that you never give leads away for free as you just build weakness among your downline. I always charged my downline on a per-lead basis, exactly what I paid for the leads.

The Facts About Successful Recruiting

If your goal is to make big money in MLM, then consider these six (6) facts:

1. The single most important factors for quickly building a large downline are: the quality of your leads and applying the right strategies and tactics.
2. It is a known fact among the MLM industry's top earners that it is easy to succeed in MLM when you recruit MLM distributors.

3. This time-proven strategy of recruiting MLM distributors is exactly how many of the industry's top earners have made their fortunes.
4. When you recruit MLM distributors, you're recruiting people who are already highly pretargeted and prequalified.
5. Most MLM distributors (an estimated 99%) are making little or no money with their current program.
6. Most MLM distributors (an estimated 85%-90%) will take a look at another MLM program if they think it can offer them a better opportunity than the MLM program they're currently with.

With my new training program [**"The Official Guide To MLM Success: How To Make At Least \\$10,000 A Month In MLM"**](#), I teach you all you need to know about how to build a large downline quickly and easily (click here for [**Program's Contents**](#)). Much of what appears in my new training has never before been taught "publicly" to MLM distributors . . . only "behind closed doors".

Simply said, what's in **"The Official Guide To MLM Success"** is lots of "insider information" that can cause your MLM business to explode, just as it did for me!

I wish you and your downline much deserved success!

Best wishes,



Tracy Biller

**Build a large downline faster.
Achieve your financial goals quicker.
Do it with Tracy Biller's . . .**

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