

# THE DOWNLINE CODE



**Explode Your  
Downline Using  
The Internet!**

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## Chapter One: Introduction

Ahhh... the allure of MLM and Network Marketing!

Who can't remember when they first joined a company? Your mind racing with the possibilities of wealth, freedom and complete success.

You could just see your team starting to build the very next day; with the very first person on your "names" list....you could see the \$5,000 paychecks rolling in next month.

The "power of two" would work for you immediately. After all you just had to sponsor two people, and they would sponsor two people, and you would be sitting on a beach sipping a drink from a coconut in just a few months.

I think we all start out with those visions, but often they are gone within the first week.

The statistics show that 50% of the people quit MLM in the first 90 days, and 95% to 97% are quit within the first year.

Those are staggering statistics about our industry. This e-book – **The Downline Code** – sets out to change this situation. To allow you to become the sponsor you never had. To become the true leader you want to be. To help you develop a system that will generate leads, make you money, and help you sponsor more new associates than ever before.

But even better than that, the system will be easy for any of your new associates to simply plug into, and get started earning and recruiting within minutes. So let's get started.....

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## Chapter Two: Three Problems with Traditional Recruiting Methods

In every network marketing company, almost the same prospecting strategies are taught. Let's examine the three biggest problems with these tactics.....

### **Problem One: Build Your Names List**

Almost every company under the sun has this as a part of their training system. All new associates are taught to make a list of 100 or 200 people they know and start calling them. They even offer "memory jogger" help sheets, so that no one will be forgotten.

Does this work? Yes, if you do it. You see the statistics will prove that out of 100 people you will probably find 3 or 4 that will join you in your business. It is the most easy to recruit new people that know like and trust you already.

The problem is....that almost nobody will work through all 100 names. Rejection will kill them. Everyone has a certain threshold for rejection before they quit. For some people it will just take one "no" and they are finished, for others maybe it is 50. Sure you will find the real "go getter" that works through all of their names and starts to build a team. But then they run out of leads....

Most people will not be capable of building in "other people" warm markets, and they will simply run out of new prospects. This leads us to....

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## **Problem Two: Buying Leads**

Once people run out of leads in their hot and warm markets the next place they are taught to turn is to purchase leads from a lead company.

You see there are companies out there that generate massive amounts of leads on the internet. Typically these leads have filled out a completely generic form indicating that they are looking to start a home based business.

Most of the lead companies sell a lead to people like you – other MLM'ers – more than once. Some companies sell them 3 times; others might be sold up to 20 or 30 times. So you think these leads get tired of being hounded by 20 or 30 people just like you all trying to sell them on their business? ABSOLUTELY!

On top of that these leads are expensive – one lead will typically run you anywhere from \$2.00 to \$20.00 depending on the “quality” of the lead. I have purchased leads in all price ranges, and honestly, they were all of the same quality, so don't fool yourself into thinking more expensive is better!

I have called many, many leads – and spent hours on the phone chasing them down. Sure there were a few good people, but for most MLM'ers they will go broke trying to build their businesses with purchased leads.

You have to be very good on the phone – a skill which unfortunately most people will never achieve because they will simply run out of money before they become phone prospecting experts.

Even if you are good, and are signing up these purchased leads right and left – what will they be able to do? Can they duplicate your success? Sure maybe one out of a hundred will be able to do

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it, but this is not the way to duplicate success, and create a team that grows quickly.

The biggest problem with purchasing leads is you have no way to profit from these leads if they don't join your team – which is a topic we will cover later in the e-book.

## **Problem Three: Purchasing Advertising**

Most new associates that begin a business in network marketing have not experience or education in the marketing field. So in other words they joined a “marketing” business, but have not experience or training in how to “market”.

So they go out and purchase advertising, and the results are less than stellar. But their upline tells them, keep going, there are good people out there, so they keep spending and keep advertising.

They have no understanding of how to track their advertising spends so they have no way of knowing which advertisement is working the best.

These associates also typically do not have the experience to really understand who their “target market” is. So they run ads that are focused on the wrong market, no market or simply don't have the critical elements in the ad to really pull the response needed to generate a profitable return on investment.

## **The Wrap Up**

The interesting thing about these three items is that two of three items require spending money to get the leads. Actually they all require spending money either for leads or simply monthly company required expenses.

As you know, building a network marketing business typically does not generate large amounts of cash upfront. You are really

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building a business that will benefit you the most 2 or 3 years out, if you work hard.

So the top three methods of prospecting that are taught by MLM companies require a cash output – but there is no way to generate a significant amount of cash on the front end to cover your expenses while your MLM business grows.

Which is why most people quit – they run out of money before they can hang on long enough to enjoy the true residual income the network marketing can offer!

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## Chapter Three: The Power of Attraction Marketing

This chapter will just give a brief overview of “attraction marketing”. For a much more in-depth study and course of attraction marketing you really need to see the “godfather” – [Mike Dillard](#). Mike offers a free 10 day boot camp called [Magnetic Sponsoring](#) which you can get here.

### Why do people join your business?

People join your business for one of two reasons. They both like, know and trust you OR you have a system that they can see themselves plugging into which will allow them to duplicate your success.

When I first got involved with network marketing I joined because I liked, knew and trusted my friend. She was successful so I could see myself being successful.

In hindsight I should have studied the “complete training” they offered to really understand the prospecting and business building system they had in place. I did not join her in business because of the training/prospecting system – heck I really did not understand how she had done it anyway!

### The Downline Code

The emphasis of **The Downline Code** is on building a prospecting and recruiting system online. Even though you are building your MLM business online, people will still join you either because they know, like and trust you OR they can see themselves plugging into your prospecting and recruiting system.

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## How to build trust and relationships online

Is it really possible to build relationships online that get to a level where people will join you because they know, like and trust you?

YES!

The process is very simple really although it will take effort to put it in place you are rewarded with a leveraged system that can communicate with unlimited prospects 24 hours a day 7 days a week.

The system you will use is called an [Auto Responder](#) – and it is used to deliver email to a subscriber list. It is totally automated once you get it set up. You simply upload a series of emails into the system and they will be delivered over time to all of your prospects subscribed to your list.

How do I know this works? Because every week I get phone calls from people that have subscribed to my list.

The beauty of this system is that THEY CALLED ME! I was not spending hours on the phone cold calling and chasing people around. These leads are calling me because they already feel like they know me, they trust me and they WANT to talk to me!

One of the best systems out there that you can immediately get plugged into is called [Aweber](#). [Click here to get their FREE trial!](#)

## What about a system?

I mentioned the other reason people join your business is because you have a system in place that they can see themselves plugging into.

A good system online will include these components: lead generation, email follow-up, income opportunities, and training.

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The next chapter will expand on these four critical areas you need in your online system.

Your system must include a solid lead generation system that follows up with the prospects on auto pilot.

You also need a way to profit from these subscribers even if they never join your primary business. This allows you to make money while building your residual income stream which is your MLM business.

Your system also needs to have an automatic way of delivering the bulk of the training. Remember building on the internet is about creating leverage – in this case leveraging your time. Build your training system once, really well, and let new prospects get the training delivered over the internet. Of course you will still need to physically talk to them so they know you are there – which build retention on the team.

This is the type of system that will have prospects lining up to join you in business!

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## Chapter Four: Developing the System

You really have three options when you are ready to get your system going – build it yourself, hire someone to build it, or simply plug into a generic prospecting system like [The Downline Code](#).

### Building it Yourself

So you want to build it yourself? Here are some of the basics that a good system will have.

- As automated as possible, creating leverage for you.
- Self replicating for new users to instantly plug into it.
- Full member training on traffic strategies.
- Automated email follow-up system.
- Team newsletter capabilities.
- Multiple streams of income capabilities
- Viral traffic generators

If you have the experience and time, GO FOR IT! Developing your own system will be a great learning experience, and it will work exactly how you want it to work.

However, the downside is that you will be spending hours and hours programming your system instead of doing the most critical thing – which is promoting and marketing your business!

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## Hiring a Programmer to Build Your System

I won't go into great detail on how to do this, but I will share some resources that you can visit to find out more information. There are hungry programmers just waiting to help you – for a fee of course.

The easiest way to find a programmer is to visit one of these sites: Elance.com or Scriptlance.com. These sites work much the same way the Ebay does. You post a project, and you get programmers bidding on your project. You can then select the one that fits your budget, and they one that has the experience rating to do the work.

You will need to write a very detailed description of your project. Without a detailed description, they programmer won't know for sure what you want. You will need to be VERY specific in this description – I would recommend really spending your time to write down exactly how you want your system to work.

I have hired many people over the years through these sites. Most of the experiences have been good, but you do need to be careful, and be dedicated to working closely with the programmer to be sure you get the finished product that you desire.

## Plugging into a Generic System

The fastest way to get started is to simply plug into a generic prospecting and recruiting system like [The Downline Code](#). By not having to spend hours programming it yourself, thousands of dollars paying someone to program it – you can instead invest your money in advertising, and your time in marketing.

[The Downline Code](#) includes income generators, viral traffic programs, and allows you to promote YOUR business.

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I know many users of the system that are actually making more money from the system than they currently are in their primary business!

This is good news....they will be able to stay in their primary business long enough to be successful!

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## Chapter Five: The Power of 3 Steps

I am going to share with you a very secret psychological trigger that you need to understand when discussing a prospecting system for your MLM business.

A three step system like [The Downline Code](#) has powerful psychological factors at work that make it successful.

Have you ever bought a car from a dealership? Did you notice that once you commit to purchasing the car, you are then hit with other items like undercoating, extended warranties and upgrades?

This is called an “upsell” – it works very well. You see once you have committed to purchasing the car (the first time you said “yes”), you are more likely to keep saying yes to get the outcome you desire.

The same tactic is used in a three step prospecting system. As the lead moves through the system, actually once they complete just one action, it becomes increasingly difficult for them to stop taking actions.

In fact, just the act of handing over their name and email on the capture page begins to commit them to completing the steps necessary for success.

Once they start saying “yes” by taking just one action, they will be almost unable to stop themselves from finishing the process and completing Step 3.

So let’s look in more detail at the three steps your system needs to have to be successful....

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## Chapter Six: Step One: Income Generators

After the lead has handed over their name and email address, and has been subscribed to your auto responder follow-up series, they should immediately be presented with two or three systems that can produce income for them both immediately, and even residually.

As your prospecting you need to find a way to generate income outside of your primary business. As you probably are aware, true wealth from your MLM business will come 2 or 3 years from now. Sure you will make the occasional “fast start bonus” or profit from retailing product, but for most new associates they are simply bleeding cash on a monthly basis.

If you don't have a system in place to generate income to cover your monthly business expenses, most new associates will simply get tired of losing money and quit – some never to be heard of again. What you will find is that you are replacing people, instead of building a team.

Each and every one of us has a threshold of pain that we will finally hit, and then throw our hands up and quit.

However, if your new associate can instantly plug into a system where they can generate both instant cash and residual cash while they are prospecting – more than likely enough to cover their monthly business expenses – how long do you think they will stay around? I would bet long enough for you to enjoy a thriving team that really explodes over time!

[The Downline Code](#) actually uses three income generators – one that builds residually, one that pays instantly, and one that pays monthly (and grows as your team grows).

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The system also includes a “one time offer” after the lead completes step three that converts at over 45% -- which puts instant cash into your pocket as well!

By including two or three basic income generators outside of your primary business, you are giving new associates a strong footing on growing a true business venture.

Recommended Income Generators (all links are clickable):

[Success University](#)

[Agloco](#)

[Internet MLM Pro Secrets](#)

[Magnetic Sponsoring](#)

[Net MLM Profits](#)

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## Chapter Seven:

### Step Two: Viral Traffic Generators

When you have a system in place to help you team grow, you must learn to drive traffic to the landing page. No traffic? Your business will not grow.

On the internet traffic to your site is the lifeblood of your business. Unfortunately, if you do nothing to promote your site, you will not get the quantity of visitors that is required for success.

Luckily for us, there are many great sites that allow you to promote your business for free, and grow your traffic virally.

Viral traffic generators most often operate in a fashion similar to a MLM or Network Marketing business. In other words you benefit both from your activity and the activity of those that you introduce the viral traffic site to.

Lets take a look at one of the most popular viral traffic generators out there – [Traffic Swarm](#) (link is clickable). This short overview will give you a good idea on how Traffic Swarm works and the types of things you should look for in a viral traffic generator.

When you sign up for Traffic Swarm you are given an allotment of “credits”. You will also enter “advertisements” for the website you want to promote.

As people click on your ads, your credits will be depleted. So how do you earn more credits? By clicking on other people advertisements and visit their site.

I have my start page in browser to open to the Traffic Swarm advertising page. It is basically a page that displays about 10 advertisements from other members of [Traffic Swarm](#). Every time

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I open my browser I earn credits – which allows my personal site to be displayed more often.

The real power comes in when you refer others to the system. Once they join and confirm you get 1000 credits.

Do you see the power of this system? Free ADVERTISING!

But does the traffic convert? On The Downline Code site about 8% of the people that visit the site from Traffic Swarm opt-into the site and start through the process.

Examples of Viral Traffic Generators (all links are clickable):

[Traffic Swarm](#)

[Web Biz Insider](#)

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## Chapter Eight: Step Three: Where The MAGIC Happens!

As we have previously discussed, you need a system that you team members, new associates and potential prospects can plug into. Remember people join your business either because they know, like or trust you OR you have a system that they can see themselves plugging into. This is exactly what I have done with my Downline Code system, and with this guide you can do the same thing.

So what is the magic of Step 3?

Step three is where the prospect actually enters themselves into the system.

Remember in step one they joined the income programs. You made some instant cash and placed them under you in some residual income programs.

In step two they joined a couple of viral traffic programs, which allowed you to benefit and drive more traffic to your site since then joined under you.

Now in step three they get to enter all of their user ID's in these programs. Once they click the "submit" key, they now are a member and can easily start promoting the site themselves.

Pay attention, because here is where the real power of a system comes into play!

As they begin to promote the system, their prospects will join under them, which means your teams will grow as well.

A system is where the real money is made in network marketing or MLM. You have to have a system for a number of reasons.

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First it allows you to truly duplicate yourself. By providing a system that also incorporates training you will give yourself freedom, and truly be able to enjoy the power of a real network marketing organization. No longer will you be stuck on never ending training calls with your new associates – the system will handle the training for you.

As they begin to promote the system, their personal teams will grow, and your will EXPLODE. This is the power of duplication!

In my system [The Downline Code](#), I also present the new member with a “one time offer”. In my system I allow them to upgrade their account so that they can benefit from the traffic I drive to the site. The beauty is that when a new user purchases this offer, I split the income with the member that referred the member to the site – hence another stream of income!

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## Chapter Nine: Training – The Critical Step!

A major part of any system needs to be the training component. One of the things I noticed early on when I started my network marketing organization was the fact that as my organization grew, so did the amount of time I spent training the new members.

Subsequently, the time I was spending marketing and growing my business declined which led to my business growth slowing. You have to market to keep your personal business growing – don't fall into the management mode trap! Your business will suffer.

So what type of training do you need to provide in your system?

Obviously, since this system is for growing your team on the internet you need to focus on internet marketing training.

The beauty of a system like The Downline Code is that all of the really hard stuff like creating web sites, getting web hosting, etc is already done for your team and new associates.

They only need to be taught to drive floods of traffic to their personal landing page – and your team will grow on autopilot!

In my system I do almost all of the training using screen captures where I actually show on the screen exactly what I am doing. The users can then view the videos and implement the strategies for themselves. The beauty is I only have to do it one time, and every new member from that point forward can access the training.

As I mentioned I focus solely on traffic generation strategies in my training. Primarily I focus on free or almost free traffic strategies such as marketing on MySpace, article marketing, social networking sites, etc.

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What if you don't know how to market online? You really have two choices:

- You can spend hundreds of hours and thousands of dollars on training, just like I did, so that you can then be the expert. There are two resources I recommend if you are looking to educate yourself on building traffic to your site. The first is [Online MLM Secrets](#) – this is a great overview of primarily ways to generate traffic for free. The second is [NetMLMProfits](#) – which is an ebook by [Deagan Smith](#) where he shares the exact methods he used to grow his team of over 6,000 people exclusively on the internet.

**OR**

- You can simply get signed up at [The Downline Code](#), get your team plugged into the system, and you can all benefit from the free training I provide in the member area there! 😊

It really does not matter which option you take, you just HAVE to provide training to your new members. Very, very few of your new members will know anything about how to drive massive traffic to a landing page – that is why they are searching for a solution!

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## Chapter Ten: Automating For Success

If you want to grow a huge downline, and I mean a HUGE downline, you have to learn how to automate everything that you do.

If you do not automate, you will simply not have enough time to grow your team to the size it needs to be for success – the size that will allow you to enjoy true retirement style income!

So how can you automate you system? There is probably two areas that will impact you the most....

1. Training – you must automate your training system to the greatest degree possible. The best way to do this is to record everything you do – training calls, record them – setting up a new traffic strategy for yourself, record it – you get the idea. Then post all this training material on your members area so that everyone on your team has access to it!
2. Traffic – I like to focus on traffic generation strategies that will continue to drive traffic without my daily involvement. Article distribution, Ebay and viral traffic sites.

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## Chapter Eleven: Recommended Resources

[The Downline Code](#) : Turnkey GENERIC Internet marketing system that you can plug into and generate unlimited leads for your business, make multiple streams of income AND promote YOUR personal business!

### **Tools**

[Aweber](#) – the best email autoresponder

[Web Hosting](#) – reliable hosting with free domain name, one click blog installs and unlimited accounts for one fee.

### **MLM & Network Marketing Resources**

[Internet MLM Pro Secrets](#)

[Magnetic Sponsoring](#)

[Online MLM Secrets](#)

[Net MLM Profits](#)

### **Top Rated Income Generators**

[Success University](#)

[Agloco](#)

[Internet MLM Pro Secrets](#) (100% commissions)

### **Viral Traffic Generators**

[Traffic Swarm](#)

[Web Biz Insider](#)

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