



### **3 Reasons Why Building a *Lazy* Downline is Smarter and More Profitable!**

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Contrary to what many people say... there is a quicker way to building a large downline on the internet. The idea in the pages that follow will hopefully open your eyes to this easier, and more profitable method of downline building.

This report is dedicated to those of you that apply the concepts revealed here and take massive, life changing action!

**Success is Yours - Take it!**

James Grandstaff



<http://DownlineSecrets2.com>

**P.S. - What if you could re-brand this report with your business information then use it to attract targeted prospects and immediate cash-flow to your business? [Click here and I'll show you how.](#)**

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# INTRODUCTION

## You're on Your Own Kid!

**A**llow me to start first by congratulating you for having the courage to go after your dreams and pursue a better life for you and your family. Despite the pitfalls you'll likely face, **don't ever quit... your freedom is worth it!**

Second, if you grasp the concept I'm about to share with you, and take immediate action on it, you'll have a fantastic chance at growing your network marketing business to the size most only dream about. You'll also have more fun because you'll learn how to make money (almost instantly) regardless if people join your MLM downline or not.

Now here's the rub... you may have to unlearn a lot of what you've been taught about how to build a downline.

### **I'm sure you're familiar with recruiting methods such as:**

- \* Passing out DVDs to friends and family about the product or opportunity.
- \* Conducting three way conference calls with your up-line and interested prospects.
- \* Buying and sending email to bulk leads.
- \* Calling "surveyed" prospects who don't remember requesting information in the first place ;)

The problem with these methods is that in order to really succeed, you have to work extremely hard. Now, don't get me wrong... I don't have a problem with working hard. But there is a difference between working hard and working smart. I have achieved massive success in MLM because I chose the latter.

Speaking of working hard...

I have a story to share with you about a gentleman who is probably one of the hardest working people in MLM. One day, out of the clear blue, this person contacted me about my automated downline building methods. I had never heard of this person before, but I was familiar with the network marketing company he was with. Before he told me exactly why he was contacting me, I asked him how much money he was making with his current MLM.

He said he was making over **\$13,000** per month.

I said "**Man, that's a lot of money! Why are you contacting me?**"

His answer stunned me.

The bottom line... **he was scared.**

He didn't come right out and admit it; he didn't have to... I just knew it.

I asked him how he managed to build such a huge downline... He went on and explained that he mainly calls leads.

I knew where he was going with this...

The income he was earning was mostly from his efforts alone. He seemed to have a gift at getting people to say "Yes" to joining his business. His gift however, was one that his new recruits didn't possess. Most of them disliked sales and calling strangers on the phone terrified them.

His main fear was that he'd have to keep working harder and harder *forever* just to *barely* maintain his level of income. He wanted a proven method that didn't require so much of his time.

We talked for awhile and he was shocked to learn that I no longer lift a finger and several of my downlines continue to grow on complete auto-pilot.

His concern *confirmed* (to me at least) that building a downline by calling leads or using any of the methods above is like building a house of cards.

The problem is when people start to drop out (and they do) you have to work twice as hard just to maintain your level of income. If your team doesn't duplicate and you're doing all the manual labor, what's the point? Working hard and being scared all the time doesn't sound like much fun to me. And it's certainly not the reason I got involved in network marketing.

**Actually, freedom and big checks coming in each month, while doing *exactly* what I wanted, is more like what I had in mind ;)**

What if I showed you how relying on **you** (and you alone) could produce the **exact opposite results** of the person I described above?

What if you didn't have to rely on your downline and yet earned more commissions each month?

What if I revealed a **\*shocking\*** new method that explodes your downline and puts money in your pocket now?

What would your life be like if you targeted the 95% of people that fail in MLM and they ALL joined your downline?

Better yet... what if they all joined your downline and paid you?

Intrigued?

Read on...

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# REASON ONE

## It's Less Work

**T**his probably goes without saying... but what I've found is that many people are looking for a push button magic solution to building their MLM downline. At first glance, this may seem impossible or not very likely. However, in business (including network marketing) shouldn't it be our job as leaders to provide our customers (i.e. our downline) with what they ask for?

If everyone wants a magic pill that helps builds their downline, don't you think we should at least **try** to come up with a solution? Or is it easier to say "That can't be done... stick with buying leads and calling strangers!"

Let's find out...

When I was 16 years old I entered into a alcohol rehabilitation center. Yes, I was 16 and already drinking for nearly 3 years. One night I was involved in a car accident while drinking. I crashed into a giant boulder in someone's front yard. Luckily nobody was injured. 4 days later I was in a rehabilitation center in Minnesota and diagnosed Alcoholic.

After rehab (28 days in-patient) I was told that in order to live a long sober life, **I would have to attend "12 Step" meetings for the rest of my life.** So I tried it. I attended meetings and stayed sober for 3 1/2 years.

Why only 3 1/2 years?

I finally realized if I had to attend another meeting and listen to those "excuse makers" talk about why they relapsed for the 10th time and cry about how bad their lives are, I would rather drink again. I was only 21 and there was *no way* I could attend meetings for "the rest of my life."

What does this have to do with you building a "lazy" downline?

Let me explain.

You see, I continued to drink for nearly 4 years and "they" we're right about one thing... I picked up right where I left off and it was getting ugly fast.

So, I had a choice make.

Quit drinking or die. I wasn't about to attend meetings again, so what could I do?

...like my favorite Frank Sinatra song goes... "I did it my way!"

I never went to another meeting again. Instead, **I just quit drinking!** I haven't had a drink in 7 years as of this writing.

The point is... they practically brainwashed me into thinking I couldn't stay sober unless I went to meetings. They were wrong. There was another way for me.

The methods they taught were written many years ago and simply didn't (and still don't) work for everyone.

The MLM training out there (mostly devised by the companies) suggests we build our downline using methods that are difficult to duplicate for the average person. Truth is, those methods only help the company and the top dogs get rich... while the rest of us tend to fail fast and quit.

**Our prospects really want us to do the work for them;** results from my surveys prove this. As lazy as that may sound, it's reality. So instead of trying to force people to conform to the current training methods, what if we **can** create a magic button? What if there **is** an easier, softer way?

The method I'll be sharing in a minute **is** the blueprint to creating the magic button for your prospects!

Let's get moving...

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## REASON TWO

### The Pay is More Stable

**H**ow in the world can we create a **more stable** income by purposely building a "lazy" downline?

We start by changing the way we think.

I recently heard someone explain their process for creating digital products to sell on the internet. They summed up the most important element with 4 simple words...

"Give Them The Fish!"

The concept is simple yet many of us don't operate from this position.

Here's an example of giving someone the fish...

Instead of **teaching** someone how to "do" something, such as write powerful sales copy, why not give them pre-written "fill-in-the-blank" sales copy that targets their intended audience?

A great example of this for us net marketers is a product that my friend Chris Zavadowski created. It's called [InstantMLMSalesLetters.com](http://InstantMLMSalesLetters.com). Chris' product is a perfect example of "Giving Them The Fish!" By providing this awesome resource, Chris' income is more stable than if he **only** relied on the income generated from his MLM business.

Furthermore... by thinking this way, you actually protect yourself from financial disaster should something happen to your MLM company... fact is, many companies don't last more than a few years.

In the pages that follow, you will discover a powerful method that allows you to **bullet-proof your income** and get paid to "Give Them The Fish!"

Keep going, this is about to get good...

## REASON THREE

### You'll Have More Fun

I covered something extremely important in my last manuscript called "7 Secrets To Building A Productive Downline!" One of the secrets is titled: "Become The Sponsor You Never Had!"

The story behind is simple... Once I started thinking "How can I become a great sponsor?" instead of "How come my stupid upline never did anything for me?" my whole world changed and I started having fun finally!

Since being involved in this business I've come to realize there are 2 types of people: Leaders and Followers. In order to win in this game, we need to think like leaders. Once we do, we start to take responsibility for ourselves... and positive financial results soon follow.

So how exactly do we have more fun building a "lazy" downline?

Easy...

We lead by "Giving Them The Fish"...

We leave the headaches and frustrations behind...

...and we cash big checks!

**Don't let the simplicity of what I'm about to reveal fool you...**

This strategy works because it's simple ;)

# FINALLY

## The "Master Plan"

**T**his plan is fairly straight forward and easy to implement once you understand the concept.

But first, think about this...

Let's say for a moment that you are currently involved in a popular online MLM program. During your time as a member you've discovered that it's very hard to bring new people in.

Maybe you believe the program is "saturated" and that's why it's difficult to sponsor new people. Whatever the reason is, you and most of the members are having a hard time growing your downlines. And there are probably numerous reasons why this is the case...

Nevertheless, what if you discovered a sponsoring process that had people saying:

*"I know I can get others to join my downline because this recruiting **process** is so simple and powerful... If it was simple enough to get me to take action and join, I know it will be simple enough to get others to join too - I CAN do this!"*

That would be awesome wouldn't it?

Good news!

You're about to learn how to create that very **process** over and over whenever you want.

Let's start with a recent example of a system I put together...

The site is called "MyProspectingSecrets.com"

It's a simple 3 step system that consists of affiliate links to several programs. My visitors are invited to join each program one by one. Some of the programs are multi-level income programs while others are traffic generators that offer single payout affiliate programs.

After joining the listed programs, they simply enter their affiliate ID's on a sign-up form and click submit. From there, the custom made **Downline Secrets Software** I developed, automatically creates a replicated page populated with their affiliate links. At that time, the software emails their special URL for the system and **they have a money making website set-up in seconds!**

What makes this system unique is that during step #3 of the process, I allow my members to "**plug-in**" any program they want to promote to their referrals.

This way they are not restricted ONLY to the programs I have added to the system. My members love the idea of being able to advertise their **primary** business!

### **Here are some results...**

To date, I have generated over 6,728 subscribers to my list, plus ongoing monthly income from the MLM and affiliate programs included.

Now, at this point you may be thinking...

"Ok James, but the title of this report is "How To Get Rich Building a **Lazy** Downline!" It sounds like all your members still have to promote the unique URL you provide them?"

Good point.

I'll address that concern now...

Once someone enters their IDs and submits the form, they are presented with a special one time offer where they have the opportunity to get their affiliate URL in the system's rotator. The price of this is \$57.

If you're not sure how a "rotator" works, let me explain...

When someone visits the main site: "MyProspectingSecrets.com" they are randomly forwarded to a "Gold" member's affiliate URL.

Gold members IDs are added to rotation which benefits them in several ways:

For instance...

Many times when I send a mailing to my own list, I mention "MyProspectingSecrets.com" in my signature and many of my readers click the link to visit the site. This takes them to a random "Gold" member's replicated page that is filled with their links.

This kind of ongoing advertising would cost hundreds of dollars elsewhere. Instead, for a low fee I offer a "Set-and-Forget" ad campaign that runs indefinitely and **helps build their primary business** that they "Plugged in" upon sign-up.

I generated a little over \$6,213 during the first 2 months with sales continuing every month.

A lot of people would prefer to "outsource" traffic and lead generation. This is exactly what I provide with the "Gold" membership offer. With my system, my members are getting a lot more than junk hits to some page; **they are getting highly targeted traffic to a money making website loaded with their affiliate links.**

That is how you "Get Rich Building a **Lazy** Downline!"

But it doesn't have to stop there.

Here's another golden opportunity to benefit from...

You could expand on what I've done by creating a MLM traffic co-op.

Here's how it works...

First, you create a killer recruiting system similar to the one I described above. Only this time you'll need to target members of a specific MLM company (one with a huge membership.)

Second, find a resource that you can advertise in such as a MLM related publication (on or offline.)

Third, you only allow a *limited* number of people to participate in the co-op.

You should run a test campaign first to determine how many total leads/sign-ups you will generate from running the ad. This way you can mathematically narrow down the number of people allowed in your co-op. This also serves as a great (honest way) to stir up "Scarcity" in your co-op offer.

Next, you create the co-op offer and collect payments. After your members order, they will simply enter their username in a form on your "Thank you" page and be instantly added to your "rotator."

You then use the bulk of the money collected to buy the co-op advertising and keep a percentage for yourself for setting up the co-op.

As you advertise the domain (i.e. MyProspectingSecrets.com) the people that visit that URL will randomly land on a paying co-op member's page and opt-in. You can set it up so that your co-op member will get an email notifying them of a hot fresh "real-time" lead.

Pretty cool *huh?*

I hope this has opened your eyes to the endless possibilities out there. If you focus on becoming a problem solver for people in other MLMs or affiliate programs you can make a killing with this strategy. It will require some work but you will be handsomely rewarded for your efforts. That's a promise!

I wish you much success in life and business!

**Keep reading if you're interested in learning how to get your own  
downline recruiting system set up (including how to get the software)...**

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## Wait! Before You Go...

I have a special surprise for you!

I would like to offer you free private access to a live call I recorded with Chris Zavadowski where we talked in great detail about how to set up your own system like MyProspectingSecrets.com. We were going to charge \$97 for access to the call because of all the details we cover but we decided to give it to you free...

You will get FREE private access to the MP3 version of the interview and PDF transcript. Both are yours to keep as my gift to you. Plus, you'll find some great surprises inside...

The next step is to register now and get INSTANT access: [Click Here](#)

### To Your Success!

James Grandstaff



<http://DownlineSecrets2.com>

**P.S. - What if you could re-brand this report with your business information then use it to attract targeted prospects and immediate cash-flow to your business? [Click here and I'll show you how.](#)**

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## Re-Brand This Report With Your Links and Earn Money By Giving it Away!

**Y**ou now have the unique opportunity to attract targeted prospects and immediate cash-flow to your business by customizing this report with your primary business website address and affiliate links, including:

- \* Your Name
- \* Primary Business Opportunity URL
- \* Downline Secrets 2 ID
- \* Instant MLM Sales Letters ID
- \* Total MLM System ID
- \* Renegade MLM Success ID
- \* Instant Buzz ID
- \* List Joe ID

In order to customize this report and make the most amount of money by giving it away, you will need to follow the 3 steps below:

### **STEP 1:**

Open up a new text file and type in the following information (you will need this info for step 3)

- a. The name you want to appear at the top of your customized report.
- b. The website address to your primary business.
- d. Your **Instant MLM Sales Letter** ID number (see step 2)

- e. Your **Total MLM System** ID number (see step 2)
- f. Your **Renegade MLM Success** ID number (see step 2)
- g. Your **Instant Buzz** username (see step 2)
- h. Your **List Joe** username (see step 2)

## **STEP 2:**

If you already have a username or ID number for the programs listed, you may use your current one. However, if you do not, please join each program from the links below and copy your username or ID number into your text file to be used in step 3.

**Please Note:** You are NOT REQUIRED to join the programs listed; only join the ones you feel comfortable joining.

1. To get your **Instant MLM Sales Letter** ID number: [Click Here](#)
2. To get your **Total MLM System** ID number: [Click Here](#)
3. To get your **Renegade MLM Success** ID number: [Click Here](#)
4. To get your **Instant Buzz** username: [Click Here](#)
5. To get your **List Joe** username: [Click Here](#)

## **STEP 3:**

For the final step you will need to register at Downline Secrets 2 to get your ID number. As soon as you register you will see a special offer that explains how to get this report customized with your affiliate IDs. This special offer only appears once so grab it while you can...

**To register for Downline Secrets 2 and get started:** [Click Here](#)

By giving away your re-branded version of this report, you have the opportunity to attract targeted prospects and immediate cash-flow to your primary network marketing business!