

A composite image featuring a basketball player in the upper left, three business professionals in the middle left, and large black chess pieces in the foreground. The background is a collage of US dollar bills. The text is overlaid on the image.

YOUR 2008 MLM GAME PLAN

**4 Months To 4 Figure
Income Monthly : An Overview**

DreamTeamFormula.com



Your 2008 MLM Game Plan (4 Months to 4 Figure Income) - An Overview

Produced by Dream Team Formula

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2008 MLM Game Plan (4 Months To 4 Figure Income) : An Overview

Hello and thank you very much for purchasing “**Your 2008 MLM Game Plan : An Overview**” This is the first part of 4 mini reports in this series to give you a head start this new year. Please read page 12 for details on how to get the remaining 3 parts.

This is one of the many reports produced for Dream Team Formula members. Other reports include:

- **Surf Your Way To MLM Riches : Top 3 Power Prospecting Tactics For Your Internet MLM**
- **MLM Survival For 2008 And Beyond**
- **7 Proven (& FREE) Traffic Strategies That Will Drive 500 Prospects To Your MLM Website Everyday**
- **Discover the Pitfalls & Traps in Network Marketing that You Can Avoid**

Only members of Dream Team Formula has master resell rights and branding rights to this report.

If you want to access all the above reports and use the Dream Team Formula 100% downline retention system for your MLM opportunity, please visit :

>> <http://www.DreamTeamFormula.com>

Take a free tour and find out how you can accelerate your success in your MLM business. Hope to see you there!

All the best,
Cristina Hernandez
[Dream Team Formula Member](#)

The **KEY** Factor To Your MLM Success

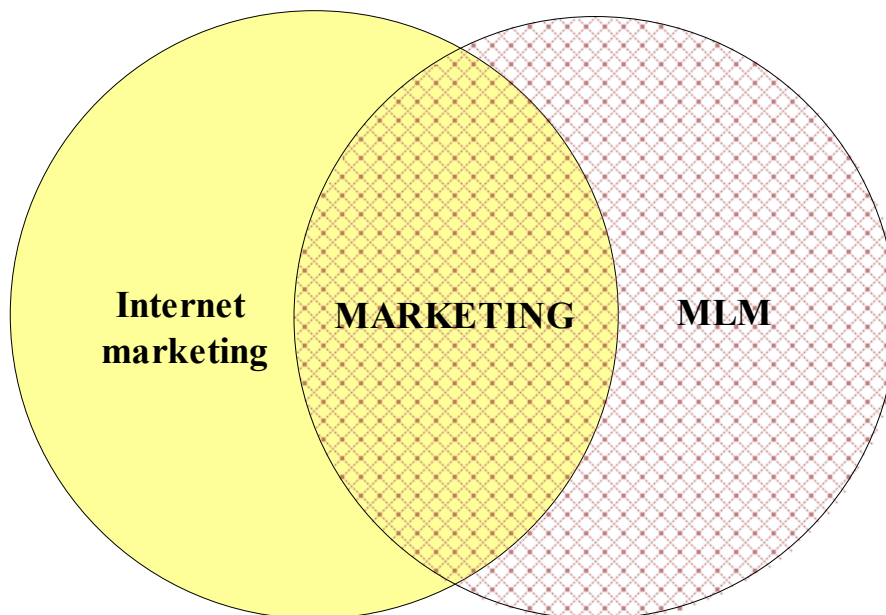
To be really successful in online MLM, there are 2 types of knowledge you need to master :

1. MLM /Network Marketing
2. Internet Marketing

The common factor between the two is **MARKETING**. Your marketing system is an important key to drive results for your business.

Internet marketing provides you with the avenue to earn instant retail cash from the growing 1.2 billion internet users, while network marketing gives you recurring income from your downlines.

In short, in internet marketing, you market to the **general online consumers**. In MLM, you market to **your downlines**.



The MLM game plan strategy is crafted based on the above understanding as well as the following three facts about online MLM business:

- 1) *Nobody is interested in you or your MLM opportunity***
- 2) *It is easier to make \$97 selling a "How To" digital product then getting paid \$10 for recruiting a downline***
- 3) *9 out of your 10 downlines will quit in 3 months or less***

If you are new to the MLM industry or have been involved in MLM the 'traditional' way, it may be shocking for you to hear the above. Sad to say, they are the truths and you were probably not told the truth by your uplines.

[Source : [7 Great Lies of Network Marketing](#)]

The Game Plan

1. Position yourself to offer what people want : Get people to come looking for you instead of you chasing after the leads
2. Sell everything but your MLM opportunity : Earn instant retail cash in the front end and long term residual income at the back end
3. Stop sponsoring front lines : Build depth until you find a leader who can duplicate you

Please refer to the table in the next page for the different phases of the game plan, the various systems and tools will be elaborated later :

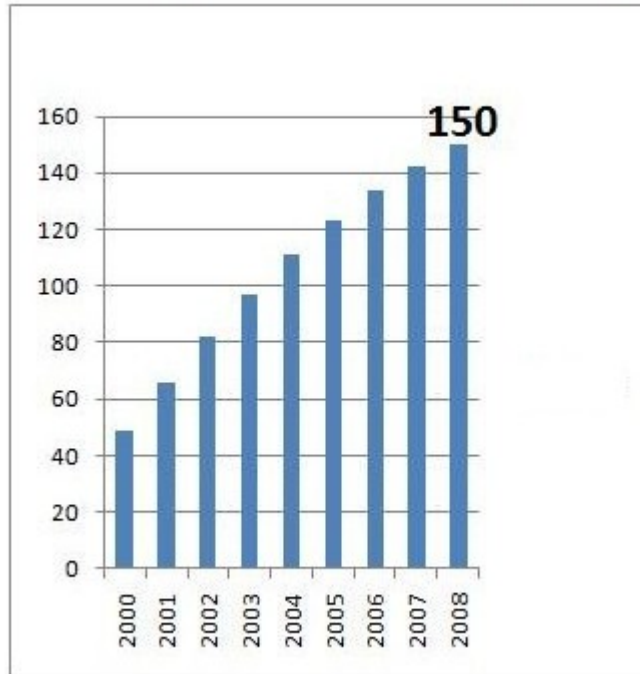
2008 MLM Game Plan (4 Months To 4 Figure Income) : An Overview

Phase	Objective	Strategy	Systems & Tools
1. Lead Generation	Mass exposure	<ul style="list-style-type: none"> ● Position yourself in a relevant niche ● Give people what they want ● Become the hunted 	<ul style="list-style-type: none"> ● Rich media landing page ● Viral marketing ● Search engine optimization (SEO) ● Paid advertising
2. Profit Funnel	Earn instant cash at every stage of the sales funnel	<ul style="list-style-type: none"> ● Offer low cost front end reports ● Relationship building ● Multiple sales point and cross marketing ● Offer opportunity at back end 	<ul style="list-style-type: none"> ● 100% profit affiliate turnkey websites ● Multiple niche products ● Product creation kit ● Re-brandable viral reports ● Autoresponder ● Payment processor ● Automatic product delivery
3. Downline retention	Build depth in your MLM program for long term residual income	<ul style="list-style-type: none"> ● Spill-over sponsoring ● Duplication ● Leadership training 	<ul style="list-style-type: none"> ● Dream Team Formula ● Vertical spill-over Profit Sharing Marketing ● Contests & incentives

Phase 1 : Lead Generation

More than 140 million people from the United States shopped online in 2007, this figure is predicted to increase to 150 million in 2008.

Online Shoppers in the United States (millions)

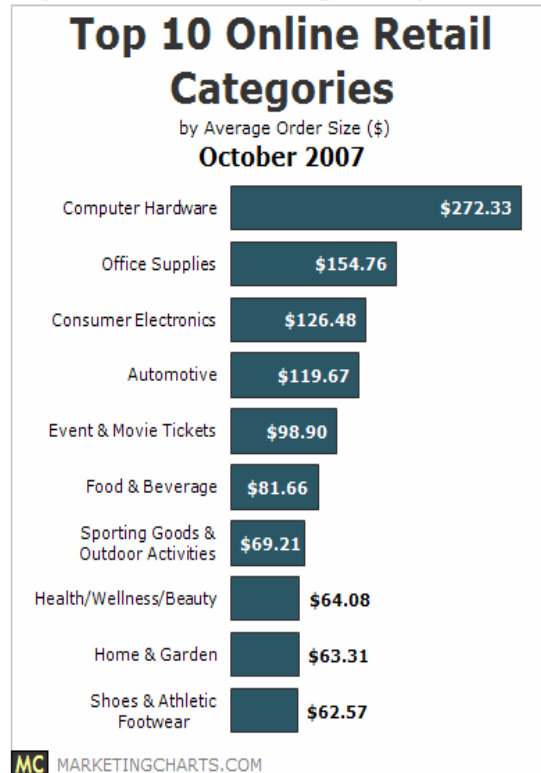


Source : Tech Web Media

What are these people buying?

[Nielsen Online](#) reported the following top 10 online retail categories in Oct 2007.

Top 10 Online Retail Categories by Order Size - October 2007



Who are your target market in this game plan?

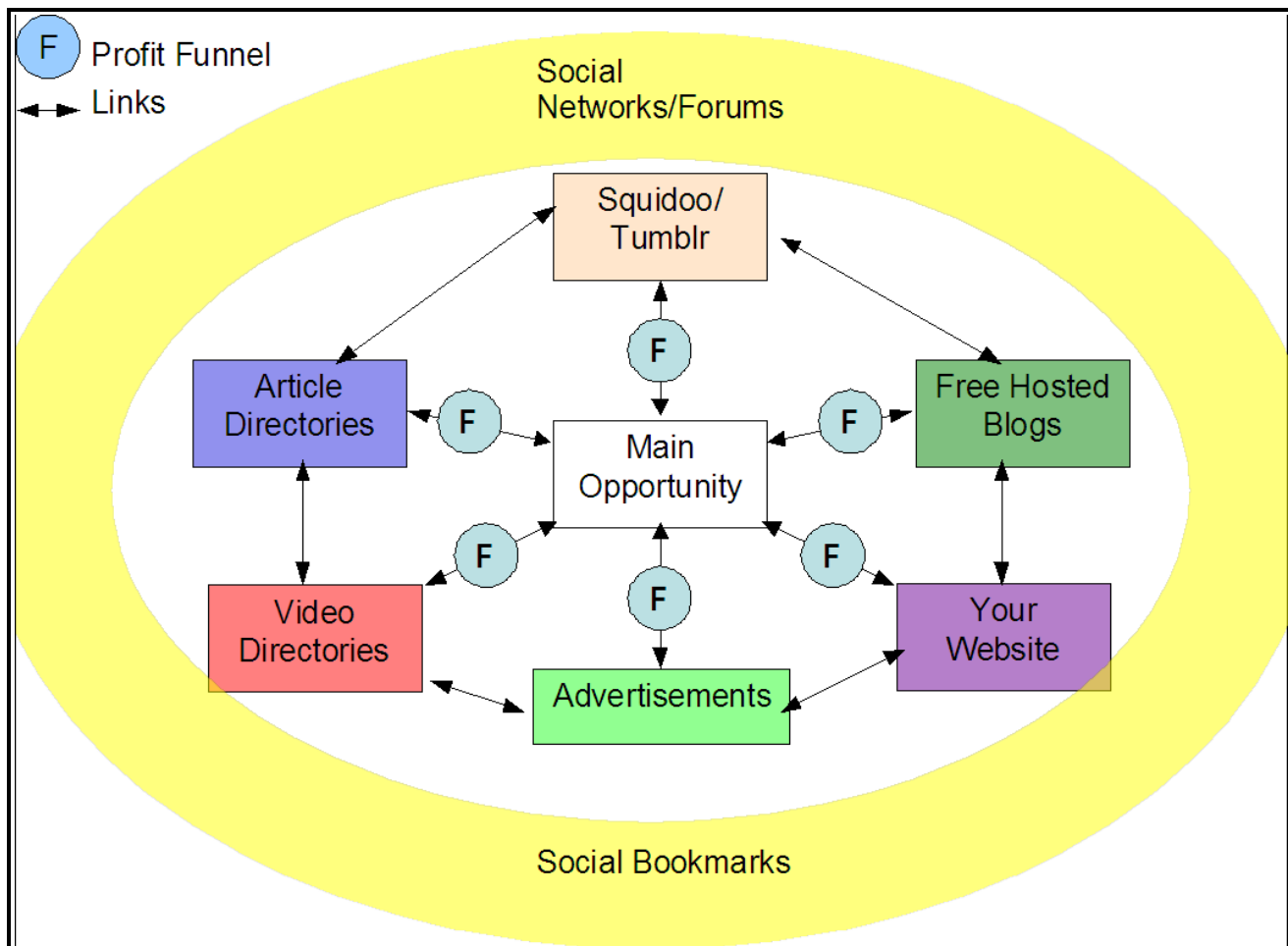
1. People who need the product/services offered by your MLM business. For example if you are promoting USANA, you can target at those who are looking to lose weight.
2. People who are looking for a home business – stay at home moms, retirees, retrenched workers, etc
3. People who are *already* in an MLM business – what do these people need?
 - Traffic
 - Prospecting and recruitment strategies
 - Training systems

How to reach these people?

In order to offer people what they want, you or your sales page need to be at the place where they go to find solution. There are 3 main methods to market in order to achieve maximum exposure :

1. Viral marketing
2. Search Marketing
3. Paid Advertising

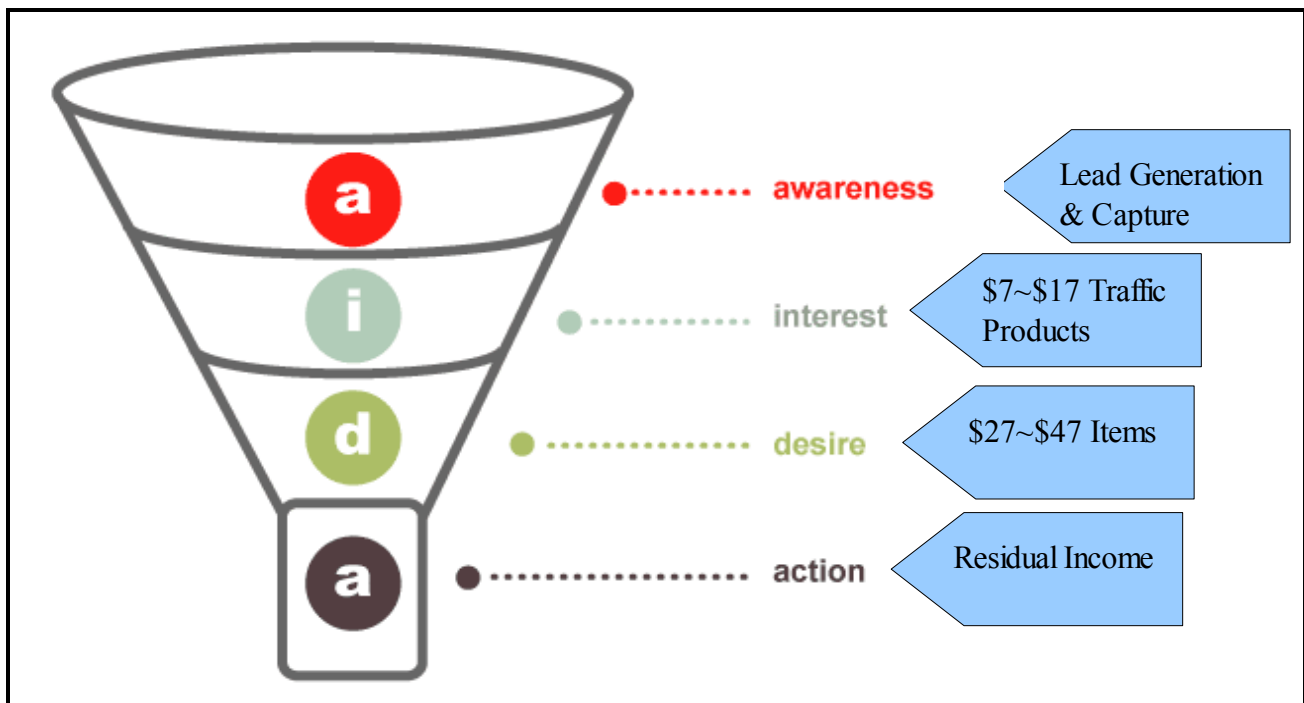
In phase 1, you will integrate the 3 methods to capture your target market :



Phase 2 : Profit Funnel

The lead generation process is designed to create mass awareness about the product and services that you are offering. Bear in mind that until this point you are still **not** promoting your MLM opportunity, instead you are offering solutions to gain trust as well to pique the interests of your prospects.

As they progress through the sales funnel (below), various call to action sales points are integrated. You will then be able to get paid at multiple stages even **before** the prospect hears about your MLM opportunity.



Source : Modified from *Proven Models*

If you use the Dream Team Formula system, the profit funnel is setup for you. You can quickly make use of the multiple turnkey websites and landing pages (attached with **your** paypal button) to get paid instant retail cash. No more waiting for end of the month or even minimum payouts.

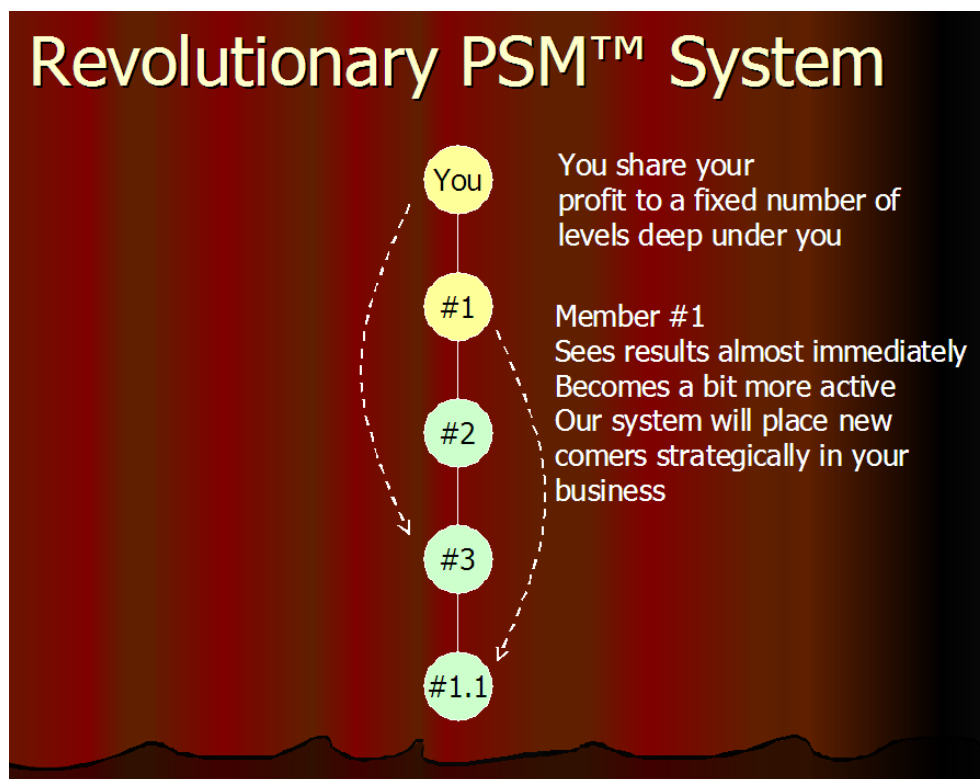
See an example of page that you will receive :

<http://www.go2mylink.com/here/20min1000/>

Phase 3 : Downline Retention

By this phase, you would have already made some instant retail cash and have a list of prospects at different stages of the profit funnel. They should all be automatically included in your autoresponder system and receiving regular emails from you. There is now very high chance that your leads will “persuade” themselves to join your business.

The longer they are in the profit funnel, the more valuable information they will receive from your email follow-ups. So the outcome is predictable. Once the prospect sold him/herself to join your MLM business, the Dream Team Formula (DTF) system automatically takes over. DTF intelligently positions them in a vertical power line so that the combined effort of everyone is leveraged.



[Click here to watch video explanation](#)

The system ensures long term downline retention and residual income so that you don't have to re-build your MLM team again.

Action Plan

Now that you have the game plan laid out for you, it's time for action!

To get started on your way to 4 figure income **monthly** at the end of 4 months, just go the link below to sign up for the MLM Game Plan 4 Months to \$4K Daily Action Guide.

After confirming your email, you will instantly receive the first email with detail instructions, followed by *daily* action steps on how to proceed from \$0 to at least \$1000 per month with your MLM business.

I have intentionally excluded the action plan from this report because most people will give up reading a 90 page report and just sit on the information.

Start immediately, one day at a time to at least \$1,000/monthly.



[Click here for instant access!](#)

Resources

1. If you want website traffic with *ZERO* effort, get the report :
20 Minute Secret To 1000 Unique Visitors A Day



<http://go2mylink.com/here/20min1000>

2. **Brand this report with your own links.** Find out how by taking a free tour at
<http://www.DreamTeamFormula.com>
3. Where to go for support :
You can send me your questions, comments and suggestions to this link [here](#).

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