

# **7 Secrets To Building A Productive Downline!**

Written By James Grandstaff

**This Manuscript Presented By:**

**Hugh Harris-Evans**

[Visit Hugh Harris-Evans's Website](#)

## Legal Stuff

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying or recording, or by any information storage and retrieval system, or transmitted by email without permission in writing from the author.

While all attempts have been made to verify the information provided in this publication, neither the author nor the publisher assumes any responsibility for errors, omissions, or contrary interpretations of the subject matter herein.

This publication is not intended for use as any source of advice such as legal, medical, or accounting. The publisher wants to stress that the information contained herein may be subject to varying international, federal, state, and/or local laws or regulations. The purchaser or reader of this publication assumes responsibility for the use of these materials and information.

Adherence to all applicable laws and regulations, including international, federal, state and local governing professional licensing, business practices, advertising, and all other aspects of doing business in the US, Canada or any other jurisdiction is the sole responsibility of the purchaser or reader. Neither the author nor the publisher assume any responsibility or liability whatsoever on the behalf of the purchaser or reader of these materials.

Any perceived slight of any individual or organization is purely unintentional.

---

A message from the author...

## Congratulations!

**You now own the reprint and redistribution rights to this powerful manuscript!**

**This is a \$97.00 value!**

By owning the reprint rights you can reprint, resell or redistribute this manuscript for any price you'd like and keep 100% of the profits. Or, you can use this as a free bonus or gift to your downline members... It's all up to you.

The only restriction is that you cannot modify this document in any way shape or form.

The aim of this special manuscript is to help you build a productive downline in any company or program you may be involved with now or in the future.

The secrets you'll discover below are not really secrets at all; instead they are the actual ideas and strategies that have worked for me and many of my team members who have taken action and applied them.

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

**Success is Yours!**

James Grandstaff



<http://DownlineSecrets.com>

**P.S. - If you'd like to make this manuscript **your 24-7 digital salesperson** by branding it with YOUR name, website, and affiliate links, then be sure to read the section at the bottom for full details.**

# Table of Contents

<b>SECRET 1: Become The Sponsor You Never Had .....</b>	<a href="#">Pg 07</a>
<b>SECRET 2: How To Recruit Properly From Day One .....</b>	<a href="#">Pg 10</a>
<b>SECRET 3: What You Must Send ALL New Members .....</b>	<a href="#">Pg 13</a>
<b>SECRET 4: Avoiding Time and Energy Leeches .....</b>	<a href="#">Pg 16</a>
<b>SECRET 5: Why You Need A "Viral" Recruiting System .....</b>	<a href="#">Pg 19</a>
<b>SECRET 6: How To Hook A Big Fish .....</b>	<a href="#">Pg 25</a>
<b>SECRET 7: Tying it All Together .....</b>	<a href="#">Pg 27</a>
<b>Branding This Manuscript With Your Affiliate Links .....</b>	<a href="#">Pg 31</a>

---

# Introduction

**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, I want to help clarify some of the "lingo" that exists out there; some of which can be confusing.

## **As far as I'm concerned, the terms:**

- \* Network Marketing
- \* Affiliate Marketing
- \* Multi-Level Marketing
- \* Referral Marketing

... are all very similar.

In other words, if you're getting paid on any "Multi-Level" including a 2 tier affiliate program all the terms are pretty much interchangeable.

However, there are a few exceptions...

Certain affiliate programs pay you only one time on your personal referrals. Others will pay you on one level as well, but pay you over and over each month as long as the customer that you referred remains a customer. This can add up to a nice monthly income over time if you're willing to work hard at first and if the product is something like website hosting that the customer will likely use for years.

But to sweeten the pot even more, wouldn't it be nice to get paid when the people you refer make a sale and the people they refer make a sale?

As you may already know, programs that have their commission structure set up this way are typically known as "Network Marketing" companies and also require a monthly commitment. However, in my opinion, this is the best way to go for long term residual income :-)

## **Before we get to Secret One, first a question...**

Do you know the ONE thing all successful network marketers have in common?

- It's not that they're smarter than anyone...
- It's not what type of product they sell...
- It's not that they got in early...
- It's not that their up-line was the best...

The **one** thing that EVERY serious network marketer agrees on is that you must be able to **teach** your team to duplicate in order to sustain long-term growth.

And that is the very reason I created Downline Secrets; to provide net marketers like you with a proven recruiting system that duplicates for YOU while you're out doing other things like enjoying your free time with friends and family :-)

Please pay close attention, because the ideas and concepts you'll learn here are the same concepts that grew my Global Domains International downline from 54 to over 5,700 members (as of this writing) in eight months and added over 8,164 people to my subscriber list.

May they do the very same for you :-)

Now let's get to those secrets!

# SECRET ONE

## Become The Sponsor You Never Had

**A**s Network Marketers, most of us have searched and searched for a simple yet effective way to "Clone" ourselves; knowing that if we could overcome the duplication problem we would reach the levels of success we ALL dream about in this business.

The problem is that 95% of the people in a MLM business usually fail. The inability to duplicate, I believe, has a lot to do with it.

Let's say the 95% failure rate is accurate for a minute...

I'm not the best at math, but that would mean that 5% of the people in this business are successful and some probably wildly successful? It's also likely that most of us are recruited into a program by someone in the 95% category.

Now for those of us that want to join the ranks of the 5%, it's our job to sift through as many prospects as we can until we find other 5%'ers like us; people who want to work hard and build a long term residual income business.

**The problem for me** was I had to figure out how to do this while I kept my full time job. My family needed health insurance and while I can't stand my current job, it does provide us with needed things such as insurance and helps pay a few bills.

The solution for me was to build **a system that sorted and sifted for me** while I was working at my full time job. The great part about it (and honestly shocking too) is that it worked like crazy and my team started to explode. It literally felt like I hit the JACKPOT at a casino or something. With one big difference though... **I get paid every month and it keeps growing and growing with each passing month :-)**

(You'll learn how to do the same a little later)

**For now, lets talk more about the solution.**

It's simple actually...

You need to "**Become The Sponsor You Never Had**" (as I like to call it) and become a leader for others to follow.

That's it... it really is THAT simple!

Do you think you're up for it?

I didn't think I was when I first started...

But I did know one thing... If I didn't step up to the plate right then and give it a shot, when would I?

Tomorrow?

Next week?

Maybe Never...

Would I step up to the plate "after" I became successful (never works that way) **or would I step up right then and start leading?**

It was at that point that I made the strengthening decision to take charge of my life and start branding myself as a leader in this business and it was the best decision I have ever made!

Now, before you take the same plunge, the one thing you must "**Get**" first is that it all starts from within you...

The strengthening decision to become a leader and really go for it is the first step and one you must take seriously and follow through on.

**That really is the true secret** to this whole crazy "success" thing.

By stepping up and becoming the sponsor you never had, you will end up in the 5% ranks much sooner, opposed to later or never.

And just to be clear... when I say "**Become The Sponsor You Never Had**" I'm mainly referring to a mindset or philosophy...

The philosophy of wanting more from life and **knowing that helping people and making a difference** is what's it's really all about.

That mental shift is all I needed in order to help my team expand and duplicate. This same mental shift may be all you need to take your business to the next level. Only you will know.

Once I stopped thinking about "making money" **and started thinking about how to help others make money** is when I started to make money. (Read that sentence slowly one more time)

My confidence level seemed to skyrocket too after I stopped focusing on how "I" could make money.

I'm sorry to be the one to tell you this, but if you're in a tight spot right now and needing money is your main motivation for getting involved in network marketing... your chances of attaining success will be severely hindered.

Hindered, yes. Impossible, no.

This manuscript is going to reveal how you can step up to the plate and transform yourself into a leader and start succeeding.

It's time to stop following the 95%'ers around and it's time for YOU to start leading them!

Let's get to work...

---

# SECRET TWO

## How To Recruit Properly From Day One

If you ask any successful Net Marketer they will tell you that in order to successfully build your Network Marketing business you must first uncover what it is your prospect wants. Then you must teach them to do the same once they start prospecting.

Is the person you're talking to deep in debt?

Do they just want a few bucks each month for the extra things in life?

Or...

Do they want to build a huge MLM organization and be filthy rich and travel the world and live like a rock star?

These are important things you must know first before you start talking about your product or business opportunity.

The easiest way to uncover this information is to ask specific open ended questions...

Question such as:

**"Can you tell me why you're looking to earn extra money from a part time business?"**

"How would your life change if you had an extra \$1,000 coming in each month?"

**"Tell me a little about your last experience with a home business or will this be your first time?"**

...Then be quiet and listen, I mean really listen! Listening will build rapport and great rapport has built empires!

The less you talk and more you listen... the bigger and faster your team and income will grow.

This prospecting technique can be done using email, the phone, and instant messenger programs.

(Later I'll reveal how I used traffic programs and my instant messenger program to get people to approach me asking how they could make money online.)

Below is a guest article that proves why asking questions is key...

=== BEGIN ===

### **"Why Am I Talking To This Prospect?"**

By David Ledoux

I just got off the phone with Clark, a young eager member of my downline. We were celebrating him enrolling his first downline partner.

How exciting!

He's been learning to work the cold market while test marketing his products to his warm market. He's putting out about 1,000 drop cards a week, and he's starting to get a steady stream of prospect calls.

I asked him a loaded question to see how he would respond.

"Clark, what's the real purpose of phoning a prospect?" I said.

He thought for a minute. Then he hit me with a profound answer for a rookie.

"My job is to uncover what their needs are and help them to see how this business can solve their problems."

My mouth was slightly agape. I know I sure didn't think that way when I started in the MLM industry back in 1988.

I needed to sell product so I could make money to buy food. I needed to recruit them so I could make money to buy food. Funny how an empty stomach was my motivation!

And it's no wonder my numbers stank in the beginning. I was always telling and selling instead of uncovering their need.

Here's a little training tip...

Write this phrase on a post-it note and stick it near the phone:

**UNCOVER THEIR NEEDS!**

I appreciate you.

Good luck in your business!

David Ledoux has been involved in the network marketing industry for 15 years. To discover more jealously-guarded secrets of making \$100,000 or more every year through MLM check out his new book, *The Ultimate MLM Blueprint for Massive Success*. The book and a FREE MLM Training e-zine are available online.

=== END ===

This simple yet extremely effective secret, once mastered, is all you and your team need to remember and act on when prospecting. This works whether you do it via email, phone, face-to-face or any form of communication.

It's best if you avoid talking about the company or product until you figure out how it will fill their need.

Your prospect may have a completely different reason for wanting to get involved in a home business than you do.

I can't stress how important this simple, yet crucial part of the recruiting process can impact your level of success and help expand your empire.

Remember to teach this to your team along the way and success in Network Marketing will be yours.

---

# SECRET THREE

## What You Must Send All New Members

**F**air warning...

What I'm about to tell you may seem like common sense and overly obvious, but trust me when I tell you that many people do not do this, yet if they did, their income levels would increase. This is important...

The one simple thing that you **MUST** send your new members is...

**==> A personal "WELCOME EMAIL" from YOU!**

I know it's not rocket science, and yet some people just don't do it.

If you haven't been doing this -- start today. Make it a habit to send a welcome email to every new member you sponsor.

Later on you'll find out how to get your hands on the welcome email that I send to all my new partners. The email itself contains one little sentence which has made it viral in nature and has helped our team expand in a big way.

After you send a welcome email to your new members you should keep in touch about once per week via email or you could contact them by phone. I prefer to use email. Another great idea is to create a support forum for your team. The one I use is free and can be found here: <http://www.phpbb.com>

Getting your new members trained is now your top priority!

**Here's a FREE Sanity Saver Tip:**

Not everyone is trainable or coachable! (more on how to handle this in secret four)

Have you ever sponsored someone in your program and they didn't do much at all but complain that nothing is working or they told you they're going to "Wait and see what happens?"

What does that mean anyway, "Wait and see...?" Wait to see if someone builds their team for them?

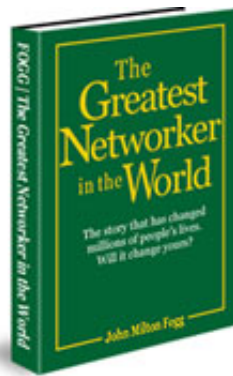
Wouldn't that be nice? If you find someone like that, please let me know and I'll sign up under them right away ;)

Now, in reality there is an extremely effective, yet simple, method that I use to help my new members out and at the same time I discover who my new potential leaders are.

### **Here's what you can do:**

Give your new members an assignment... You could request that they read a free report or e-Book about Network Marketing (or even this manuscript.)

One of my favorites is "**The Greatest Networker in the World**" You can download this e-Book here:



<http://GreatestNetworker.com>

Have them contact you after they read the book and tell you what they learned and how they think it will help them in their Network Marketing business.

### **This accomplishes two very important things:**

1. As I mentioned, it lets you know who your potential leaders are.
2. And allows you to identify who gets priority help from you.

The people that get back to you with feedback are those you will want to remain in touch with more often.

In Secret four I'll go over the importance of being selective about who you choose to help and not help. Yes, there are people who are not worthy of your help or time, as cruel as that may sound.

### **The bottom line...**

Be sure to contact every new downline member you sponsor and let them know you are there to help them. Include your phone number and email address and let them know you have an "**Open Door Policy**" which means they can contact you whenever they need help.

Just let them know when you're available and what method of communication works best for you.

Will they contact you?

There's an old saying or cliché in Network Marketing that answers that question nicely...

Some will.

Some won't.

Who cares?

Who's next?

**Let us move on...**

---

# SECRET FOUR

## Avoiding Time And Energy Leeches

I would like to share with you my personal experience related to this secret...

When I first started online in network marketing, I learned quickly that helping people was going to be the way that I earned money from the internet. It's been a wonderful journey and I keep learning more and more ways to help others everyday and I love it.

However, I didn't always feel this way...

You see, one of my favorite quotes is from Zig Ziglar:

**"You can have everything in life you want, if you will just help enough other people get what they want."**

Ok, that sounds all fine and dandy unless you do what I did...

I took Mr. Ziglar's quote literally!

I thought it meant that I HAD to help everyone who asked for it. And that's exactly what I did and almost went crazy. I won't go into details here but I worked my butt off helping the wrong people.

Sound familiar?

The truth is a lot of people didn't want my help. They don't want your help or help from anyone for that matter. They'll ask for it and think they want it, but they really don't.

What they want is for someone to do the work for them **because they are lazy**. It's true.

What's mind blowing to me is that as information becomes more and more available to us (compared to a hundred years ago) the lazier and lazier we become...

How hard is it really to find the answers we need? Not that hard if you really want to find them.

I know most of us are guilty of this laziness at sometime or another.

**This little experiment will prove it:**

Ask anyone this question... "How would an extra \$1,000 per month help improve your lifestyle?"

Typical answers might include: "I could buy a new car, make the house payment, or buy an RV, etc..."

**Great!**

Tell them that everything they want is absolutely possible and within their reach and you have the solution that will help them get what they want...

Then ask them if they will view your website or flash presentation about your business within the next 24 hours. If they agree, give them the link and contact them 24 hours later and ask them what they thought about it.

A typical reply: "Oh, yeah, I didn't get a chance to look at it yet, but I will."

**- No they won't.**

Chances are high that if you asked 10 people to do the same thing, many would have some lame excuse as to why they didn't have the time either. I mean, it was "trash night" yesterday - and you can't just let your garbage pile up right?

So the best thing to do is let new prospects seek you out...

Also be available to your team and wait to see who contacts you. The ones that do are the ones that deserve special attention because they have taken action and proved to you they are serious about changing their life for the better. Help them, as they are your potential leaders that you'll want to mastermind with and have on your team for the long haul.

Avoiding time and energy leeches applies both to prospects and those people who are currently on your team.

With experience, you will be able to determine who is serious about changing their life and willing to work hard, from those that will just waste your time.

You attitude really has to be...

**"Why should I show you how to earn an extra \$1,000 per month?"**

Instead of...

"Please oh please, look at my new business opportunity, this is the one, I can feel it, were all gonna be rich!"

The same rule applies to people who join your team.

Today, so many people seem to jump from program to program and never really give themselves or the company a chance. They think the "Program" or "Company" is responsible for their success or failure.

**Can you say B.S.?**

It takes focus, hard work, and clear vision of what you want to succeed at anything in life. Therefore avoiding people that bring you down is a must in order to survive and thrive.

Network Marketing is supposed to be fun :-)

Avoiding time and energy leeches gives you both the needed energy and time to start enjoying this business again...

---

# SECRET FIVE

## Why You Need A "Viral" Recruiting System

(I'm going to reveal something BIG in this secret so please read every word carefully...)

Let me start off by explaining the biggest benefit of providing your downline members with a viral recruiting system...

**It boils down to this:** When you have a viral marketing system in place for your team members, your downline has the potential to take on a life of its own and continue to grow effortlessly while you're focusing on more important things such as family and friends.

**Side Note:** The term "Viral Marketing" is just another way of saying "word of mouth" advertising. The word "Viral" actually refers more to the speed at which your message can spread thanks to technologies such as the internet.

I mentioned earlier how I managed to accomplish the overwhelming task of viral duplication while working my full time job. Well, it didn't happen overnight.

As soon as I started online (2001), I searched for a product or company that actually provided this solution. That's really all I needed since I worked full time. I didn't have time to do the traditional recruiting methods because they required a lot of time and commitment to end up with only decent results at best. Plus, I didn't know about the four secrets you just read about ;-)

What I wanted instead, was a huge downline that duplicated on auto-pilot from my part-time efforts.

**"But did such a solution exist?"**

If it did, I couldn't find it...

So after many years of struggling to build a solid residual income through network marketing I decided to take the bull by the horns and I created a system that absolutely exploded my downline in a short amount of time.

I ended up increasing my downline from 54 members to over 5,400+ in just under 8 months, my downline continues to duplicate and my checks are increasing monthly.

The incredible thing about is that I am only responsible for bringing in around 250 of those members. My downline is responsible for bringing in the other 5,150+ members to our team, which is just amazing!

The good news is I have a solution that allows you to do the same thing which I'll share with you shortly.

Before we get to that... please take a minute and read the web copy on the main page for my iBuzzIncome.ws system [here](#).

After you study the web copy closely, see if you can spot why this system works so well...

Or keep reading and I'll tell you :-)

When someone completes "Step 3" they get an exact clone of that webpage and all the places that contain my default ID, such as Step 1 and Step 2 and the InstantBuzz Hyperspace ID in the top right corner, now become their ID.

While this is certainly not a new concept; the simple twist I put into my system is what makes it work so well.

If you read the page above you may be thinking: What is Step 3?

**Ok, here's the big secret I promised to reveal:**

If you'd like to know the insider secret as to why iBuzzIncome.ws is so successful, here it is...

It is because of that one simple unanswered question...

==> **"What is Step 3?"**

People just have to know what Step 3 is and they are willing to complete the first two risk free steps to find out.

I urge you to read the above paragraphs again very... very... slowly, because that one unanswered question is 99.9% responsible for recruiting over 5,700+ people into my GDI downline.

**The duplication factor in this 3 step strategy is extremely POWERFUL and works every time!**

This concept actually started out as a simple web page that I wrote for myself in attempt to bring people into my team. After the shocking results and success I had with it, I thought...

...If my web page worked this well to bring in leads and new members for me, I just needed a way to allow my new members to use the same page with their IDs embedded in it. After all, duplication is the name of the game!

**BINGO!**

That's when I hired a programmer to create a software program that brought my 3 step strategy to life.

I then began to train my team members to use the same ads that I used on InstantBuzz to duplicate the process over and over and the system has duplicated itself down the line many levels deep.

As for Step 3 of iBuzzIncome.ws -- my GDI team members simply fill out a form (takes 1 minute) and the script inserts their name, GDI ID, InstantBuzz Hyper-Space ID on their page and the system generates a unique URL instantly that they can promote on InstantBuzz or any traffic generation program.

**I also have the unique ability to reward members on my team that are working hard.**

This worked extremely well...

(This also answers the question: "How do I get people in my downline to actively promote?")

I sent out a message to my members of iBuzzIncome.ws and I mentioned they could get their ID rotated at the main URL. In order for my team members to get their ID rotated, all I ask is that they bring in 10 new members into our GDI team.

Guess what? It worked better than I thought...

My team loved the idea of getting free advertising from their ID being in rotation and got busy promoting GDI to bring in their 10 new members.

Now my team is working extra hard to build their business while getting free exposure from the rotation which helps them grow even more. It's a total win-win situation!

**Tip:** All it takes sometimes are little things like this to get your team excited and to take action.

Ok, so now that you know how it works...

It's time for the BIG question:

**Are you ready to step up and create a viral recruiting system for your downline?**

Before you answer that question, think about this first...

What if your system could be applied to any program you want, whenever you want, and you had complete control over the programs you add as part of your "Steps"?

What if I told you WILL get your chance very soon?

Would that get you excited a little?

Hang on a minute...

Before I tell you how, let me explain what could happen for you if you created your own viral recruiting system to help your downline members build their downline:

**a.** You will almost INSTANTLY be established as an expert and gain huge amounts of credibility.

**b.** You will build a huge opt-in list and trusting relationships with your team members faster.

**c.** Successful people in the industry will seek you out and want to do co-operative projects with you (AKA Joint Ventures) that benefit everyone.

**d.** Your team members will be more open to purchase recommended resources from you (i.e. products related to training and downline building, lead sources, training e-books, etc.)

**e.** And of course, a steady stream of residual income coming in month after month...

Bottom line is you will get to keep your day job (if you're still at that point) while your empire potentially duplicates on auto pilot. Then once you are earning enough residual income, you can quit. That's what we all dream about in this business but only a select few actually achieve it. Only you can make it happen and I'm willing to help you get there.

It kills me to see so many people fail or never really get started in this business because they often don't have the time needed to build and grow properly so they give up before really giving their business a chance. A viral recruiting "system" gives you that chance.

I've also talked to many people who've told me they need money so bad they can't even afford the monthly cost for the opportunity itself. If that's the case they really have no business starting a business right now. Sorry to be so blunt, but no business is free... they all cost something to get started.

**Side Note:** I'm getting off track here a bit, but there are a few things I did to combat the money issues I was having that I'd like to share with you...

For starters, I:

- \* Cut way down on my living expenses.
- \* Got rid of the cell phone.
- \* Cancelled cable T.V.
- \* And I beat 2 deadly addictions that were ruining my life and costing me hundreds per month.

Basically, I started living below my means which is a very smart thing for all of us to do anyway if possible.

Taking this action reduced my stress level regarding money and bills and allowed me to focus on building my business.

Was it worth it? Oh yes, it was worth it ;-)

I didn't mean to stray to far from the topic here but I wanted to mention this issue. I hope you don't mind :-)

In secret six, I'll reveal exactly how I "hooked a big fish" thanks to the iBuzzIn-come.ws system and how you may be able to do the same...

---

# SECRET SIX

## How To Hook A Big Fish

In business, mega successful people such as Donald Trump and Bill Gates have teams of people on their side that help them accomplish great things...

There's no possible way these giants could do everything themselves and reach the level of success that they've attained. Instead they rely on the best and brightest people to help them along the way.

In the business of marketing online, whether it be affiliate marketing, network marketing, whatever you want to call it... it's much easier to succeed when you have other successful people "In Your Corner" so to speak. People that have seen you accomplish something great and want to work with you and help you achieve even further success.

For example...

A well known marketer had joined my GDI downline. One of my frontline members had referred him and approximately 2 weeks later, for unknown reasons, he quit.

Later on, a mutual marketing friend of ours, Mike Filsaime, put a group of us in touch to get to know each other and possibly do joint venture projects together.

So after we met and became friends, I reminded him that he quit our team just recently. He knew the work I did with iBuzzIncome.ws and we were put in touch by someone he trusted so he joined my team again (under his original sponsor) and since then has added countless team members to our organization.

In turn, I helped him launch his new program and he did very well from the emails that I sent to my list.

The bottom line is I would have never met him that way had it not been for meeting Mike Filsaime. And I met Mike Filsaime because he was impressed with what I did with iBuzzIncome.ws.

That's why it's so important to get YOUR name out there and start marketing yourself and not the program you're in. What if that program of yours disappeared tomorrow?

What would you do then?

Here's a tip Mike Filsaime gave me...

He said, "James, you need to get your full name registered as your domain name and you should set up a blog at your site like I did with MikeFilsaime.com. This way you are marketing yourself."

I took his advice and listened.

Since taking action based on his advice, my level of success has literally skyrocketed; not to mention put me in touch with hundreds of people around the globe, potentially opening even more doors!

I would like to take this time to say thanks to you Mike F. for all you've done for me... YOU are the man ;-)

**The moral of Secret Six is...** if you want to hook a big fish you have to start with some pretty impressive bait!

Got an idea for a recruiting system you'd like to create?

You'll find out how to turn that idea of yours into reality very soon...

---

# SECRET SEVEN

## Tying it All Together

Everyday it seems a new traffic or list building program is popping up.

If you were to target the membership of these new programs like I targeted the [Instant Buzz](#) membership you could be in a very nice financial situation within a few months.

The trick is to be first and get a jump start on your competition.

Here's an example of what you could do with your own system...

In 2005 a friend of mine launched a program called: [Your Lucky List](#)

It's a list building site where marketers can email their ads to other members. Plus it has a very well thought out twist. YLL basically helps us marketers build our lists and get our marketing message out to more people.

Here is what your new system could have been like within days after it launched...

- \* Your domain name: [YourLuckyListIncome.com](#)

- \* You could have targeted Your Lucky List members to join your main income program like I did with [GDI](#) on [Instant Buzz](#) based on the iBuzzIncome "3 Step" strategy.

Here's the email ad you could have used to get the members to your page:

**Here's How I Make \$xxx By Sending This  
Ad To My Fellow "Your Lucky List" Members:**  
Click Here ==> {INSERT URL HERE}

Then you would include your main page sales copy plus your steps:

- o Step 1: Join {Your Income Program(s) Here}
- o Step 2: Join {Your Traffic Program(s) Here}
- o Step 3: "We'll send step 3 after you complete steps one and two."
- o Next, you would send them to your Step 3 page like this [one](#).
- o Then, you would send them to a forum that you would have created for free at your domain: [YourLuckyListIncome.com/forum](http://YourLuckyListIncome.com/forum)
- o You would have included instructions for your new members in your forum. (give them the same email ad(s) that you used on YourLuckyList etc.)
- o They would have gotten a duplicate copy of your page that contains the 3 step process. The only difference would be that the links at each step would be theirs.

**Side Note:** I'd like to take a quick minute to talk about the importance of Step two. If you include quality traffic generation systems for Step 2 you will be generating long term traffic that could produce quality leads and income forever.

For example, if you were to include [Instant Buzz](#) into your system or any solid traffic generating program with a large active membership, you will slowly, but surely, build large downlines in those programs; creating a never ending stream of targeted traffic and potential income.

The beauty of this entire concept is the flexibility you have to change anything you want whenever you want.

Let's say you created the above system and 6 months later those traffic programs went out of business... (it happens)

What would you do?

That's easy...

By that time you would most likely have built up a nice membership. Therefore, you would simply email everyone and tell them that there's been a change to the program list and they should join the new one that you plugged in...

You'll now potentially build an **instant downline** in that new program :-)

Having **your own system** puts you in total control!

Before I wrap this up...

I hope you're starting to see the power in this strategy and you're getting some ideas of your own flowing through your mind...

I truly hope you learned a lot from this manuscript and I wish you nothing but massive success in your life and business.

Now, don't just sit there... take action!

Create the life you want... No one else is going to do it for you!

Please pass this manuscript on to all your downline members or anyone else you may think could benefit from it :-)

**Or, keep reading if you're interested in learning how to get your own viral recruiting system set up...**

---

## Before You Go...

I have a special surprise for you!

I would like to offer you free private access to a live call I did with Mike Filsaime where we talked in great detail about how to set up your own system like iBuzzIncome.ws. 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...

And yes, there's a catch... two actually, and you will hopefully love them both!

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

### To Your Success!

James Grandstaff



<http://DownlineSecrets.com>

**P.S. - If you'd like to make this manuscript **your 24-7 digital salesperson** by branding it with YOUR name, website, and affiliate links, then be sure to read page 31 for full details.**

---

## Brand This Manuscript and Earn Money By Giving it Away!

You now have the unique opportunity to make money and generate long term website traffic by branding this manuscript with the following affiliate links and personal information, including your:

- \* Name
- \* Website URL (or affiliate link)
- \* Downline Secrets ID
- \* Website.ws (GDI) ID
- \* Empowerism ID
- \* Your Lucky List ID
- \* iBuzzIncome.ws ID
- \* Success University ID
- \* Track That Ad ID
- \* Instant Buzz ID

In order to brand this manuscript 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 (note: you will need this info for step 3)

- a. The name you want to appear in your branded manuscript.
- b. The website address or affiliate URL that you would like to include.

- c. Your **GDI** username (see step 2)
- d. Your **Empowerism** ID number (see step 2)
- e. Your **Your Lucky List** username (see step 2)
- f. Your **iBuzzIncome.ws** username. (see step 2)
- g. Your **Success University** username (see step 2)
- h. Your **Track That Ad** ID number (see step 2)
- i. Your **Instant Buzz** ID number (see step 2)
- j. Your **Downline Secrets** ID number (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 all the programs listed; only the ones you feel comfortable joining.

1. To get your **GDI** username: [Click Here](#) - Access Code: **hughe**
2. To get your **Empowerism** ID number: [Click Here](#)
3. To get your **Your Lucky List** username: [Click Here](#)
4. To get your **iBuzzIncome.ws** username: [Click Here](#)
5. To get your **Success University** username: [Click Here](#)
6. To get your **Track That Ad** ID number: [Click Here](#)
7. To get your **Instant Buzz** ID number: [Click Here](#)

**STEP 3:** For the final step you will need to register at Downline Secrets to get your ID number. As soon as you register you will see a special offer that explains how to get this manuscript branded with your affiliate IDs. This offer only appears once and there is no other way to get a branded version.

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

By giving away your branded version of this manuscript, you will be building your list with the help of Your Lucky List, generating free targeted traffic from Instant Buzz, tracking your ads and clicks with Track That Ad, and potentially generating huge revenue from GDI, Success University and Empowerism. Not to mention getting CA\$H paid instantly to your... Well, I won't spoil the last one for you, you will find out soon enough ;-)

Enjoy yourself, have fun and get ready for success!

- James :-)

---